

A Self-Review for Today's Professional Salesperson

Here's a list of some of the skills and disciplines of the new professional salesperson who is effective in the changing selling situation. Rate yourself on a scale of 1 to 10 on each of the skills or disciplines described below, and set a goal for improving in each area.

- a. An ability to set realistic goals and follow those goals through to a satisfactory completion - the ability to make things happen. 1 2 3 4 5 6 7 8 9 10
- b. An ability to communicate effectively to convey a message that produces a desired response. 1 2 3 4 5 6 7 8 9 10
- c. An ability to manage resources, opportunities, and difficulties in a way that produces the greatest return. 1 2 3 4 5 6 7 8 9 10
- d. A self-discipline that makes every minute count for maximum return. 1 2 3 4 5 6 7 8 9 10
- e. A working knowledge of the selling process, of your products and services, of your companies and industries, and the wisdom to know how to effectively utilize that knowledge. 1 2 3 4 5 6 7 8 9 10
- f. A pleasing, enthusiastic, and forceful personality. 1 2 3 4 5 6 7 8 9 10
- g. An ability to turn each presentation into a major production 1 2 3 4 5 6 7 8 9 10

- h. A willingness to ask questions, to listen to responses, and to observe everything the customer does. 1 2 3 4 5 6 7 8 9 10
- i. A working knowledge of closing techniques, and a skill in choosing and using the right one for each situation. 1 2 3 4 5 6 7 8 9 10
- j. An ability to turn objections into sales, and stalls into action. 1 2 3 4 5 6 7 8 9 10
- k. The character and integrity to build trusting relationships. 1 2 3 4 5 6 7 8 9 10
- l. The patience, persistence, and concern for the customer's best interests. 1 2 3 4 5 6 7 8 9 10