



BETTER THAN YOURSELF

Assignment Description

The Assignment Intent

Selling takes a lot of knowledge and skill, and no single person has all of the needed traits and skills naturally. Effective sellers will need to develop beyond what they do naturally well. This assignment asks you to reflect on that and consider the positive and negative starting points you have as you begin your selling journey.

The Actual Task

This assignment is designed to get you to think about what parts of you are aligned with success in selling and which parts of you are poorly aligned and would require you to be “better than yourself” in order to succeed. All of us bring positives and negatives to the table, and a good first step towards performing well is an honest evaluation of those.

THREE HELP ELEMENTS: Identify three traits / skills that you possess and connect them to success in selling. For example, Dr. Eckert is a person who likes meeting new people, and that helps him in selling.

THREE HURT ELEMENTS: Identify three traits / skills that you possess and connect them to difficulty in selling. For example, Dr. Eckert is impatient, and that hurts him in selling.

EVALUATION OF ALL SIX: For the all SIX of these explain why you think these traits / skills will either help or hurt you. And for the “hurt elements” what you can do to change in order to be better positioned for success.

ORGANIZE IT SO IT IS EASY TO FOLLOW: Use a structure and layout to your submitted document that makes it very easy for the reader to know the three “helps” and why you consider them positives, and the three “hurts” and why you think they will hinder you.

The Deliverables

Do the assignment above and create a one-page document that shares your answers with the readers in a well organized way that has enough depth to be easily understood but doesn't become overly wordy. In the end be both clear, and concise.

The Grading:

- Did you do the entire assignment (all six elements with “why” explanations)?
- Is it well structured, organized and laid out (make it easy to follow and read for reader)?
- Does it present the information in a clear and concise way?