



SALES \$UCCESS PROFILE®

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The National Sales Aptitude Test™



Your Secret Weapon to Increasing Your Sales!

IMPORTANT NOTICE: The Sales Success Profile® has been designed to provide valuable information about your sales skills and abilities. It helps pinpoint your strengths and weaknesses. This Profile identifies areas such as your ability to overcome objections and your ability to close (a total of 13 skill areas of the sales process). The results of this Sales Success Profile can be used by your team leaders and/or employer to help improve your ability to sell by providing additional training in the areas where you need help. By completing this Profile you expressly agree that your answers may be evaluated and that the results of this evaluation may be released to the company or agency that requested you to complete this profile.

In consideration of being permitted to take, participate, or be administered the Sales Success Profile, I hereby release Lousig-Nont & Associates, Phase II, Inc., their agents, distributors, officers, employees, representatives, related or affiliated companies, and successors, and the company requesting me to complete this profile from all liability and any actions or causes of action of every kind, nature, and description arising out of, or incidental to, my taking, participating, or being administered the Sales Success Profile. By taking the test below, you indicate that you have read, understand, and agree to the conditions set forth above.

The Sales Success Profile® measures selling skills, not personality. It is easy to modify personality traits, however difficult it is to change personalities. Selling skills are trainable, however, it is important to know what level of skills you already have and what areas you need to enhance or learn to become more effective in your sales position.

The Sales Success Profile® is a 50 question multiple choice sales skills test that measures 13 critical skills. Not personality. You will be compared to over 300,000 other salespeople. Simply complete the questionnaire with 50 questions. When you complete the test and click on submit, your answers will be forwarded to our test center. You will receive an instant email confirming the receipt of your test answers and instructions of the next step.

Sales Background Information

Please complete the following to provide some background information on your past sales experience. This will help us better understand what has led to your strengths and weaknesses, so we can provide a more complete assessment of your sales skills.

A. How many years of sales experience do you have?

B. How many years of sales management experience do you have?

C. In previous sales jobs, how were you paid? (choose all that apply)

Salary Only

- Commission Only
- Salary Plus Commission Only
- I have not had a previous job in sales

D. Which income method do you (or would you) prefer?

- Salary Only
- Commission Only
- Salary Plus Commission Only

E. What type of sales jobs have you had in the past?

- Retail Sales
- Outside Sales
- Telemarketing
- I have never been in a sales position.

F. If you have had a sales position that paid commission, what would be the highest total commission you ever made in one year?

G. Have you ever received an award or any type of recognition for outstanding sales? If yes, describe from who and for what you did to receive this award or recognition.

H. Please list the types of products and/or services you have sold in your previous sales positions:

I. Tell us why you think you are (or would be) good is sales:

J. What do you feel are your biggest strengths?

K. What do you feel are your biggest weaknesses?

L. What do you find is your biggest challenge in the sales process?

M. Describe what you currently do for full time work:

The National Sales Aptitude Test™

(50 Question Multiple Choice Test)

NOTE: Some questions allow you to mark ONLY ONE answer, other questions allow you to mark MORE THAN ONE answer. Be sure to read each question carefully and read each of the answers carefully before marking the answer(s).

1. In retail, asking a customer, "Can I help you?", will most likely result in the answer, "I'm just looking." Which is a better approach?

MARK ONLY ONE ANSWER

- 1. "Can I help you find what you're looking for?"
- 2. "Are you looking for something special?"
- 3. "Just help yourself, and call me if you need something."
- 4. "Thank you for coming in I'll give you a moment to look and then answer any questions you may have."
- 5. "Are you looking for something for yourself, or a gift?"
- 6. "Let me show you where the sale merchandise is at."
- 7. None of the above.

2. After giving a customer a demonstration of an item, the customer inquires, "Do you have one in a box?" You know you have several, you should reply:

MARK ONLY ONE ANSWER

- 1. "I may have just one left in a box, do you want it?"
- 2. "Yes, I think I do, let me go and check." This gives the customer time to think of other questions they may have.
- 3. "Yes, we have several, would you like me to get one?"
- 4. "Would you like one in a box?" When they answer "Yes", write up the sale.
- 5. "Yes we do. Will that be cash or charge?"

