

Personal Brand Worksheet

(Use this worksheet in conjunction with chapter 5 of Selling with Presence)

Name: _____ Role: _____ Organization: _____

As a sales professional, identifying and becoming explicit and deliberate about how you want to be perceived will help guide your actions. It will help you decide how you want to dress, behave, and interact with others, and it will inform your decision making about the type of buyer you wish to prospect and engage. Being very clear about your personal brand can also accelerate your ascension to a sales career that best suits who you are.

Much of the work of cultivating your personal brand is an internal journey. It will be helpful to think of this journey in four parts:

- i. Initially work to understand yourself by deepening your understanding of the things that have shaped you, your motivations, and your aspirations.
- ii. Then make explicit your values and beliefs.
- iii. Next, craft a personal brand statement and create a clear image in your mind of how you want people to respond to you.
- iv. Then you can be conscious and explicit about what you wish to become and how you want to show up in the world professionally. You can then use formative personal and professional stories to express who you are and what you value.

A Two-Part Process for Building Your Brand

The following exercises will help you explore who you are, what you value, and how you want to be known. Ultimately, it will help you convey your brand in interactions with buyers and understand how you can leverage your values to deepen your relationships with them. It will also help you craft and use formative personal and professional stories to express who you are and what you value. Take your time with the following exercises. Cultivating and articulating your brand is not a simple task. I suggest you work on this in the following way.

Part 1. Self-Awareness and Insight

Step One. Your Strengths and Growing Edges

i. Strengths

Begin with an honest inventory of your strengths and skills. A strength could be your natural ability to connect with others and nurture a long-term relationship, or it could be an ability to present complex information in a way that is understandable to a less technically minded audience. The goal is to identify what you are instinctively or most naturally good at

and the skills you have to help you take advantage of that strength. Skills may include facilitation or negotiation skills, for example.

Your Strengths and Skills

Briefly describe your strengths and skills as a sales professional:

ii. Growing Edges

Now identify your growing edges. These are the things that get in the way of being the best you want to be or know you can be. It can be something you have come to understand about yourself through self-reflection or feedback from a buyer, boss, peer, or loved one.

Your Growing Edges

Briefly describe your growing edges as a sales professional:
