

Dynamic  
702-6468  
6/27/2007

# CUSTOMER RELATIONSHIP INVENTORY

GROUP REPORT

**Group Report for:** *Dynamic*  
**702-6468**  
**6/27/2007**

	0	10	20	30	40	50	60	70	80	90	100	Group Average	Lowest Participant Score	Highest Participant Score	Norm	Group Comparison
Relating					◆				_____			52	35	77	86	-34
Discovering				◆				_____			47	27	72	80	-33	
Advocating				◆				_____			47	34	72	78	-31	
Supporting				◆				_____			49	33	74	83	-34	
Customer Satisfaction				◆				_____			46	33	70	83	-37	
Number of Respondents												9			0	
Number of Participants												3			0	
Key: ◆ = Average    _____ = Range																

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<b>Relating</b>												52	35	77	86	-34
1. This person looks and behaves appropriately for his/her role												39	17	61	0	39
3. I am comfortable working with this person												61	28	94	0	61
5. This person is very easy to talk to												56	39	78	0	56
6. I believe this person has my best interests in mind												67	44	94	0	67
7. This person conducts business in a way that is comfortable for me												50	39	61	0	50
19. I am able to trust this person completely												43	22	72	0	43
Key: ♦ = Average    ___ = Range																

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<b>Discovering</b>				_____◆_____								47	27	72	80	-33
10. This person asks for my opinion		_____◆_____										36	8	61	0	36
11. This person asks questions that make me think about my needs			_____◆_____									52	28	78	0	52
13. We both have a clear understanding situation before recommendations are suggested				_____◆_____								46	39	61	0	46
15. This person asks enough questions to get a good understanding of my needs				_____◆_____								67	44	94	0	67
16. This person confirms his/her understanding of a situation before making a recommendation		_____◆_____										41	17	83	0	41
17. My preferences (likes and dislikes) are discussed		_____◆_____										44	17	83	0	44
Key: ◆ = Average    _____ = Range																

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<b>Advocating</b>						◆						47	34	72	78	-31
20. This person helps me see the value of making a purchase							◆					54	33	89	0	54
21. This person presents products with features and benefits that are important to me/my organization						◆						50	44	56	0	50
22. This person makes the decision to buy easy for me							◆					48	22	72	0	48
23. This person asks me to commit to future action							◆					46	17	89	0	46
24. This person makes the buying decisions feel like a natural part of the sales process						◆						41	22	56	0	41
Key: ◆ = Average    ___ = Range																

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<b>Supporting</b>												49	33	74	83	-34
12. This person maintains a positive relationship with me after the sale												61	28	94	0	61
14. This person provides exceptional service after the sale												57	44	78	0	57
18. This person makes follow-up calls/visits to check on my satisfaction												43	28	56	0	43
25. Since the sale, this person quickly responds to my questions/concerns												39	22	72	0	39
26. I am confident that this person/company will be there for me after the sale												41	33	56	0	41
28. This person insures that the product or service is implemented to my satisfaction												52	22	89	0	52
Key: ♦ = Average    ___ = Range																

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<b>Customer Satisfaction</b>												46	33	70	83	-37
29. Interaction this person has with you?												46	33	56	0	46
30. Service this person provides?												43	11	72	0	43
31. Service this person's organization provides?												43	17	89	0	43
32. Delivery or availability of the product/service?												37	22	56	0	37
33. Value of this product/service?												48	28	72	0	48
34. Performance of this product/service?												50	22	89	0	50
35. Reputation of this product/service?												44	33	56	0	44
36. Product/service compared to competitive products/services?												56	44	72	0	56
Key: ♦ = Average    ___ = Range																