

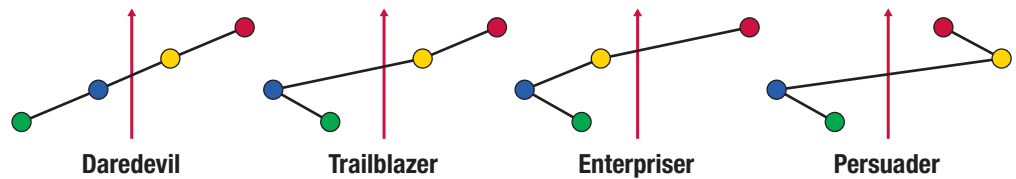
Buffalo HUNTERS versus SKINNERS

Buffalo Hunters

How often have you taken an outstanding inside sales person and promoted them to outside sales only to find them failing within a month's time? It happens much too often.

In many companies, employees may start in customer service, tech support or in warehousing and be promoted through the ranks to sales. The employer eventually discovers the employee is unhappy, unproductive and unemployed. Hit and miss hiring and promotion is costly when the employee is pulling in a high five or six digit salary, bonus, etc. and hasn't made a sale in months.

This happens because the employer assumes anyone who knows the product can sell it, and that's not true. A field sales person doesn't need to be a product expert. Sales are made by meeting with the right person and knowing how to get them to buy – with or without the details. This forceful sales style is found in four Culture Index Profiles we'll collectively call **THE BUFFALO HUNTERS**:



Fearless, persuasive, and focused on finding a buyer for their product or service, these people have no problem with hunting down their target and bringing it to a decision on a product or service. That closure, consequent commission and earned high salary is what matters to the Hunters. They do not want to be bothered with the paperwork of how many arrows were shot and how many found targets. When contracts are signed, and your new client is hopefully purchasing a host of new product, the hunt is finished and the Buffalo Hunter's job is done.

Skimmers

Now it's time for the Skimmers. This is where your product experts shine and will maintain your client base better than the Hunter. Skimmers are detailed, persistent individuals who thrive on insuring the client is satisfied. They are well educated on your product or service. In short, Skimmers make sure your clients will most likely purchase more. Skimmers can serve in a variety of departments: Technical Support, Accounting, Receptionist and Clerical positions. Consider putting a Technical Expert, Scholar, Specialist or Craftsman profile in place. These personality types excel at dealing with facts and solving problems.

In your Customer Service Department, consider the Administrator, Coordinator or Facilitator patterns because of their highly social, congenial nature. People with these patterns prefer to deal with other people and will put your clients at ease. Be sure to have procedures and management support on hand.

