

FinxS Sales Competence Assessment - Development

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about oneself. The purpose of this assessment is to provide supporting information for the respondent in self-development.

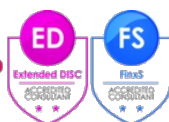
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Organisation:

Talent Tools

Date:

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Introduction to the FinxS Sales Competence Assessment:

The FinxS Sales Competence Assessment is designed to help you become more successful in sales. It is based on your responses to the FinxS Sales Competence Assessment questionnaire and identifies your present level of proficiency in 18 critically important sales competences for selling success.

It is very important to note that the FinxS Sales Competence Assessment is designed for individuals who have at least some sales experience already. Individuals who do not have any background in sales cannot accurately interpret the statements in the questionnaire.

How to use the FinxS Sales Competence Assessment:

Your assessment identifies your strengths and areas for development in sales. As you review your assessment, you will notice that you will agree with most of your results. However, if you are like most sales professionals, you may have some reluctance to accept certain development areas. This is a very normal reaction. It is always more difficult to explore weaknesses or blind spots that impede one's present level of success.

Please keep in mind that your FinxS Sales Competence Assessment reflects your current level of competence. This means that you can develop your skills in all of the 18 sales competences with training and coaching.

Ideally, you will be able to review your results with a professional facilitator or a sales coach who has been trained to interpret the FinxS Sales Competence Assessment. They have the experience and skills to decipher the important implications of your results. Also, they understand the "mindsets" that make up your individual scores. As a result, they will be able to use your FinxS Sales Competence Assessment to develop a roadmap to your success.



Note about the use of pronouns:

This assessment uses the now preferred singular "they" as a gender-neutral language to avoid bias toward a particular sex or social gender.

Disclaimer:

The FinxS Sales Competence Assessment results should never, and in no circumstances, be used as the sole criterion to make decisions. It is not designed, and cannot be used, to make "yes-no" recruitment decisions. One must always consider many other factors, such as skills, attitudes, intelligence, knowledge, education and experience that are not measured by this assessment.



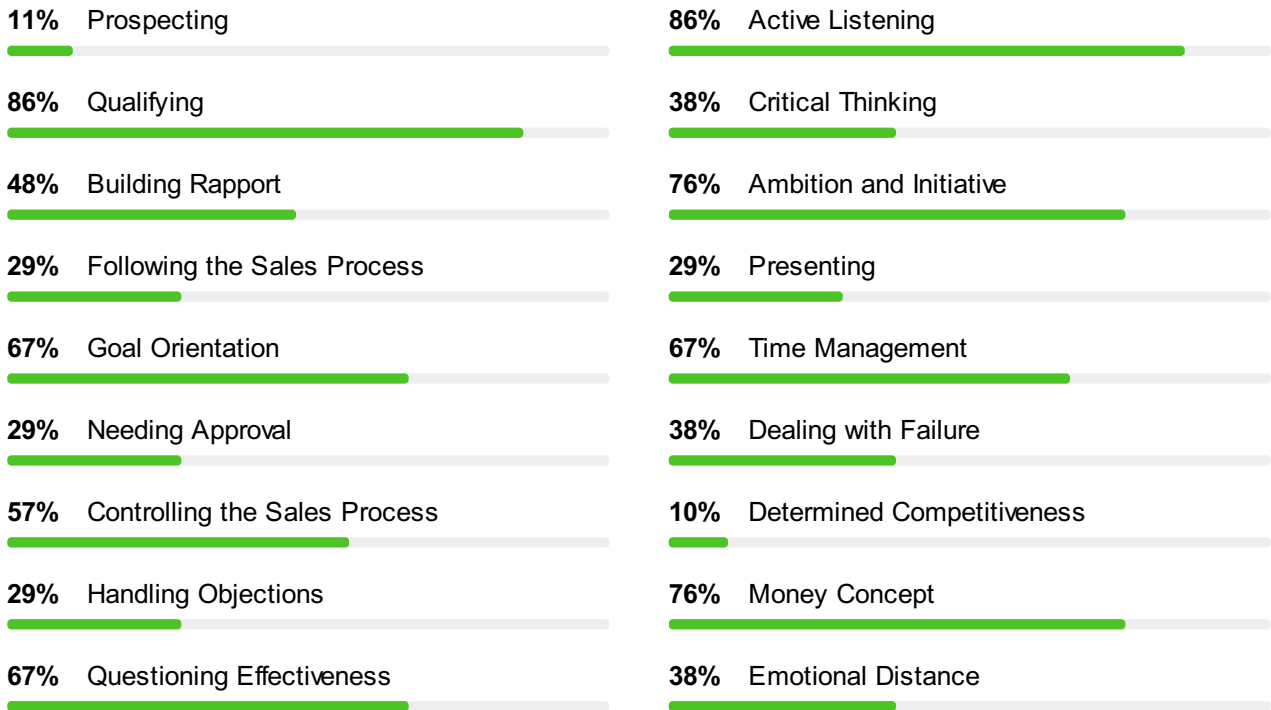
Executive Summary

Below, you will find your scores for the 18 sales competences based on your responses in the FinxS® Sales Competence Assessment questionnaire. As you review your results, remember that they reflect your current level of proficiency. You can develop your skills in all of the 18 sales competences.

It is very important to note that your scores can be impacted by your beliefs about your present level of competence. For example, you may believe that you are not very competent, or that the specific areas are not important, at this time. However, this may simply be influenced by your present views. Carefully consider if you need to make adjustments in your beliefs.

Finally, you may want to review your hard-wired, behavioural style scores for the same 18 sales competences in your FinxS® Sales 18. It will help you create a more specific, practical and effective development plan.

Overall Scores



NOTES

Individual scores

Reluctance to call on prospects; having the mindset of a "FARMER" and waiting for opportunities to show up. Focus on cultivating existing customers for more business.



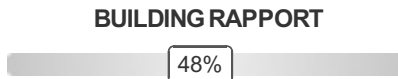
Actively pursuing new business, having the mindset of a "HUNTER" and taking responsibility for finding sales opportunities.

Very eager to present and give away information, whether it is appropriate to the prospect's situation or not; tries to close early, often forgetting to take time or effort to uncover the prospect's potential for proper business fit.



Willing to engage in a deliberate process of questioning and listening to determine whether the prospect is a good fit for business and likely to buy prior to presenting and/or proposing.

Is not focused on building trust; appears self-centered or self-oriented; avoids intimacy; finds it difficult to be genuinely interested in the prospect's needs or well-being. Maybe too shy.



Being able to create trust and rapport with prospects quickly. Adjusting one's own personality style to the style of the prospect in order to create a sense of ease for the prospect.

Impatient, and reluctant to engage in detailed processes or procedures. Generally attempts to cut corners and "wing it." Impulsive, not prone to follow instructions or rules.



Having the patience and attention to detail to follow a step-by-step process. Believing that systematically following well-defined processes will provide the best results.

Likes to live in a moment without continuously pursuing higher levels of performance, easily satisfied with the status quo when it comes to personal accomplishment and level of income.



Avidly pursuing goals and higher levels of performance. Setting high goals, then determining the necessary activities to achieve the goals. Rarely being satisfied with own current level of performance.

Self-confident, does not seek approval from others to get emotional needs met, willing to be assertive and politely demanding without regard for whether it will result in being "dis-liked."



Seeks prospect's approval in order to feel better about oneself and to have their emotional needs met. Believes it is necessary to please other people in life, not willing to be assertive if it will cause others to disapprove.



Willingly lets the prospect lead a meeting. Allows others to take charge of the process, drifts away from own plan or prefers to proceed without one. Has challenges in keeping the sales process on track.

CONTROLLING THE SALES PROCESS



Being willing and able to set the conditions for a meeting, describing the process to a prospect and stating potential outcomes. Then being able to gently control the conversation.

Reluctant to challenge the prospect on their stated objections. Not assertive. Finds it difficult to construct an effective case as to why the stalls or objections might not be valid or might not be the "real issue." Easily accepts prospect's stalls and "gives up."

HANDLING OBJECTIONS



Viewing stalls and objections as opportunities to be politely assertive and asking the prospect self-discovery type questions in order to get the prospect to deal with their own objections.

Believes that questions are "intrusive" and that one should not ask too many. Does not create a structured approach to asking questions. Easily falls into "show and tell" mode.

QUESTIONING EFFECTIVENESS



Creating a structured system of questions to "diagnose" the prospect's situation and determining the likelihood of a fit between the prospect's needs and the salesperson's product or service.

Easily distracted while attempting to listen. Formulating replies in one's own mind while others are speaking. Frequently tuning out what others are saying when not interested.

ACTIVE LISTENING



Actually seeking to understand what the other person is attempting to communicate. Going beyond "hearing" and focusing on the various messages (words, tonality, body language).

Often fails to apply current knowledge to solve new problems. Generally, spends little time solving problems, meaning if the answer is not readily apparent, lacks the patience to use logic, deductive reason to solve the problem.

CRITICAL THINKING



Being able to apply existing knowledge to solving new problems. Being able to suspend judgement to check the validity of a proposition or action. Taking multiple perspectives into consideration.

Waiting for others to initiate action and to be told what to do. Not attempting to achieve higher levels of performance. Requiring supervision and direction to begin new initiatives.

AMBITION AND INITIATIVE



Constantly striving to achieve higher levels of performance. Not waiting for good things to happen, believing it is up to oneself to make good things happen.



Presentations are often ineffective because fails to engage the audience, thus losing the attention of others. The presentations go in circles. Audience may find it difficult to know what is expected from them after the presentation.

PRESENTING

29%

Effectively engaging an audience and able to hold their attention with good communication skills, insightful questions and dramatic presentation techniques.

Not structuring schedule effectively or not executing scheduled activities efficiently. Easily distracted by interruptions, or anything that appears to be more interesting.

TIME MANAGEMENT

67%

Competently managing one's schedule and activities to make the best use of time. Not wasting time with "avoidance" behaviours, not procrastinating on important tasks.

Seeing failure as a negative experience only. Not viewing failure as a chance to learn and improve. Reluctant to take risks lest they result in failure.

DEALING WITH FAILURE

38%

Seeing failure as a temporary state. Viewing failure as a chance to learn and improve. Being willing to take a risk at losing; in order to win. Not being wedded to the idea of security in all matters.

Prefers to achieve the victory with the help of or together with others. Not inclined to gain competitive advantage. Lacks the motivation to be at the top or to win at any cost.

DETERMINED COMPETITIVENESS

10%

Relentlessly pushing to win, striving to gain competitive advantage, always looking to improve. Looking at the competition and areas to exploit.

Feels guilty making a "too large" commission on a sale, doesn't believe oneself is deserving of making "a lot" of money, feels high degree of customer empathy when prospect complains that "the price is too high".

MONEY CONCEPT

76%

Viewing making money as a healthy endeavor. Believing making money is just compensation for selling activities. Valuing one's own time and not being afraid to charge money for it.

Allowing emotions to distract oneself during the sales process. Becoming easily swayed by prospect's reassurances; making assumptions about the prospect's intentions based on positive feelings.

EMOTIONAL DISTANCE

38%

Remaining emotionally aloof during the sales process, not letting prospect's reassurances or positive statements deter from executing the sales process and asking the right questions.



Mindset Summary

Mindsets are the building blocks of the 18 critical competences for selling success. They are like basic instincts. They are the way a person approaches solving problems and overcoming challenges. Mindsets are your survival mechanism.

