

THIS ASSESSMENT WILL HELP MANAGEMENT GAIN A BETTER UNDERSTANDING OF THE SPECIFIC SELLING STRENGTHS OF THEIR SALES TEAM. PLEASE PRINT THIS PAGE AND THEN RATE YOUR STAFF ON A SCALE OF 0-10 FOR EACH OF THE 19 AREAS LISTED (“10” IS PERFECT). IF THE SKILL SET IS NOT REQUIRED OF YOUR TEAM, SIMPLY CHECK THE N/A BOX ON THE LEFT.

YOUR OPINION OF INDIVIDUALS WILL LIKELY VARY, SO WE RECOMMEND YOU CONSIDER THE STRENGTHS OF YOUR TEAM AS AN AVERAGE. OR IF YOU PREFER, YOU MAY WISH TO PRINT A COPY OF THIS PAGE FOR EACH OF YOUR SALESPEOPLE AND ASSESS THEM INDIVIDUALLY.

0-10

IN GENERAL

1. Their overall understanding of the sales process

2. Their general ability to influence and persuade clients and potential customers

3. Their enthusiasm level

4. Their self-motivation

5. Their product knowledge in general

N/A **0-10**

SKILLS

6. Their ability and/or willingness to generate new business leads on their own

7. Their telephone skills to leave messages and/or gain appointments

8. Their skills to develop a strong rapport with a client or potential customer

9. Their questioning skills to *qualify* potential clients

10. The ability to *motivate* customers and potential clients through the use of questions

11. Their expertise to effectively organize their presentation for the maximum impact

12. Their ability to *convincingly present* their product knowledge they possess

13. Their competence to uncover the *real objection* causing a client to hesitate

14. Their ability to effectively respond to a client’s negative comment or objection

15. Their capability to manage the sales call without manipulating the client

16. Their closing skills to guide the client or potential customer to a favorable decision

17. Their ability and/or willingness to cross-sell other products or services

18. Their ability to adapt to the different personality styles of customers

19. Their memory skills to remember facts, figures and names

20. Other: _____

If you would like to receive an outline for a program to address the strengths and weaknesses you have assessed, simply save your assessment as a pdf file and then email it to:

rickalan@rickalan.com or call: 281-492-1265

The outline is *free* and there is *no obligation*