3. In a retail environment, why should a salesperson promptly acknowledge every customer's presence?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. It's a good business practice.
- 2. It's the polite and courteous thing to do.
- 3. It can deter a potential shoplifter.
- 4. It's a good ice-breaker for when you later offer them your assistance.
- 5. All of the above.

4. Why do people buy things?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Keep up with the competition.
- 2. To improve their self-image.
- 3. Keeping up with the Jones'.
- 4. Pride of ownership.
- 5. To make their company operate more efficiently.
- 6. They simply need it.

5. When referring to the price of an item, instead of using the word "cost" a better word to use would be:

MARK ONLY ONE ANSWER

- 1. The "consideration" for this merchandise is \$19.95.
- 2. The "outlay" for this merchandise is \$19.95.
- 3. The "pay out" for this merchandise is \$19.95.
- 4. The "investment" for this merchandise is \$19.95
- 5. The "payment" for this merchandise is \$19.95.

6. To "QUALIFY" a buyer indicates that you:

MARK ONLY ONE ANSWER

- 1. Have determined their needs.
- 2. Have checked to see that their credit card is valid.
- 3. Have decided that you are showing them merchandise that does not exceed their financial resources.
- 4. Have determined that they have the authority to make the purchase.
- 5. Have a product in your line that will meet their requirements.

7. A customer would like to see a piece of merchandise that you have on sale. You just sold the last unit about 2 hours before. What should you tell the customer?

MARK ONLY ONE ANSWER

- 1. "You wouldn't have cared for that particular model anyway, let me show you something else."
- 2. "Let me check our other stores to see if they have one available."
- 3. "That item really was an excellent bargain, and we sold out quickly, but we will be getting more in soon."
- 4. "I'm sorry they went so quickly, I'll be happy to order a unit for you, however, I do have a similar unit with added features, that I would like to show you."

8. There are two identical stores located at opposite ends of a town. One of the stores does twice the business of the other. What's the most likely explanation for this difference in sales?

MARK ONLY ONE ANSWER

- 1. The top store has more people living by it.
- 2. The top store has better sales people.
- 3. The top store displays merchandise more attractively.
- 4. The top store has better customer flow.

9. If a customer asks "Does your company offer a service contract on this product?" A good response would be:
MARK ONLY ONE ANSWER

- 1. "Yes, we have one of the best service contracts in the industry."
- 2. "Yes, but it costs extra."
- 3. "I can check and see, do you want a service agreement if we have one available?"
- 4. "Is having a good service agreement important to you?"
- 5. "Yes, but this product is made so well you probably won't even need one."

10. A customer is thinking about buying a telephone answering machine, but is hesitant. He offers the objection that most people hate to talk to those kind of machines. Your response to this objection should be:
MARK ONLY ONE ANSWER

- 1. "Everyone I have ever sold an answering machine to was happy they bought it; you will be too."
- 2. "Your friends and business associates who really have an important message for you, will appreciate your thoughtfulness in providing them with a way to stay in touch."
- 3. "If you buy this answering machine I personally guarantee you're going to like it."
- 4. "Take it and try it. If you don't like it you can always bring it back for a refund."
- 5. "Owning this answering machine will give you peace of mind by knowing you will never miss a really important call again."

11. There are a number of reasons to ask customers questions during your sales presentation. What answer(s) below best reflect the reason(s) why you should ask your customer questions?
YOU MAY MARK MORE THAN ONE ANSWER

- 1. Promotes customer involvement in the presentation.
- 2. Maintains interest in your sales presentation.
- 3. Helps you determine the needs of the customer.
- 4. Helps you qualify the customer.
- 5. Only answers 1. and 2.