Mindset Definitions

Conquering	Reaching the full potential by making sure nobody or anything stops one from achieving the goal.
Hunter	Reaching the full potential by wanting to have everything right now.
Persistence	Reaching the full potential by using failure as a reason to do better next time.
Reading the situation	Reaching the full potential by understanding how others see the world.
Logic	Reaching the full potential by following a plan, no matter what.
Hunger	Reaching the full potential by never being satisfied.
Empathy	Reaching the full potential by connecting with people and gaining their trust.
Social approval	Reaching the full potential by gratifying others' needs.
Taking control	Reaching the full potential by not being dependent on anyone else
Next Step	Reaching the full potential by continuously thinking what is next
Finding the truth	Reaching the full potential by understanding all aspects impacting the situation.
Influencing	Reaching the full potential by convincing others



Mindset Summary Table

Each of your Sales Competences is based on one to three Mindsets. The competence score is derived not only from the mindsets, but also from questions not connected to the mindsets. The table below shows how your Mindsets create your 18 Sales Competence Scores. Please consult your sales coach who has been trained to interpret the Mindsets and their implications.

Prospecting	11%	Active Listening	86%
Next Step	73%	Finding the truth	92%
Influencing	42%	Logic	56%
Hunger	62%	Critical Thinking	38%
Qualifying	86%	Hunger	62%
Finding the truth	92%	Logic	56%
Reading the situation	99%	Reading the situation	99%
Hunter	42%	Ambition and Initiative	76%
Building Rapport	48%	Taking control	69%
Empathy	28%	Presenting	29%
Reading the situation	99%	Influencing	42%
Following the Sales Process	29%	Logic	56%
Logic	56%	Taking control	69%
Goal Orientation	67%	Time Management	67%
Hunger	62%	Hunter	42%
Next Step	73%	Next Step	73%
Needing Approval	29%	Taking control	69%
Social approval	62%	Dealing with Failure	38%
Empathy	28%	Persistence	42%
Controlling the Sales Process	57%	Reading the situation	99%
Next Step	73%	Determined Competitiveness	10%
Reading the situation	99%	Hunter	42%
Taking control	69%	Persistence	42%
Handling Objections	29%	Money Concept	76%
Hunter	42%	Hunter	42%
Conquering	69%	Influencing	42%
Questioning Effectiveness	67%	Conquering	69%
Finding the truth	92%	Emotional Distance	38%
Conquering	69%	Conquering	69%
		Hunter	42%



DEVELOPMENT PLAN

PROSPECTING

Definition: Active searching of new potential, qualified customers to ensure there are always sufficient opportunities to create new business. Among the prospecting activities are cold calling, asking for referrals, cultivating existing cold leads, and networking.



Presently Sharon is reluctant to call on new prospective customers and frequently finds ways to avoid prospecting. They have the mindset of a “farmer” waiting for opportunities to show up and hoping to cultivate existing customers for more business. Sharon clearly prefers to spend time on other assignments and tasks and frequently looks for work to engage in, to avoid necessary prospecting activities.

At this time Sharon often procrastinates on required prospecting activities such as cold calling and believes it is not appropriate to “bother” people. They feel uncomfortable calling on people who have a more senior role than their own. They may rationalise cold calling avoidance by believing it is not effective nor a good use of their time. Sharon waits for new business opportunities to come their way. Although they are fairly comfortable asking for referrals, they may forget to do so.

Sharon prefers to contact existing clients to ensure they are happy. Even then, they often forget to find ways to expand the business relationship by asking good questions to reveal additional business opportunities. Sharon may often send an email rather than making a call or arranging a meeting.

Development plan for improved prospecting

- Understand and accept that you are very likely to procrastinate when it comes to prospecting but you must do it in order to succeed in sales.
- Set mandatory daily and weekly prospecting behaviours for yourself and commit to doing them.
- Schedule prospecting and cold calling activities in your daily calendar and hold yourself accountable for completing them.
- Document your feelings about prospecting. Figure out what it is that scares you, slows you down, or derails you when prospecting. The more aware you become of the negative beliefs you have about prospecting, the more you will be able to overcome those beliefs.
- Join an accountability group for a weekly accountability call. Get others to hold you to your required prospecting activities and do the same for them.
- Connect every successful sale back to a specific prospecting activity in order to emphasise the importance of prospecting behaviour. Record these activities and learn from them.

NOTES



QUALIFYING

Definition: The systematic process of carefully verifying whether or not a prospect is willing and able to buy.



Sharon is strongly focused on determining if there is a good fit for business. They do it by engaging in a deliberate process of questioning and listening to decide if a prospect is likely to buy before moving forward or potentially wasting money and resources by engaging in sales efforts that will not eventually result in a sale. Sharon is willing to stop the sales process and move on to other opportunities if it becomes clear that the prospect is not a good fit for business. They recognise that a sale will not magically happen if they persuasively present solutions or continue to follow up.

Sharon takes the time to really understand a prospect’s needs, and willingness and ability to buy, before presenting solutions. They understand that it is important to ask the prospect very specific and tough questions to reveal issues without the need to solve them. They are also willing to ask straightforward and often difficult questions about budget availability and how the prospect makes buying decisions before presenting. Sharon is not afraid to test and validate the answers knowing prospects are often not forthcoming and truthful about their real situation and needs.

Like a good doctor, Sharon takes the time to thoroughly diagnose the prospect’s situation before trying to prescribe a solution. They do not attempt to close the sale by being a “typical” salesperson who tries to persuade by providing a lot of information about the features and benefits of their solution. On the contrary, they avoid presenting and proposing until they have made a decision there is a good fit and there are compelling reasons to believe the prospect is qualified to buy.

Development plan for improved qualifying

- Carefully evaluate the rapport you have built with a prospect. They may not be open yet to disclose their true needs and situation. Remember that different prospects have different comfort levels in revealing their challenges. Some are more trusting; others are more skeptical and guarded.
- At times you may underestimate the fit to do business with a prospect. Do not jump into conclusions too soon to disqualify a prospect.
- When asking hard-hitting questions to qualify a prospect, remember to support them to maintain an atmosphere for open communication.
- Maintain an open mind and actively look for opportunities to do business. Do not become too skeptical.
- Do not get carried away and qualify too hard agitating the prospect in the process. Some prospects are ready to buy.
- Recognise when it is time to proceed in the sales process. While qualifying is critical, it does not equal closing the sale.

NOTES

BUILDING RAPPORT

Definition: Creating, developing and maintaining an open and trusting atmosphere for honest communication and sharing of information.

