



The Character of Your Sales Team Has Never Mattered More to Performance

In his landmark study Return on Character® (**Harvard Business Review Press**), Dr. Fred Kiel and the KRW Research Institute discovered that who you are – your Character – is a better predictor of success than what you know how to do.



Now we are introducing this new body of Character Science to sales and account management.

We invite you and your team to participate in this groundbreaking research opportunity that brings High Character Leadership to the sales industry AND gives participants a path toward using their Character as a competitive advantage.

Organizations led by High Character Leaders experience:

- Greater than **5x financial performance**
- **26%** higher employee engagement
- **Reduction** in corporate risk

when compared to their Low Character counterparts.

Return on Character® (ROC) for Sales research will answer:

What are the unique Character habits of virtuoso sales people that accelerate performance?

How do you scale these behaviors across your organization?

How can sales leverage these insights to create a differentiated customer experience?

Contact your SAMA sales rep or Kelly Garramone at garramone@krw-intl.com or +1 202.768.3502 for more information about corporate sponsorship levels & fees.



Individual Benefits (free):

A full individual assessment report outlining your behaviors and the **one Keystone behavior** that will have the greatest impact on your sales performance as well as:

- A competitive advantage by going beyond traditional business skills to leverage Character
- Clarity on where you need to expand your mindset, not your skills, to get you to the next level of leadership
- New dimension of leadership that can supercharge your performance
- Identification of unconscious habits that might be undermining your leadership but won't show up on assessments or reviews

Organizations Benefits (fee-based):

With cohorts of 8 or more (who each receive a personal, confidential report):



Vertical development to complement SAMA's horizontal development



Two reports of aggregated cohort data benchmarked against ROC database and *ROC for Sales* database (estimated mid-2022)



Advance access to research findings



Customized assessment for your organization's culture



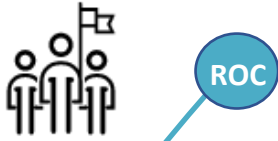
Partnership with KRW, The Summit Group, SAMA, and Consalia for acting on insights – including opportunities for coaching, training, & SAMA Academy sessions.



- The **one Keystone behavior** that will have the greatest impact on the performance of your sales organization
- **Implications** of where your people score highest and lowest
- **Customized insights** into behaviors specific to your organization
- **Access** to additional services and data to leverage learnings



CORPORATE PATH



BECOME THE AGENT OF CHANGE FOR CREATING A CULTURE OF HIGH CHARACTER



BEGIN YOUR JOURNEY TOWARD BECOMING A VIRTUOSO SAM/SALES ORGANIZATION

Leverage tools and resources for sustained impact.

Estimated Summer 2022



APPLY INSIGHTS TO ELEVATE & DISTINGUISH YOUR SAM/SALES APPROACH

Infuse research insights internally to create a competitive edge over those without access to these findings.



RESEARCH REPORT 2: Cohort External Reputation

Advance access to your organization's Keystone Sales Behaviors and differentiators that come directly from the input of your customers and sales organization.



RESEARCH REPORT 1: Cohort Internal Reputation

Receive benchmarked aggregate view of your participants. *Receive additional insights and implications for immediate action with 10% or more of the sales team.*

3 months



RESEARCH COMMUNICATION & RECRUITMENT

Build awareness with your organization and recruit and activate research cohorts of at least 8 people.

Additional services and reports available on request.

INDIVIDUAL PATH



BEGIN YOUR JOURNEY TOWARD BECOMING A VIRTUOSO SAM/SALES PROFESSIONAL

APPLY INSIGHTS TO ELEVATE & DISTINGUISH YOUR SAM/SALES APPROACH

Leverage the insights from the *ROC for Sales* results for improving and sustaining your sales performance.

RESEARCH REPORT 2: Your External Reputation

Learn how much your internal reputation is helping or hindering your performance benchmarked against the “hot off the press” *ROC for Sales* global data.

ELEVATE YOUR GAME

Track **tangible results** as you practice your simple but powerful Keystone Focus with the support of ROC tools and resources.

DISCOVER YOUR KEYSTONE HABIT

Leverage **Predictive Possibilities™** to laser focus on the **one thing** that will ignite the fly-wheel effect on your performance.

RESEARCH REPORT 1: Your Internal Reputation

Learn how much your internal reputation is helping or hindering your performance.

RATER SELECTION & SELF-ASSESSMENT

Select your raters from your internal colleagues and externally from your clients, customers, and partners.

Estimated Summer 2022

3 months