12. A "condition" of sale is a valid reason why a person cannot go ahead with a purchase. He may need a particular item that you do not carry and that you have no substitute for. An "objection" is different, which description below best defines what an objection is?
MARK ONLY ONE ANSWER

- 1. An objection is really a request for more information and should be handled as such.
- 2. An objection is a negative reaction to your sales approach.
- 3. They don't like the way a particular product looks or performs or both.
- 4. An objection is a rung in the ladder to making a successful sale.
- 5. An objection may indicate the customer doesn't understand how the product will suit his needs.

13. You are busy with a customer who is considering making a major investment in a quality three carat diamond ring for his wife. A new customer enters the store, and is waiting for you to finish with your present customer. Your best approach is to:
MARK ONLY ONE ANSWER

- 1. Simply ignore the customer until you close your major sale. Then give the new customer your undivided attention.
- 2. Tell the new customer you'll be with him in a minute, that he will just have to wait his turn.
- 3. Give your present customer some literature on how to judge the quality of diamonds. Then, tell him you will be back in a minute after you wait on the other customer.
- 4. Say to the present customer, "Would you be kind enough to excuse me for a minute?" Then ask the new customer if you can direct him to the merchandise he is looking for.
- 5. Simply acknowledge the new customer's presence, and advise him that you will be happy to help him as soon as you finish helping your present customer with his selection.

14. There are some common "rejection words" that a salesperson might use, that trigger fear in a customer or reminds them that you are trying to sell your product. Which word(s) below is/are an example of the rejection word(s)?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Cost
- 2. Investment
- 3. Contract
- 4. Buy
- 5. Own

15. A customer is very interested in a living room sectional sofa that you have shown her. The problem is, this sofa costs about \$600; which is more than the customer wanted to spend. To overcome this objection you should say:

MARK ONLY ONE ANSWER

- 1. "Well, you could wait till it's on sale, it would be a little cheaper then."
- 2. Lightheartedly tell her, "It's only money you can't take it with you." Customers like humor.
- 3. "Do you have a Visa or Master Charge?"
- 4. "In using this sofa over the following years, we are really only talking about an investment of pennies a day to own the extra quality, beauty and comfort that you really want to have in your home!"
- 5. "Would you like me to check on an easy monthly payment plan for you?"

16. You have just "closed" a business customer on owning a top of the line cellular phone system. You would also like to interest her in the "automatic dialer" option. How would you bring up the subject to the customer?

MARK ONLY ONE ANSWER

- 1. "By the way, I don't suppose you would be interested in the "automatic dialer" option, it's priced very reasonably."
- 2. "You strike me as a person who really likes the finer things in life, you could make this cellular phone system really convenient if you would buy the "automatic dialer" option.
- 3. "If I could interest you in the "automatic dialer" option it would only be another \$350, that's pretty cheap, 'cause they're on sale."
- 4. "By the way, a nice feature of this phone is that you can add several options. One option most people choose is the "auto-dialer"; would that be of interest to you?"
- 5. "Are there ever times when you just can't remember an important phone number?" Our "auto-dialer" can solve that frustration.

17. It is said that customers buy "emotionally" then "justify or rationalize" their purchase logically. Given this theory, what would be the best approach to use in attempting to sell a business executive a new German car?

MARK ONLY ONE ANSWER

- 1. "A high level executive, such as yourself, understands that you get what you pay for, wouldn't you agree? This investment is fine German craftsmanship will insure you many years of trouble-free driving performance."
- 2. "As a key executive in your organization, it's important not only for you to be successful, but to look successful. This beautiful automobile will make a statement. Your customers will know that because you demand quality, you probably run your business the same way!"
- 3. "Do you know of any of your business friends or associates whose business sense you really admire?" If they answer "Yes" say "How many of them would like to own a car like this? Doesn't that tell you something?"
- 4. "This is the most prestigious car on the market. Anyone who is anyone has got one. You don't want to be the last one to join the crowd do you?"
- 5. "Have you ever been embarrassed to use the family car to drive an important client around town?" Your investment in this fantastic example of Germann technology will insure that you are never ashamed of your car again!"

18. When you ask a "closing" question, you should immediately:

MARK ONLY ONE ANSWER

- 1. Summarize all the key features quickly to refresh their memory before they say "NO".
- 2. Ask if you did a good job in presenting the product.
- 3. Ask if the product is out of their price range.
- 4. Re-emphasize quickly that this is the best product for the price on the market.
- 5. Say you will leave to give them a few minutes to consider their answer.
- 6. Shut up.

19. A prospective client says the home you have just shown her and her husband is exactly what they have been looking for. She says the home has all the features they want, and they are impressed with the quality of the construction. However, the linen closet is not as big as in most homes they have looked at. What would you say?

MARK ONLY ONE ANSWER

- 1. "The other homes you have seen are not built nearly as good as this one."
- 2. Simply ignore the comment and continue to point out the other positive features this home offers.
- 3. "The first concern of our architects was to design this home for years of enjoyment."
- 4. "On what will you base your final decision to own a home, the linen closet, or the overall features, and quality of the construction of the home itself?"
- 5. None of the above.

20. In attempting to close a sale on a "large ticket" item, where price may be of concern to your customer, a good approach might be to say:

MARK ONLY ONE ANSWER

- 1. "Is the cost of this item too much money for you to spend?"
- 2. "We could look at some cheaper models, if this one costs too much."
- 3. "Were you thinking of owning this outright, or would you prefer that I check to see what the affordable monthly investment would be, on our credit plan?"
- 4. "Perhaps you would like to have some time to think about a purchase of this size."
- 5. None of the above.

21. A gentleman comes in with his 14 year old son. The gentleman says he is interested in a computer for his son for educational reasons. A good customer involvement technique would be to:

MARK ONLY ONE ANSWER

- 1. Power up a popular game that has sophisticated graphics and show them just how much fun a computer can be.
- 2. Get an educational software program. Let the father read the directions to you as you load the program.
- 3. Get an educational software program, seat the son at the computer, give the instructions to the father and guide them through a session.
- 4. After letting the son use the computer, ask the father about any specific interests he may have and demonstrate a program that might also meet the father's needs.
- 5. Both 3. and 4.

22. What information is needed for a salesperson to make a successful sales presentation?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Knowledge of the prospect's credit rating.
- 2. Knowledge of product.
- 3. Knowledge of inventory.
- 4. Knowledge of financing.
- 5. Knowledge of buyer's qualifications.

23. Usually when a person is ready to buy a product they give you "buying", instead of just saying they're ready to buy. Being able to recognize "buying signals" helps you know when to close. Which of the following are examples of buying signals?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. They ask more questions, and ask more technical questions.
- 2. They say they are going to seriously consider your product.
- 3. They talk about things that would happen if they owned your product.
- 4. They ask if you could demonstrate the product one more time.
- 5. They check to see if they have brought enough money.

24. A common "put-off" experienced by every salesperson is the "I'll think it over." A good salesperson should say:

MARK ONLY ONE ANSWER

- 1. "I really appreciate that you came in, please think about it; if you have questions please call me."
- 2. Ask , "What is there to think about?" Then proceed to once again go over all the features and the answers you have given to overcome their objections, and try to close.
- 3. "I think it's important for you to think it over, but don't wait too long. We never know when we may have a price increase."
- 4. "Great, take all the time you need, but I only have one of these left in a box, and I had some other customers looking at this same unit."

25. During a stereo presentation, it is better to:

MARK ONLY ONE ANSWER

- 1. Ask the customer to select the type of music they prefer and allow them to set the volume to their listening level.
- 2. Ask the customer what type of music they prefer, but, you set the volume control.
- 3. Ask the customer what type of music they prefer and play what you want to demonstrate anyway.
- 4. Never permit the customer to touch equipment since they may foul it up.
- 5. None of the above.

26. A customer comes back into the store with a sport coat you sold him screaming that it is the biggest piece of junk he has ever owned. It fell apart when he had it dry cleaned. What should you do?

MARK ONLY ONE ANSWER

- 1. Tell the customer to change his attitude right now or you will call the police and have him kicked out.
- 2. Tell the customer that you don't have to take his verbal abuse and that unless he changes his tone of voice you are not going to wait on him.
- 3. Tell the customer to wait right there while you get the manager.
- 4. Tell the customer to leave, and when he cools down to come back and you will help him.
- 5. Tell the customer you can tell he's upset, and if he could just try to explain the problem you will do everything in your power to make sure he's satisfied.

27. Asking a customer to "sign the contract" can kill a sale right when you're about to "close". sign" and "Contract" are two of those "scare" words we should avoid using. Which terminology should we use?

MARK ONLY ONE ANSWER

- 1. "Could you please put your O.K. on the paperwork?"
- 2. "Just endorse the file copies."
- 3. "Could you please put your John Hancock on the dotted line?"
- 4. "Could you please authorize the agreement?"
- 5. "Could you please put your approval on the paperwork?"

28. When is it O.K. to tell a lie to a customer, or make a promise you know you can't keep?

MARK ONLY ONE ANSWER

- 1. Whenever it is necessary to make a sale!
- 2. If the lie is small and inconsequential and the promise isn't a significant part of the deal.
- 3. Only if it is an accepted standard operating procedure of your company.
- 4. Never. Don't lie and don't make promises you can't keep.
- 5. As long as they do not have a witness to what you lied about or what promises you made.

29. A customer comes in and states that he has always bought products from your company but about two years ago he bought a clock radio that broke after just two weeks of use. He got so disgusted that he didn't bring it back and this is the first time he's been in the store since. What would you say?

MARK ONLY ONE ANSWER

- 1. Tell the customer if he only got one bad product in all the things he had previously bought from your company he's lucky.
- 2. Tell him to go home and get the clock radio and bring it in and you'll see if it can be fixed.
- 3. Apologize that he got a defective clock radio. Tell him that the manufacturer has strict quality control but sometimes a bad product slips through.
- 4. Tell him that your company is proud of the quality of your merchandise, but sometimes even we make a mistake. Tell him you wish he would have brought the clock radio back at the time because you could have shown him why we are also proud of the service we give customers after the sale.
- 5. Both 3, and 4.

30. When should you attempt to close?

MARK ONLY ONE ANSWER

- 1. Only after the customer has said he wants to buy the product.
- 2. As soon as the customer moves towards the counter where you write up the sales.
- 3. Anytime and anywhere the customer starts giving you buying signals.
- 4. As soon as the customer says he will think it over.
- 5. Right after the customer has brought up his fifth objection.

31. You have just finished giving a sales presentation to a company executive. You were sure you would close this sale. After the presentation the company executive tells you that earlier that morning he signed an enormous contract with your competitor. What's your next move?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Call it a day. Go home, relax, and try to analyze what went wrong, so it won't happen again.
- 2. Go back to the office and do an investigation of the competition's product and try to become better prepared.
- 3. Ask the company executive if he would be kind enough to explain his decision.
- 4. Thank the company executive for his time and ask if there are any other business associates, that he may know of, that might be interested in your product.
- 5. Put this experience behind you, go back to the field and prospect for other potential clients.

32. The very best source of new clients is:

MARK ONLY ONE ANSWER

- 1. Individuals who have expressed an interest in your product or service by calling or writing.
- 2. People who have bought similar products from your competitors.
- 3. Advertising and public relations articles.
- 4. Clients who may have been dissatisfied with your products in the past.
- 5. Qualified referrals from satisfied clients.

33. What are some other possible sources of new prospects?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Knowledge of buying cycles.
- 2. Clients of past salespeople who have left the company.
- 3. Reading the newspaper.
- 4. Memberships in clubs and civic organizations.
- 5. Networking with other sales colleagues.
- 6. The service department of your company.

34. Which of the following things should a salesperson do when prospecting by phone?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Be polite
- 2. Try to make the secretary think that you are a friend of the person you're calling.
- 3. Call very early in the morning or after 5:00 p.m. when you are likely to catch "the boss" when the secretary isn't there to screen out your call.
- 4. Bring any unfavorable or unproductive call to a prompt and courteous conclusion.