Is not focused on building trust; appears self-centered or self-oriented; avoids intimacy; finds it difficult to be genuinely interested in the prospect's needs or well-being. Maybe too shy.

BUILDING RAPPORT

48%

Being able to create trust and rapport with prospects quickly. Adjusting one's own personality style to the style of the prospect in order to create a sense of ease for the prospect.

Most people find it relatively easy to interact with Sharon. They can create a sense of trust and openness fairly easily. Prospects usually find it pleasant to converse with Sharon although they usually remain restrained and cautious in sharing everything about their true needs and situation. After all, to them Sharon is still a salesperson trying to win the sale and they may not have their best interests in mind.

Sharon often remembers to modify their approach to match the prospect's style. However, at times when they get emotionally involved in the sales meeting or feel pressure to make the sale, they tend to revert to their natural and most comfortable style. In these occasions they forget to adjust their communication style, body language, tonality, and eye contact reducing the level of trust with the prospect. Consequently, the prospect becomes more guarded, increasing the tension and making it even more difficult for Sharon to modify their style. This can become an obstacle to successfully move forward in the sales process.

While Sharon is generally good at creating an atmosphere of open and trusting communication, they can be inconsistent in taking the responsibility for making the prospect feel comfortable in discussing their needs and wants. Sometimes they tend to focus too much on their own short-term goal of closing the sale. This makes the prospect think carefully about what they say fearing it will be used against them.

Development plan for improved building rapport

- Appreciate that building rapport is a skill that must continually be developed.
- Build on your ability to adjust your approach with prospects by improving your consistency. Approach every sales opportunity with discipline and a commitment to success.
- If you are extroverted, fight the temptation to talk too much. Let the prospect talk more. If you are introverted, make sure you talk enough and appeal to the prospect's emotions.
- Maintain the focus on the prospect and their unique needs and situation. Remember that for you to be successful, the interaction is about the prospect, not about you.
- Become more aware when you get emotionally involved in the sales call. In particular, develop an ability to realise when you feel pressure as it significantly reduces your ability to effectively build and maintain rapport.
- Remember that sales professionals tend to make prospects guarded. Do not appear like other salespersons.

NOTES



FOLLOWING THE SALES PROCESS

Definition: Dutiful and diligent following of a systematic sales process to increase the success of the sales efforts.

Impatient, and reluctant to engage in detailed processes or procedures. Generally attempts to cut corners and "wing it." Impulsive, not prone to follow instructions or rules.

FOLLOWING THE SALES PROCESS

29%

Having the patience and attention to detail to follow a step-by-step process. Believing that systematically following well-defined processes will provide the best results.

At this time Sharon appears to believe sales is more art than science and that sales professionals are born and not made. As a result, they tend to rely on their instincts, experiences, and strength of their personality to close sales and win over prospects. Rules, instructions and processes are for salespeople who do not have the natural talent to succeed in sales.

Sharon does not like being told how to sell or be restricted by processes. After all, they have been successful in sales by being able to effectively influence and motivate prospects. Sharon also believes that each sales meeting is different because every prospect is unique and their needs are diverse. A sales process would only get in the way and restrict their ability to remain flexible and be able to close sales.

Presently Sharon tends to be impatient, does not care for details and is somewhat impulsive. They prefer to focus more on the big picture and the ultimate goal of closing the sale. They believe that the best sales professionals are able to close sales quickly. As a result, they usually look for the fastest way to get from start to finish and are more interested in the end result than the process to get there.

Development plan for improved following the sales process

- View sales as a respected profession where the top performers continually develop and practice their skills. Acknowledge that professionals do not "wing it" but have the discipline to use a process to achieve successful outcomes.
- Start using a sales process you believe in. Pay attention to details and do not take short cuts.
- Understand and accept that you must start learning to follow a sales process if you want to improve your success and be better than other salespeople.
- Commit to continually and tirelessly improving your expertise to use the sales process by studying and practicing it.
- Accept that it will take time and effort to develop sufficient ability to use the process. Be patient, continue to practice and trust that following it will increase your success.
- Do not become overly creative and instinctive in trying different approaches to close the sale as quickly as possible.

NOTES



GOAL ORIENTATION

Definition: Disposition toward developing and demonstrating ability to achieve higher levels of performance and success.

Likes to live in a moment without continuously pursuing higher levels of performance, easily satisfied with the status quo when it comes to personal accomplishment and level of income.

GOAL ORIENTATION



Avidly pursuing goals and higher levels of performance. Setting high goals, then determining the necessary activities to achieve the goals. Rarely being satisfied with own current level of performance.

Sharon enjoys the goal setting activity and visualising how things will be when they achieve their professional and personal goals. In fact, they are likely to set goals for themselves frequently because they believe goals play an important part in performance improvement and that everyone should have them.

However, Sharon presently finds that their enthusiasm to achieve their goals is not at the level they would like it to be. The daily demands and mandatory routines may get in the way of consistently performing the required behaviors to achieve their goals. Sharon often finds that there simply is not enough time to work toward their targets. As a result, they may postpone the goals or give up on them altogether, at least for now.

Sharon may informally and in general terms talk about their goals with others. They prefer not to share their specific targets to avoid the embarrassment of falling short. Often Sharon also finds that unexpected events occur that are out of their control preventing them from achieving their targets. They rationalise this as a normal part of the process and find ways to adjust their goals again.

Development plan for improved goal orientation

- Do not treat goals as New Year’s resolutions that get forgotten in a couple of weeks. Take them seriously.
- Write down your goals. Take time and make the effort to learn about effective goal setting techniques.
- Create a clear roadmap to achieving your goals by breaking them down into specific daily activities.
- Share your specific goals frequently with others to increase your personal commitment to achieving them and to receive feedback and support.
- Evaluate your effort for achieving each goal daily and in writing. Give yourself a score for doing your best to achieving each individual goal. Track your progress to make the necessary adjustment on your effort and to evaluate your level of commitment and/or importance of the goal.
- Visualise the achievement of your goals and create visual reminders to help you achieve them.

