

JADIK Profile Sheet: Assessing Interpersonal Style in the Sales Situation

Name _____

Date _____

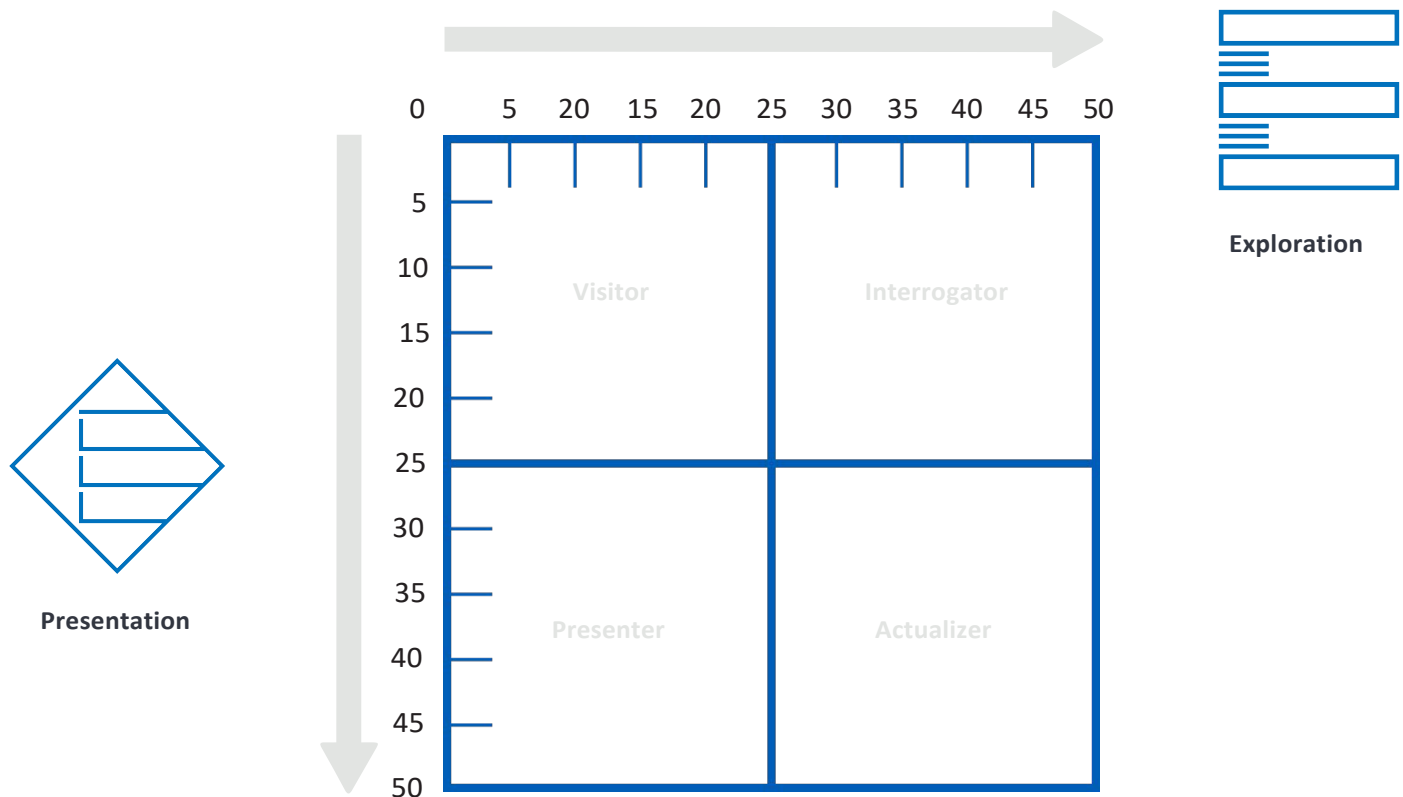
INSTRUCTIONS: Transfer your scores from the JADIK instrument into the score boxes below.

SCORES

Exploration

Presentation

Once this is complete, draw straight lines within the full limits of the graph, indicating your score levels; a vertical line to indicate your Exploration score, a horizontal line to indicate your Presentation score.



The JADIK Matrix

The JADIK Matrix is an illustration of the relationship as it takes place through the use of two primary sales strategies, the Exploratory Process and the Presentation Process.

The Exploratory Process is a diagnostic strategy used early in the customer/sales professional relationship for the purpose of identifying needs, as well as for establishing trust, credibility, and rapport. It is the Exploratory Process that identifies the Gap.

The Presentation Process is a delivery strategy employed by the sales professional to present solutions that will respond to the customer's needs and sales problems. It is the presentation strategy that closes the Gap.

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The dynamics of the JADIK Matrix

When balanced utilization of both the Exploratory Process and the Presentation Process takes place, expanding the Common Ground equally in both directions at the expense of the Blind Spot and the Unrevealed, we have the actualization of the Future Potential.

With actualization of the Future Potential, we have the creation of a whole new dimension in the relationship, the 5th Dimension. The 5th Dimension represents a super-productive state-of-affairs called synergy, which comes from the Greek language meaning working together. Synergy, in this case, represents bonding and productivity for both the customer and the sales professional.

Interpretation

The size and shape of the Future Potential on the JADIK Matrix is a reflection of the productivity that will take place between the customer and the sales professional. This productivity is represented by the scores in the shaded area.

The most productive and rewarding customer/sales professional relationships are represented by scores on the JADIK Matrix that exceed 25 points in the use of both Exploratory and Presentation Processes, while the difference between each does not exceed six points.

Some salespeople have a strong preference for using one process to the extent that the other is neglected. In this case, the size and shape of the Future Potential do not grow equally in both directions, representing a lack of sensitivity and imbalance in the relationship.

Interrogator

The interrogator is represented by an Exploratory score that exceeds the Presentation score by six points. This sales style represents the overuse of probing and excessive questioning strategy to the extent that very little information and feedback in the form of Presentation is shared with the customer. The interrogator's style becomes more ineffective as the disparity between Exploratory and Presentation widens on the JADIK Matrix.

Presenter

The presenter is illustrated by a Presentation score that exceeds the Exploratory score by six points. This sales style represents the overuse of telling and excessive information-giving behaviors to the extent that very little diagnostic or information-gathering strategy is used to develop an understanding of the customer's needs. Like the interrogator, the presenter style becomes more ineffective as the disparity between Presentation and Exploratory widens on the JADIK Matrix.

Visitor

The visitor is represented by scores that are below 25 points in the use of both Exploratory and Presentation sales behaviors, even though these scores may be within six points of balance. This sales style indicates an aversion to risk-taking in that very little substantial activity takes place in either Exploratory or Presentation sales behaviors. The visitor style becomes more ineffective to the extent that the visitor's scores are less than 25 points.

Actualizer

The actualizer is represented by scores that exceed 25 points in the use of both Exploratory and Presentation sales behaviors, while the difference between each does not exceed six points. This sales style incorporates the balanced use of Exploratory and Presentation strategies and becomes more effective to the extent that this style exceeds 25 points and continues to maintain a balance of within six points.

Processing Assignment (with a partner)

1. Compare your profile with the four styles described above.
2. Have your partner interpret your sales style and predict its impact.
3. Reflect on the difference between your style and your partner's. What might you learn from each other?
4. How can you modify your style to make it more balanced and productive?