5. Put counter-productive calls out of your mind and immediately make more calls.

35. When a prospect responds to an ad by calling on the phone, the salesperson's primary goal should be to:
MARK ONLY ONE ANSWER

1. Attempt to qualify the caller.
2. Get an appointment to meet the prospect in person.
3. Find out what product the caller is interested in.
4. Determine if they have enough money to buy the product they are interested in,
5. Find out other people the caller may know who might be interested in the product.

36. Please indicate which of the thing(s) below would be helpful for a salesperson in building positive client relationships.

YOU MAY MARK MORE THAN ONE ANSWER

1. Send every client a "thank you" note.
2. Handle client problems fast.
3. Return your clients' phone calls immediately.
4. Keep every promise you make.
5. After the sale keep reminding the client how much better your product is than the competitors.
6. After the sale keep in touch with the client.

37. A successful sales presentation should include the following qualities:

YOU MAY MARK MORE THAN ONE ANSWER

1. Involvement of the prospective client.
2. An off the cuff approach to avoid the appearance of being a "canned" presentation.
3. No longer in length than 20 minutes.
4. No less than 30 minutes in length.
5. Must be in a language and terminology the buyer can understand.

38. Some hints on effective selling may include the following:

YOU MAY MARK MORE THAN ONE ANSWER

1. Make 1 extra "bonus call" a day.
2. Call on prospects at unusual times like 30 minutes before or after normal closing.
3. Call on people who are already customers.
4. Check the service department for customers who may be having an unusual amount of maintenance problems.
5. Don't quit for the day until you have made a sale.

39. Using "Bird Dogs", when "PROSPECTING" for clients refers to:

MARK ONLY ONE ANSWER

1. Free give-a-aways or add ons to your product or service.
2. Direct mail gimmicks.
3. Anyone who can help refer you to new leads.

- 4. Telemarketers or phone sales qualifiers.
- 5. Pyramid or multi-level chain letters.

40. Which of the distributions of your time below do you believe will make you the most successful salesperson?

MARK ONLY ONE ANSWER

- 1. Prospecting 5%, Qualifying 5%, Planning 5%, Presentations 85%
- 2. Prospecting 10%, Qualifying 25%, Planning 25%, Presentations 40%
- 3. Prospecting 80%, Qualifying 5%, Planning 10%, Presentations 5%
- 4. Prospecting 50%, Qualifying 10%, Planning 10%, Presentations 30%
- 5. Prospecting 25%, Qualifying 25%, Planning 25%, Presentations 25%

41. Which are useful techniques when attempting to "Qualify" a buyer?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Find out what they like about the product or service they are currently using.
- 2. Ask if a purchase of this nature is within their budget.
- 3. Ask, "Who, in addition to yourself, will make the final decision?"
- 4. Ask, "If we are fortunate enough today to find that this product or service meets your needs would you be in a position to proceed?"
- 5. Ask, "What would it take to get you to buy what I'm selling?"

42. What are the most valuable techniques for dealing with telephone calls about your product or service?

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Always answer calls on the first ring.
- 2. Acknowledge the caller's interest.
- 3. Always try to get the caller's name.
- 4. Place caller on hold for at least a minute to collect your thoughts.
- 5. Answer questions with questions and lead them to an appointment.

43. Successful salespeople use the following methods to give more successful presentations and demonstrations.

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Get the client involved in helping set up the materials for the presentation or demonstration.
- 2. List every question and objection you're likely to hear during the presentation or demonstration.
- 3. Practice your presentation or demonstration over and over.
- 4. Impress the client by presenting plenty of statistics and technical data.
- 5. Use wide margins and no more than 10 lines of copy per page on hand-outs.

44. During a presentation, if you are asked a question you don't know the answer to, you should:

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Ask, "Why? Is that important to you?"
- 2. Bluff your way through, otherwise they will lose confidence in you.
- 3. Tell them what you think they want to hear.