NOTES

NEEDING APPROVAL

Definition: Need to be liked and accepted by other people in order to feel good about oneself. When individual has a need for approval, they tend to value the beliefs, opinions and needs of others above their own.

Self-confident, does not seek approval from others to get emotional needs met, willing to be assertive and politely demanding without regard for whether it will result in being "dis-liked."

NEEDING APPROVAL

29%

Seeks prospect's approval in order to feel better about oneself and to have their emotional needs met. Believes it is necessary to please other people in life, not willing to be assertive if it will cause others to disapprove.

Sharon is a self-confident individual who is able to separate their self-worth from how other people perceive them. They do not focus or spend time on considering whether or not other people like them. They are "healthily self-centered" making sure they are able to achieve their own goals without hurting others.

Sharon can be polite yet is also able to be assertive and demanding. They are focused on achieving the desired outcome of closing the sale and do not spend time worrying if they are "disliked" as a result of their actions. They have a healthy self-esteem that is not impacted by whether or not prospects like them or not. They are able to protect their self-worth and identity even when prospects reject them.

Sharon does not seek approval from others in order to get their emotional needs met. They see sales as a business activity where they interact with prospects at an equal business stature. Sharon does not take inappropriate actions such as discounting or special payment or delivery terms just to ensure that the prospect will see them more favourably.

Development plan for improved needing approval

- Continue to get out of your comfort zone by refusing the temptation to be liked by others. However, be careful not to become so aloof in your behaviour that it negatively impacts your personal life and relationships.
- Remember to maintain your focus on earning a prospect's respect and not their approval.
- Be mindful not to come across as overly confident, non-caring, cold or arrogant.
- Realise that sometimes making short-term concessions can result in more significant long-term pay offs.
- Do not become too rigid and inflexible with your approach where you may appear standoffish or self-centered.
- Do not overlook or fail to identify a prospect's emotions.

NOTES



CONTROLLING THE SALES PROCESS

Definition: Actively taking charge of every step of the sales process by clearly defining and agreeing upon all the steps and possible outcomes with the prospect. The purpose is to help guide the prospect toward a decision.

Willingly lets the prospect lead a meeting. Allows others to take charge of the process, drifts away from own plan or prefers to proceed without one. Has challenges in keeping the sales process on track.

CONTROLLING THE SALES PROCESS



Being willing and able to set the conditions for a meeting, describing the process to a prospect and stating potential outcomes. Then being able to gently control the conversation.

Sharon enters sales meetings with a fairly clear idea of what they want to accomplish. The ultimate goal is always to close the sale. They have enough experience to anticipate how the sales call will proceed and what topics will be discussed. Usually they can relate well with prospects which helps the sales calls to get off to a good start.

Sharon can be moderately assertive on the sales call asking the prospect questions, talking about the issues, and presenting the solutions. However, there is usually is no completely clear plan in place. Sharon and the prospect almost always fail to agree up-front on how the sales process will advance and what the exact next steps will be after the meeting.

At the end of the sales meeting there sometimes is a sense of uncertainty about what happens next and Sharon tries to somehow resolve it. Sometimes this is possible and the sales process continues. Although, it usually continues without a specific plan. However, at other times the prospects take charge and inform Sharon that they will make a decision later. Sharon is left uncertain about what will happen next. They are forced into a follow-up mode.

Development plan for improved controlling the sales process

- Have a clear plan in place about what you will accomplish on a sales call. Do not enter into a call with a too vague goal of "closing the sale".
- Prepare for each and every sales call. Do not get stuck in your comfort zone where you feel you are ready for the call based on your experience alone.
- Make certain you always set and agree on the agenda with the prospects including the time parameters and what the possible outcomes are.
- Do not get distracted by interesting conversations. While you want to focus on the prospect, do not allow them to hijack the meeting by getting engrossed in unrelated topics.
- Be politely assertive to maintain control of the sales call ensuring it is moving toward the next steps in the process.
- Make sure there is a clear decision about the next step at the end of every sales call and that there is no ambiguity about what will happen next.

NOTES



HANDLING OBJECTIONS

Definition: Dealing effectively with statements or questions raised by prospects that imply an unwillingness to buy at the present time.

Reluctant to challenge the prospect on their stated objections. Not assertive. Finds it difficult to construct an effective case as to why the stalls or objections might not be valid or might not be the "real issue." Easily accepts prospect's stalls and "gives up."

HANDLING OBJECTIONS

29%

Viewing stalls and objections as opportunities to be politely assertive and asking the prospect self-discovery type questions in order to get the prospect to deal with their own objections.

Stalls and objections make Sharon nervous and worried, often even before the sales call. They view them as signs that the sales call is likely to be over soon because the prospect is not pleased with what they have heard and seen so far. As a result, Sharon believes objections are the prospects' way to signal that the solution is not a good fit for them. This makes Sharon feel pressured and they begin to retreat.

Presently, Sharon can readily accept the prospect's objection as a valid one. After all, other prospects have brought up the same issue, or very similar ones, in the past. This means the issue is important to the prospect and Sharon feels the need to be able to overcome it quickly with a convincing and credible reply. In some instances they agree with the objection and believe it makes sense. Consequently, Sharon gives up and hopes it is not so serious as to lose the sale.

Sharon does not typically ask additional questions to gain better understanding and clarity why the issue is important to the prospect. It appears the prospect must have a good reason to object and trying to understand the objection better would only agitate the prospect. As a result, Sharon tries to overcome it with the best possible answer they can think of hoping it is persuasive and effective enough to allow the sales meeting to continue.

Development plan for improved handling objections

- Accept that stalls and objections are part of normal sales process. Do not get intimidated by them. Remain calm and collected to be able to think clearly.
- Do not react to objections at a face value and accept them readily as valid ones.
- Avoid retorting to an objection immediately even when you have a good response to overcome it.
- Learn to ask good questions to dig deeper to find the prospect's real issues.
- Recognise that prospects frequently test sales professionals with objections to simply see how they react.
- Learn skills and techniques to help the prospect to deal with their own objections, as they will always agree with their own reasons.

