

Sales Quiz

Sometimes a little self-assessment is time well spent. Please take a few moments and take this test I found in *Selling Power* a couple years ago. I believe you will find it helps you see some things you might be able to work on.

I give it to my salespeople once a year and ask them how they think they're doing, and I take it myself and refer to it often. Please do the same and see if you can't find some things to work on. Speaking of working on things, I highly recommend *Selling Power*, the magazine. You can subscribe to it by [clicking here](#).

Sales Quiz

Do You Impress or Annoy?

Depending on circumstances, buyers are no different from the rest of us; grumpy or cheerful, friendly or irritated. Depending on circumstances. Circumstances can involve your mood or the buyer's. In thinking about it, level most of all with yourself.

	Yes	No
1. Are you always well prepared for each call?	_____	_____
2. Do you know your product line thoroughly?	_____	_____
3. Do you follow through with new customers conscientiously?	_____	_____
4. Do you fight hard for your customers' rights?	_____	_____
5. Do you respect your customers' opinions, even if you disagree?	_____	_____
6. Are you sensitive to the personal needs of your customers?	_____	_____
7. Are all your customers convinced that you care deeply about their well-being?	_____	_____
8. Do you make personal sacrifices for your customers?	_____	_____
9. Are the promises you make sacred to you?	_____	_____
10. Do you make it a point not to take unfair advantage of a customer?	_____	_____
11. Do you listen with rapt attention when your customers speak?	_____	_____
12. Do you listen with rapt attention when your customers speak?	_____	_____
13. Are you above faking information you are not absolutely certain of?	_____	_____
Total	_____	_____

How did you score? Do customers usually smile or frown when you walk into their store, office, or plant? This quiz may help you reach a conclusion or two about the impression you make when you call. Top-rated sales pros said 'Yes' to at least 10 questions.

– Ray Dreyfack

(Source: *Selling Power* magazine, March 2007)

Also, for details on [GROW! 2009](#), please click here.

Talk to you next week.