

Selling Skills Self Assessment

For each of the following, indicate whether you currently agree with the statement. It is important that you base your answer on your current thinking and actions, not what you would like them to be. Then, take a look at your results and how they stack up against current best practices in selling.

1. Selling is an enjoyable part of my business life. Yes No
2. I see myself as a knowledgeable expert with information and ideas that will help my customers. Yes No
3. I do at least some research on a company before making a sales contact.
 Yes No
4. I never take rejection personally. Yes No
5. I have a written plan for sales calls and review my performance after each meeting.
 Yes No
6. I know the real benefits my products/services provide for my customers.
 Yes No
7. When I leave a prospect's office or home, I have a reason to contact that person again.
 Yes No
8. I know more than one person at each of my customer's locations. Yes No
9. I look for other products/services to sell to my existing customers. Yes No
10. I know my sales contact's education, hobbies, hometown, family status and pets. Yes
 No
11. I adjust my voice and actions to fit my listener. Yes No

12. I can explain my product or service and benefits it offers in 30 seconds or less. Yes
 No

13. I prepare my voice mail messages in advance in case the person I am calling is not available. Yes No

14. I view selling as providing solutions to my customer's problems. Yes No

15. I think a sales call on a new prospect is an opportunity to meet a new person and learn about a new company. Yes No

16. I have an active personal marketing program in place. Yes No

17. On a sales call, I listen more than I talk. Yes No

18. I consistently look for signs that a prospect is ready to buy. Yes No

Total Yes's _____

Total No's _____

So how many times did you check "yes"? Here's an easy way to score yourself.

18 or more yes's: Congratulations, you must be a wildly successful sales person.

14-17: You're well on the road to success. Just a few improvements and you will be a star player.

10-12: By taking this test you are on your way to success. But you have some work to do.

0-9: Let's get to work, quickly.

To learn how to improve your score and increase your selling skills, please visit www.introvertsuccess.net. You'll also find information on Tom's book *Successful Selling for Introverts*.

Copyright 2010

Thomas M. Murphy