NOTES



QUESTIONING EFFECTIVENESS

Definition: A structured and effective way of using well thought-out questions to reveal the prospect's true issues and challenges. Questions are used not only to help the prospect to share important and necessary information to discover if the solution can solve their problem, but also aid them in self-discovering previously unidentified issues.

Believes that questions are "intrusive" and that one should not ask too many. Does not create a structured approach to asking questions. Easily falls into "show and tell" mode.



Creating a structured system of questions to "diagnose" the prospect's situation and determining the likelihood of a fit between the prospect's needs and the salesperson's product or service.

Sharon understands that questions are an effective and necessary sales tool. They ask them comfortably and use them to move the sales process forward. Also, they do not think that questions are inappropriate or intrusive. This is reflected in how they calmly and confidently ask the questions making the prospect feel comfortable in answering them.

However, Sharon often fails to use additional questions to go beyond the initial answers. They readily accept the first answers as complete ones failing to realise there almost always are more – and more important issues – to be discovered. Instead of using a structured series of questions, they are too tempted to use the initial answers as a basis for their presentation. As a result, at times they begin to present too early addressing either wrong or not the most critical issues. Consequently, sales opportunities are lost unnecessarily.

Sharon has most likely not spent time to carefully develop and structure sets of questions for different situations. They are likely to have a list of stock questions that they use throughout the sales call. While many of them are revealing and helpful in discovering the surface issues, they fail to diagnose the prospect's issues at a deeper and more personal and emotional level. Thus, they are not able to address the most pressing issues later in the sales process.

Development plan for improved questioning effectiveness

- Avoid the temptation to start presenting your solution too early even if your prospect has answered in a way that indicates a potential fit with your solution.
- Ensure you do not forget to ask follow-up questions to discover deeper and more significant issues and problems.
- Develop structured sets of questions that help the prospect to discover issues they have not considered before.
- Review the effectiveness of your questions when debriefing your sales calls. Document what questions worked well and which ones did not. Adjust your questions accordingly in future calls.
- Regularly practice your questioning by role-playing to help you become better and more comfortable in uncovering deeper causes for the prospect's issues.
- Learn to use prospect's statements and responses as opportunities to follow-up with more revealing questions. They can help uncover more significant issues that the prospect may be guarded to reveal.

NOTES

ACTIVE LISTENING

Definition: Actively hearing and explicitly attempting to comprehend the meaning of the prospect's communication.

Easily distracted while attempting to listen. Formulating replies in one's own mind while others are speaking. Frequently tuning out what others are saying when not interested.

ACTIVE LISTENING

86%

Actually seeking to understand what the other person is attempting to communicate. Going beyond "hearing" and focusing on the various messages (words, tonality, body language).

Sharon is strongly focused on trying to truly understand what the prospect is attempting to communicate. They are focused, able to be present and mindful of what the prospect is communicating. They are really trying to listen to everything while also focusing on the types of words, tonality, eye contact and body language the prospect is using.

Sharon makes a conscious effort not to get distracted. They do not allow themselves to focus on a specific topic or a problem and begin thinking about answers or formulating solutions. As a result, they are able to continue vigorously focusing on what the prospect is saying, gaining a deeper understanding of the real issues and challenges to help them make the important connections to the solution later in the sales process.

Finally, Sharon is able to build trust and deepen the rapport with the prospect by clearly demonstrating that they are in fact actively listening by providing continuous and sincere feedback. They express genuine interest in the prospect and in their issues and challenges. This in turn enhances a sense of openness and lowers the prospect's walls and motivates more open communication.

Development plan for improved active listening

- Acknowledge understanding with your body language and verbal validation.
- Summarise your understanding of the prospect's communication throughout the sales meeting.
- Remember to maintain control of the sales call. Often prospects digress into unrelated topics and you need to tactfully get them back on track.
- Avoid coasting on your active listening skills to ensure you come across as sincere and not patronising.
- Further develop your active listening skills by regularly practicing with your friends, family and colleagues.
- Express your interest by taking notes as if you were interviewing the prospect.

NOTES



CRITICAL THINKING

Definition: The mental process of actively and skillfully conceptualising, applying, analysing, synthesising, and evaluating information to discover if there is connection between the prospect’s challenges and the sales professional’s solution.

Often fails to apply current knowledge to solve new problems. Generally, spends little time solving problems, meaning if the answer is not readily apparent, lacks the patience to use logic, deductive reason to solve the problem.

CRITICAL THINKING

38%

Being able to apply existing knowledge to solving new problems. Being able to suspend judgement to check the validity of a proposition or action. Taking multiple perspectives into consideration.

Currently, Sharon gets frustrated and overwhelmed by problems. They see them as exasperating obstacles to moving the sales process forward and closing sales. If the solution is not readily available, they usually have difficulty or are not willing to use logic, deductive reason, or re-evaluation of current beliefs to solve the problem. As a result, they often give up and decide to move on to the next prospect.

Sharon tends to get stumped by the problem making them feel powerless to solve it. Also, when solutions to previously solved problems do not seem to apply, they can get further aggravated and become emotional, making it even more difficult for them to objectively, calmly and rationally develop solutions. Additionally, Sharon may have difficulty in making connections between the present problem and their previous knowledge and experience.

Finally, at this time Sharon is likely not to stop and think about the problem and its potential solutions before looking to others for help. Frequently, after someone has offered a solution they realise that they overlooked something fairly obvious and apparent. Usually they also realise they could have solved the problem on their own had they not reacted emotionally and with frustration. This may hurt their self-confidence in being able to develop effective solutions making it more difficult to do so in the future.

Development plan for improved critical thinking

- Anticipate and accept that problems will appear in selling situations. If you accept ahead of time that they will emerge, you are better equipped in dealing with them.
- Remain calm and emotionally detached to think clearly.
- Continually practice your critical thinking skills outside of sales situations by reading, solving problems and exercising your brain with puzzles, games, etc. Remember that healthy diet and exercise help your brain function.
- Ask others how they solve problems with their prospects and in general. Learn from them and challenge your assumptions, biases and beliefs.
- Debrief sales calls and assess how you could have solved the problem. Note the connections you missed and evaluate how and why you missed them on the call.
- During the sales call remember to always consider whether or not you may have overlooked a problem that exists in the mind of the prospect.

