

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.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

2. Internal: Knowing and effectively using your company, products, clients and resource team.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

3. Mental: Refreshing your knowledge and getting into the right frame of mind.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

4. Physical: Preparing your sales resources and personal appearance for the right impact.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

6. Individuals: Identifying the ideal customers and finding the decision makers.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

7. Strategies: Building a reputation and brand position that will generate sales.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

8. Tactics: Calling on the right people in the right way to open up sales opportunities.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

10. Activity: Making the right number and types of sales contacts.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

11. Relationship: Understanding personality differences and buying styles.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

12. Trust: Building trust and managing relationship tension.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

14. Analyzing: Identifying the needs and sales opportunities.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

15. Understanding: Finding the primary buying motive.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

16. Empathizing: Listening and people reading, understanding feelings as well as facts.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

18. Showing Relevance: Providing compelling evidence as to how the customer will benefit from buying.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

20. Involving: Getting the customer to participate in discovering the solution they seek.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

22. Negotiating: Resolving the customer's concerns without reducing price.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

23. Asking: Clearly requesting the purchase and making it easy to say yes.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

24. Confirming: Getting the formal commitment to buy.

☐ Never ☐ Seldom ☐ Sometimes ☐ Often ☐ Always

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)

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