

## Preparing

Prepare to Sell: Build and Sustain Sales Readiness. This is a measure of how effective you are perceived to be in sales preparation and self preparation.

1. External: Researching and understanding your market, industry and competition.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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2. Internal: Knowing and effectively using your company, products, clients and resource team.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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3. Mental: Refreshing your knowledge and getting into the right frame of mind.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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4. Physical: Preparing your sales resources and personal appearance for the right impact.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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## Targeting

Target the Right Prospects: Identify Who, How and When To Make Contact. This is a measure of how effective you are perceived to be in selecting the right people and methods for initiating sales contact.

5. Groups: Identifying the categories and groups of best prospective customers.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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6. Individuals: Identifying the ideal customers and finding the decision makers.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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7. Strategies: Building a reputation and brand position that will generate sales.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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8. Tactics: Calling on the right people in the right way to open up sales opportunities.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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### **Connecting**

Connect with the Person: Establish Truthful Communication, Two Ways. This is a measure of your perceived ability to connect with both the head (logic) and heart (emotions) of others.

**9. Credibility:** Establishing yourself as a viable resource to the prospect.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**10. Activity:** Making the right number and types of sales contacts.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**11. Relationship:** Understanding personality differences and buying styles.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**12. Trust:** Building trust and managing relationship tension.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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### **Exploring**

Explore the Needs: Understand The Needs Of The Person And Their Situation. This is a measure of your perceived effectiveness in determining what the person wants and needs.

**13. Probing:** Asking the right questions and getting the answers.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**14. Analyzing:** Identifying the needs and sales opportunities.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**15. Understanding:** Finding the primary buying motive.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**16. Empathizing:** Listening and people reading, understanding feelings as well as facts.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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## **Collaborating**

Solve the Main Problem: Cause The Person To Experience The Value You Bring. This is a measure of your perceived effectiveness in showing the person how well you can meet their needs and concerns.

**17. Presenting:** Delivering a persuasive presentation.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**18. Showing Relevance:** Providing compelling evidence as to how the customer will benefit from buying.

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**19. Personalizing:** Getting the customer to understand and feel the value of your offer.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**20. Involving:** Getting the customer to participate in discovering the solution they seek.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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## **Confirming**

Commit to the Sale: Confirm That A Purchase Has Been Made. This is a measure of your perceived effectiveness in gaining commitment to buy.

**21. Summarizing:** Giving benefit summaries and identifying next steps.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**22. Negotiating:** Resolving the customer's concerns without reducing price.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**23. Asking:** Clearly requesting the purchase and making it easy to say yes.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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**24. Confirming:** Getting the formal commitment to buy.

<input type="radio"/>	Never	<input type="radio"/>	Seldom	<input type="radio"/>	Sometimes	<input type="radio"/>	Often	<input type="radio"/>	Always
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### **Assuring**

Assure Satisfaction: See That The Customer Remains Satisfied With Their Decision. This is a measure of your perceived effectiveness in creating satisfied and loyal customers.

**25.** Reviewing: Giving a point-of-sale summary of the value of buying plus a preview of next steps.

Never  Seldom  Sometimes  Often  Always

**26.** Follow Through: Supervision of the delivery and initial steps of the ownership experience.

Never  Seldom  Sometimes  Often  Always

**27.** UpServing: Adding value after the sale, increasing customer satisfaction.

Never  Seldom  Sometimes  Often  Always

**28.** Recovery: Smoothly resolving problems and retaining the customer's loyalty.

Never  Seldom  Sometimes  Often  Always

### **Managing**

Manage Your Sales Potential: Lead, Motivate and Grow Yourself. This is a measure of your perceived effectiveness in getting yourself to do what needs to be done, when it needs to be done.

**29.** Resources: Using technology and other resources to improve your sales effectiveness.

Never  Seldom  Sometimes  Often  Always

**30.** Information: Keeping and using sales records to manage yourself.

Never  Seldom  Sometimes  Often  Always

**31.** Growth: Learning and improving, becoming a greater resource to others.

Never  Seldom  Sometimes  Often  Always

**32.** Motivation: Getting yourself to do what needs to be done when it needs to be done, whether you feel like it or not and still doing it well. (Self-Leadership)

Never  Seldom  Sometimes  Often  Always