NOTES



AMBITION AND INITIATIVE

Definition: The aspiration to achieve something, or to succeed, accompanied with motivation, determination and an internal drive to continually perform at a higher level.

Waiting for others to initiate action and to be told what to do. Not attempting to achieve higher levels of performance. Requiring supervision and direction to begin new initiatives.

AMBITION AND INITIATIVE

76%

Constantly striving to achieve higher levels of performance. Not waiting for good things to happen, believing it is up to oneself to make good things happen.

Presently, Sharon tends to experience cycles of good effort toward achieving the desired levels of performance and success interchanged with periods of remaining content in the comfort zone. Once they achieve a goal or a milestone, their performance tends to plateau and their hunger for higher level of success temporarily disappears. During these periods, their effort and performance either levels or diminishes. Also, from time to time Sharon may experience conflicts in prioritizing their goals. For example, they may want to earn more now, yet have more free time. This conflict may be quite distracting and counterproductive to their success.

However, Sharon usually gets motivated again and ambitiously starts working towards a higher level of success. As they see the results of their efforts, they remain motivated. But Sharon sometimes finds that events that are out of their control and unexpected derail their progress. When this happens, they may get discouraged and revert back to their comfort area until they are ready to move out of it again.

Typically Sharon works independently and towards the level of success they want to achieve. Occasionally, they need direction or supervision to take action. When they do, it is usually because Sharon finds the new process, system or initiative not relevant or important. In these situations, they are comfortable waiting for others (to) provide the guidance and direction to move forward. If it is not provided, they are unlikely to take action.

Development plan for improved ambition and initiative

- Develop consistency in your efforts. Do not allow inevitable obstacles and set backs to slow you down or stop you completely.
- Do not attempt to achieve your goals alone. Look for other people who can help you consistently.
- Ensure you are working toward the goals you are committed to and not the expectations of others.
- Remember that actions proceed emotions. Be disciplined in doing the necessary behaviours and soon the negative thoughts and self-doubt will disappear and will not deter your progress.
- Work on your beliefs and attitude daily to maintain and grow your courage to leave your comfort zone to reach higher levels of success.
- Take full responsibility for your progress and success. Do not allow yourself to make excuses or assign blame on others or circumstances. Everyone faces adversity and challenges but only successful individuals overcome them.

NOTES



PRESENTING

Definition: The act of skillfully and compellingly communicating the proposed solution's effectiveness in solving the prospect's issues.

Presentations are often ineffective because fails to engage the audience, thus losing the attention of others. The presentations go in circles. Audience may find it difficult to know what is expected from them after the presentation.



Effectively engaging an audience and able to hold their attention with good communication skills, insightful questions and dramatic presentation techniques.

Presently, Sharon is not delivering very effective and persuasive presentations. They forget to adjust their communication and presentation style, and fail to ask insightful questions to hold the prospect's attention. As a result, the prospect has to make an effort to understand the relevance of the presentation to their issues and problems. Unless there is an urgent motivation to do so, the prospect will become detached and lose interest.

Sharon tends to autopilot through the presentations. Rather than diligently preparing for each and every presentation, they rely on the same tried and true presentations with most prospects. While the presentations work with some prospects, more often Sharon leaves them disengaged. The prospect may detect the lack of preparation, or simply find the content irrelevant or not compelling.

At this time, Sharon often fails to keep the presentation on track and on point. Frequently they get sidetracked or get somehow distracted making it more challenging for the prospect to move toward the next step. The presentation may go in circles and the prospect can lose interest. Finally, at the conclusion of the presentation there is no call to action, and hence, no clearly agreed upon next step or a final decision.

Development plan for improved presenting

- Always prepare for every presentation. Have a clear plan of what you want to achieve but know that there will be unexpected situations and challenges that will require you to make adjustments at the time of the presentation.
- Learn as much as you can about your prospect during the sales call before the presentation. Understand what is important to them, what their challenges and issues are and clearly connect them to your presentation.
- Identify your prospect's communication preferences and adjust your presentation style appropriately.
- Remain focused and follow your plan. Be sure you do not to get sidetracked or distracted.
- Always conclude with a clear call to action to make sure the sales process moves forward.
- Debrief your presentations as soon as possible. Evaluate what worked and what did not. Learn from your successes and failures to improve.

NOTES

TIME MANAGEMENT

Definition: The ability to use one's time effectively or productively, especially at work. It is the process of organising and planning how to productively divide time between specific sales activities.

Not structuring schedule effectively or not executing scheduled activities efficiently. Easily distracted by interruptions, or anything that appears to be more interesting.

TIME MANAGEMENT

67%

Competently managing one's schedule and activities to make the best use of time. Not wasting time with "avoidance" behaviours, not procrastinating on important tasks.

Sharon manages time reasonably well. They are conscientious about how they spend it and try to use time wisely. They schedule most activities to ensure they do not miss appointments and typically set aside time for activities such as networking, prospecting and cold calling. Sharon attempts to follow a schedule for personal activities as well.

Sharon has some difficulty taking care of unpleasant or mundane tasks and activities. Instead of taking care of them when scheduled, they procrastinate and switch their attention to other pursuits and decide to take care of them later. Occasionally they continue to push back these activities until they appear on their calendar again. However, these tasks create a distraction for Sharon impacting their effectiveness.

Usually, Sharon is able to keep distractions at bay. However, they have days when they have difficulty to consistently focus and get tempted by more interesting or fun activities. They are able to rationalise this behaviour since they know they are usually quite diligent about time management. Typically, Sharon is fairly good at accurately estimating how long the different activities will take helping them plan their schedule reasonably well. However, they sometimes tend to underestimate the time required causing them to fall behind schedule.

