

How well do you know your customers...	How well do you know your competitors...	How well do you practice sales strategies...
<ul style="list-style-type: none"> • <i>Do you know how to access key players?</i> • <i>Do you know how your product helps your customers satisfy their customers?</i> • <i>Are your assumptions about your customers accurate?</i> • <i>Do you understand what's critical to your customers' success?</i> • <i>Do you understand your customers' business strategies?</i> • <i>Can you explain how your product provides competitive advantages?</i> • <i>Do you have a thorough understanding of how your product is used?</i> • <i>Do you know what happens to your product after it's been used?</i> • <i>Are your strategies market driven?</i> • <i>Do you frequently provide customers with new ideas?</i> 	<ul style="list-style-type: none"> • <i>Do you differentiate your offering in new ways?</i> • <i>Can you maneuver around a price war?</i> • <i>Do you know your competitor's strategies against you?</i> • <i>Do you know how to lock-out the competition?</i> • <i>Can you offer something competitors cannot offer?</i> • <i>Do you know how to open doors which have been locked by competitors?</i> • <i>Do you frequently ask, "Should I compete?"</i> • <i>Do you frequently ask, "Can I win?"</i> • <i>Can you negotiate a client contract without compromising your position?</i> • <i>Can you differentiate your commodity from their commodity?</i> 	<ul style="list-style-type: none"> • <i>Do you know how to discover your customer's critical buying factors?</i> • <i>Do you use resources efficiently?</i> • <i>Do you prioritize your opportunities?</i> • <i>Do you see yourself as a business-person first?</i> • <i>Do you know the difference between quality and value?</i> • <i>Do you know how to leverage political forces in your customer's organizations?</i> • <i>Do you really know how buying decisions are made?</i> • <i>Do you understand when a customer wants a partner and when they want a vendor?</i> • <i>Can you describe your competitors' strategies?</i> • <i>Are you constantly looking for ways to provide value?</i>