4. Say, "Sorry, I don't know, but I will find out!"

5. Say, "That's a very good question."

45. When using visual aids during a sales presentation the visual aids should be:

YOU MAY MARK MORE THAN ONE ANSWER

1. Situated so you can watch the client's reactions at all times.

2. Put away before you attempt to close so as not to distract the prospective client.

3. Kept in good and clean condition.

4. Memorized.

5. Done in such a way that they close the client for you.

46. You arrived at 8:50 a.m. for a 9:00 a.m. appointment with a potential client. It is now 9:15 a.m. and you are still sitting in the waiting room. What should you do?

MARK ONLY ONE ANSWER

1. Send word to the client that you are sorry but you can't wait any longer, but that you will be glad to come back later.

2. Simply get up and leave.

3. Demand to see your prospect immediately.

4. Tell the receptionist that your time is too valuable to be wasted, and then leave.

5. Leave a note with the receptionist stating that prior commitments prevent you from waiting any longer and then leave.

47. What is the most important purpose of a sales presentation or demonstration?

MARK ONLY ONE ANSWER

1. To prepare the prospect to approve the purchase and close the sale.

2. To help train the salesperson how to present the product or service more effectively.

3. Allows you to demonstrate the unique benefits of your product or service to the client.

4. Helps involve the client in actually experiencing the usefulness of the product or service.

5. To implant in their mind that you are the best source for the benefits they want.

48. Pick the most important thing from the list below that would lead to more sales.

MARK ONLY ONE ANSWER

1. Maintain a positive attitude.

2. Concentrate 90% of your efforts on existing clients.

3. Arrange your sales time schedule to increase selling time and productivity.

4. Target your market.

5. Use the phone to sell.

49. When attempting to arrange an appointment over the phone you should:

YOU MAY MARK MORE THAN ONE ANSWER

1. Prepare a script so you know exactly what to say and how to say it.

2. Arouse interest, but sell the appointment not the product or service.

3. Give the price of your product or service if asked.

- 4. Put a "smile" in your voice; be upbeat.
- 5. If the prospect is willing, sell them while on the phone.

50. While waiting in the reception area to see a prospect you should:

YOU MAY MARK MORE THAN ONE ANSWER

- 1. Sit quietly and wait.
- 2. Learn more about the prospect and the company from the receptionist.
- 3. Read any literature about the company that may be on display.
- 4. Check that your samples, and/or selling materials are in order.
- 5. Check over your presentation and your game plan.

SELF EVALUATION AND ASSESSMENT

Read each statement and mark the number that is closest to your perception of your level of competence in the area described. Answer truthfully. This is simply a self-assessment of where you feel you are in relation to these various sales skills. The results of this part of the profile are not used to compute your overall ranking on the Sales Success Profile.

We prefer that you give answers that are a true reflection of your feeling about the statement, not the answers that you think we might want to hear. We are looking for how closely your answers come to the answers of average salespeople. For example you might assume that the most popular answer to the statement; "My ability to sell difficult clients is:", (9) SUPERIOR. The fact is, the most common answer is (2) BELOW AVERAGE. So answer the statement the way you really feel; your truthful answer is probably closer to the average answer than you might think.

MY ABILITY TO... :	Far Below		Below Average		About Average		Above Average		Far Above Average		Superior
	0	1	2	3	4	5	6	7	8		
1. Approach, involve, and establish rapport with a customer in the initial selling process is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
2. Handle and overcome objections is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
3. "Close" the sale is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
4. Be extremely aggressive when closing is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
5. Allow people time to think when they are feeling pressured is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
6. Get a little "creative" in order to "close" a sale is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
7. Handle customer problems and problem customers is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
8. Discover the customers needs and motivations:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	
9. Maintain a customers interest during a presentation is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	

10. Enthusiastically and productively prospect and cold call is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9
11. Dominate and control the sale is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9
12. Qualify prospects, by asking good questions is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9
13. Productively manage my time is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9
14. Handle telephone calls in such a way as to get an appointment for a face to face meeting is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9
15. Stay motivated after a bad day is:	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9