

Assessment Questionnaire: Selling Skills



There are some sales techniques that salespeople do which actually come across negatively to their prospects of customers. Often you may think you just gave the best sales presentation of your life and then end up perplexed about why you did not close the deal.

How well are you doing at selling effectively without putting your customer off or creating a sense of a "hard" sell? How strong are your sales skills? How well are you connecting and building a relationship with your sales prospects?

Please read each statement and record your level of agreement on the scale of 1 to 5.

1 = Completely False
2 = Mostly False
3 = Neither True or False

4 = Mostly True
5 = Completely True

1 2 3 4 5

1. I do not typically feel anxious, stressed, or pressured to make a sale
2. When I go to a sales meeting with a prospect, my number one goal is to find out their needs.
3. My opening lines are not all about my business or products.
4. When I approach a new sale, I do not go in ready to energetically point out all of the good features of my product.
5. I think it is very important to engage a customer in a dialogue right away.
6. I have been told that I am quite skilled at building relationships with my customers or clients.
7. My closings can be described as more of a soft sell than a hard sell
8. I sometimes use openings as unsophisticated as 'how are you doing today?' to get customers to begin speaking with me
9. My customers or clients have a tendency to buy from me over and over.
10. I never try to pressure a customer into purchasing now by telling them we are almost out of stock, it is a limited time offer, etc., if these things are not really true.
11. I find that my prospects openly talk with me about their frustrations and problems related to other products or services
12. I am able to convey a good deal of energy and enthusiasm for the products or services that I sell.
13. I tend not to rely on scripts or straight presentations of product information.
14. One of the cardinal rules I sell by is 'get the client speaking first.'
15. I have extremely strong listening skills and have been given feedback that I show nonverbal interest and curiosity very well.
16. My sales managers or other supervisors have complimented my ability to understand what my prospects are really looking for and position my product accordingly.
17. When I think about my greatest weaknesses, the inability to modify my approach based on the individual is not one of them
18. I have received feedback that I come across as assertive, not aggressive.
19. I rarely seem to have difficulty initiating and maintaining balanced conversations (where both parties speak an equal amount of time.)
20. I rehearse sales presentations a little bit but I never memorize them verbatim.
21. I always try to put myself in the client's shoes and think about why they would be interested in what I have to offer.
22. If I were to watch a tape of one of my sales meetings, I would see my client speaking more than me.
23. I routinely try to find out the psychological motivations of my client, such as whether he/she is motivated by convenience, price, pleasure, problems, or novelty.
24. I do not often feel anxious about my sales position.
25. When a client asks me to describe a product or service, I focus on the benefits it can provide rather than the specific features.
26. I typically really enjoy engaging my customers in conversation to establish rapport in the beginning of a sales meeting.
27. My sales closings rarely tell a person that he or she needs my product or services.
28. I tailor most of my sales presentations to the specific clients rather than making the same presentation numerous times.
29. My closings are a series of questions rather than statements.
30. Customer feedback has indicated a strong satisfaction with me, and a desire to continue doing business with me.

31. Name

32. Email

33: Tel No,

Thank you for taking the time to fill out the form - we aim to respond to your form within 2 working days