

Sales Strategy Assessment™

Name: _____ Company: _____

Phone: _____ E-mail: _____

Take just 15 minutes to complete the **Sales Strategy Assessment™**. Your report identifies your primary sales strategy and the gaps in your sales performance. Check only one answer for each question. Complete all 22 questions.

1. Our product/service . . .
 - A. is new/revolutionary to the market.
 - B. can be custom tailored to the buyer's special needs.
 - C. has many features/options built in.
 - D. is simple to use, even idiot-proof.
2. Most of our customers . . .
 - A. want a standard product at a terrific price.
 - B. want to be the first one with the product/service.
 - C. want an advanced solution or capability.
 - D. want a reliable, accepted product.
3. Our product/service . . .
 - A. requires help in purchasing.
 - B. does not have special alterations.
 - C. is one of a kind.
 - D. is state-of-the-art.
4. Most of our customers . . .
 - A. need a salesperson to help choose the right product/service.
 - B. are familiar with our product/service.
 - C. are very familiar with our product/service and need little help in buying.
 - D. have no prior experience purchasing our product/service.
5. Our best sales people are . . .
 - A. extroverted, high energy, charming.
 - B. professional, confident, team leaders.
 - C. solid, fun-loving and hardworking.
 - D. down to earth, up-beat, outgoing, happy-go-lucky.
6. Our best sales people are motivated by . . .
 - A. having fun on days off.
 - B. money, need to succeed, change the world.
 - C. a move into management, being at the center of things.
 - D. the need for belonging, part of a bigger organization.
7. The most important skills our sales people need are . . .
 - A. developing good customer relations and repeat business.
 - B. customer service and managing difficult people.
 - C. qualifying, presenting, handling objections, closing.
 - D. planning, organizing, and communication skills.
8. About competition . . .
 - A. we have some competition.
 - B. we have plenty of competition.
 - C. our market is dominated by three or four major players.
 - D. we have little or no competition.
9. Our market potential of possible customers is . . .
 - A. about 1% of total potential market.
 - B. about 20% of total potential market.
 - C. up to 70% of total potential market.
 - D. up to 95% of total potential market.
10. Upon introduction, we get . . .
 - A. everyone is buying.
 - B. an ice-cold reaction.
 - C. a cool response.
 - D. the market has warmed up.
11. Our customers buy . . .
 - A. the relationship.
 - B. an easy transaction.
 - C. the dream.
 - D. our knowledge.
12. Our sales process . . .
 - A. is complex and takes several months.
 - B. is complex and takes several years.
 - C. is simple, but marketing to the customer is extensive.
 - D. is simple, even though the product/service is complex.
13. Relationship between buyer and seller . . .
 - A. does not exist prior to the sale.
 - B. is developed during the project.
 - C. is extremely important.
 - D. is really between the buyer and the "brand".
14. Sales style of our best sales people is . . .
 - A. helpful, courteous, efficient.
 - B. high energy/evangelical/enthusiastic.
 - C. smooth, professional, instructive, demonstrating capability.
 - D. warm, friendly, attention to detail, long term approach.
15. Our company's positioning is . . .
 - A. tried and true, established, years of experience.
 - B. thrifty, efficient, quality at low price.
 - C. pioneering, progressive, polished, well financed.
 - D. smart, advanced, custom systems.
16. Our primary entry strategy is . . .
 - A. offer free knowledge.
 - B. offer free service.
 - C. offer free product trials.
 - D. demonstrate the product/service.
17. Our primary sales strategy is . . .
 - A. get in front of the decision maker.
 - B. multiple contacts at multiple levels.
 - C. focus on accounts, not just projects.
 - D. anyone can buy.
18. Our sales presentation is . . .
 - A. simple/short, features and options.
 - B. lavish, entertaining, exciting.
 - C. formal, sit down, conference room.
 - D. golf course, restaurant.
19. Typical objections we hear . . .
 - A. can you meet our requirements?
 - B. is this the cheapest price?
 - C. is this really going to work?
 - D. is this really the best solution?
20. Our closing strategy is typically . . .
 - A. suggest a starting date.
 - B. a handshake is good enough.
 - C. easy payment options.
 - D. ask for the sale immediately after presentation.
21. Our service strategy . . .
 - A. full refund in the event of a problem.
 - B. do whatever is necessary to provide results as promised.
 - C. understand each customers' individual preferences.
 - D. no hassles, fast delivery, prompt exchange/refund if customer is dissatisfied.
22. How we get repeat sales . . .
 - A. consistent quality and low price.
 - B. referrals to new customers.
 - C. larger roll outs or new projects.
 - D. maintain personal contact, deliver extra value to the customer.