

Sales Skills Evaluation

Sales Skills Evaluation Guidelines

The purpose of these questions is to give insight that you can use in developing your sales skills. To receive the best results follow these guidelines:

1. Read each question and check **Yes** or **No**. You're the only person who will see the answers unless you decide to share them, so be honest with yourself. Your answer reflects *what is* right now. If the answer is not **yes** then it must be **no**. There is no middle ground.
2. After answering *all* of the questions with either **Yes** or **No**, go back to the beginning.
3. Reread the question and your answer. Determine if the area is related to your responsibilities.
 - a. If it is related, check the box labeled, **Related**.
 - b. If not related, check the box **Unrelated**.
 - c. If you feel the statement should be related to your responsibilities, check the box **Should Be Related**.
4. Review the boxes that you answered **No** and **Related** to your responsibilities. Consider the goals and actions necessary to strengthen your sales skills and their effectiveness.
5. Review the boxes that you answered **Should Be Related**. Discuss these areas with your appropriate organizational leadership.

It may be helpful to have your team members anonymously answer a similar set of questions and return them to you. Then compare their responses to yours. The answers may startle you.

If you are not satisfied with your answers

Contact us at:

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for a complimentary consultation.



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Sales Skill	Yes	No	Related	Not Related	Should Be Related
I continuously evaluate and update my potential customer file.					
I keep a status record of each contact I make.					
I have a system of asking for referrals.					
My networking activities produce the results I want.					
I have developed satisfied customers who regularly refer me.					
I track referral activity and successes.					
My telephone approach and script is prospect-friendly.					
I keep track of phone activities and results.					
I communicate genuine interest and enthusiasm over the phone.					
I track my activities so that I know what works.					
I introduce myself and my business in a results-oriented way.					
I communicate my understanding of the prospect's business and role.					
My focus is on what the prospect says.					
I ask questions to discover the prospect's buying criteria.					

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	Yes	No	Related	Not Related	Should Be Related
I adapt my selling process to the prospect's buying process.					
I discover the active wants and needs of the prospect.					
I uncover obstacles to taking action.					
I plan my presentation around the wants and needs of the prospect.					
My sales process and approach conclude logically with commitment.					
I identify the stalls, objections and FAQ's most often encountered.					
I acknowledge objections before responding to them.					
I ask for clarification of the stall or objection.					
I regularly report back to individuals who give me referrals.					
I personally thank clients with a card or token of appreciation.					
I personally introduce my customer service representative to my client.					
I set goals that support my personal and professional long-term plan.					
I regularly review my progress towards my goals.					

Need help? Contact us today for a complimentary consultation!

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