Development plan for improved time management

- Evaluate and write down your views on the value of time. This will help you to remain consistent in using time wisely and productively.
- Get in the habit of not allowing yourself to procrastinate with unpleasant activities. Get them done when scheduled allowing you to move on to more interesting and enjoyable tasks.
- Realistically assess how long different activities take and schedule your activities accordingly.
- Avoid planning to do tasks that are not pleasant "in the evening" or "this weekend" when there are "no distractions". Get them done when they are scheduled.
- Focus on what you are doing at the moment. Avoid multi-tasking.
- Schedule your fun activities as well and commit to doing them at a scheduled time.

NOTES



DEALING WITH FAILURE

Definition: The ability to recover from setbacks and losses while gaining resiliency and ability to better deal with adversity.

Seeing failure as a negative experience only. Not viewing failure as a chance to learn and improve. Reluctant to take risks lest they result in failure.

DEALING WITH FAILURE

38%

Seeing failure as a temporary state. Viewing failure as a chance to learn and improve. Being willing to take a risk at losing; in order to win. Not being wedded to the idea of security in all matters.

At the present time, Sharon is afraid to fail. They see failures as dramatic and tragic events. When the unavoidable failures do occur, they usually feel helpless and may blame others for them. They are unable to step back, evaluate what happened and try to learn from the experience. As a result, they tend to miss the opportunities to learn and improve from the failures.

Currently, risk taking is not comfortable for Sharon. They are reluctant to take risks unless they have been able to thoroughly mitigate them to a great extent. They prefer to seek safer and more predictable alternatives, choosing to play it safe in order to avoid failures and their consequences.

Finally, when Sharon experiences failure, they need a lot of time to recover. They get emotional, beat themselves up, and pine over what in hindsight they should have done. Also, failures tend to reinforce their beliefs that failures are bad, should be avoided, and it is smarter to play it safe. As a result, they are inclined to proceed more cautiously preferring to make choices that have more predictable, although a lower payoff outcomes.

Development plan for improved dealing with failure

- Do not declare something a failure too soon. There is a chance it is only a temporary setback and you can still succeed.
- Learn to view failures as opportunities to become better, more resilient and stronger.
- Realise that you are likely to overestimate the significance of setbacks and failures. As a result, step back and objectively assess what really happened and what the real consequences are.
- When you do fail, do not fester on your misery and disappointment. Learn from the experience and move on. You cannot change what has already occurred.
- Do not allow past failures to prevent you from taking risks and playing it too safe now.
- Reward yourself, not only for your achievements, but also for taking significant risks.

NOTES



DETERMINED COMPETITIVENESS

Definition: Having a strong desire to be better and be more successful than others and to never lose. Consistently and persistently striving to improve the level of performance to win at any cost.

Prefers to achieve the victory with the help of or together with others. Not inclined to gain competitive advantage. Lacks the motivation to be at the top or to win at any cost.



Relentlessly pushing to win, striving to gain competitive advantage, always looking to improve. Looking at the competition and areas to exploit.

Presently, Sharon is not very motivated to compete to win. While they certainly do enjoy winning and being the best, they are not ready and willing to do everything that is required to improve their level of performance and to succeed. They are often comfortable enough to remain at the present level of performance. Therefore, currently they do not strive to be the best and first.

While Sharon knows who their competitors are, they are not constantly and insistenty trying to find better ways to compete against them. They are likely to feel fairly comfortable with their current level of competitiveness even if it is based on a false sense of reality or wishful thinking. As a result, Sharon overlooks ways to find competitors' weaknesses and to gain a competitive advantage.

Sharon is inclined to look for others to help them to achieve success and victory. They may think that their present level of competitiveness is not completely under their control and are able to rationalise reasons why others are performing better. Sharon may feel that the rewards of winning and being the best are not sufficient or important enough to put forward their highest level of effort, energy and performance. However, it is likely they have not taken the time to carefully consider what they would have to specifically do in order to win.

Development plan for improved determined competitiveness

- List the reasons why you should not win and be the best. Reflect on your reasons and their implications.
- Carefully consider if you are overestimating the effort and sacrifices required to be more competitive.
- Assess your commitment to be a true professional.
- Visualise success and what it would mean in practice.
- Make a clear commitment to success.
- Set aside time on your calendar to conduct a regular analysis of your competition. Study them, learn their strengths and weaknesses, and create a plan on how to beat them.

NOTES

MONEY CONCEPT

Definition: Objective and non-emotional views and beliefs about money. It is seen as an abundant resource that is simply used to measure performance and obtain things and lifestyle.

Feels guilty making a "too large" commission on a sale, doesn't believe oneself is deserving of making "a lot" of money, feels high degree of customer empathy when prospect complains that "the price is too high".

MONEY CONCEPT

76%

Viewing making money as a healthy endeavor. Believing making money is just compensation for selling activities. Valuing one's own time and not being afraid to charge money for it.

Sharon likes to make money and is fairly motivated by it. They enjoy earning commissions and bonuses and often think about higher levels of financial success. Sometimes they envision significant income and all it could provide. However, they fairly often feel that ultimately it is not attainable and may get demotivated and disheartened with their current level of monetary achievement. From time to time, these feelings are replaced by a temporary desire to make more money that is usually accompanied by an increased effort to succeed.

Sharon believes they should be fairly compensated for their sales efforts. They like earning large commissions although occasionally feel a little guilty when they consider how others are being rewarded. Sharon may think their commission is high compared to what others earn, especially when they think about the work and effort required.

Often Sharon is comfortable staying firm with pricing. However, occasionally they have some trouble talking about money, especially when dealing with larger prospects and customers. When this happens, Sharon tends to assume the prospect thinks the price is too high and expects discounts even when this may not be the case. Instead of remaining steadfast, they could waver and lose leverage in price negotiations. Also, from time to time they mistakenly assume the prospect has an identical view about money and price.

Development plan for improved money concept

- Focus more on value than price.
- Continue to develop as a sales professional by strengthening your beliefs about your worth.
- View yourself as an equal with your prospects to avoid being intimidated into discounting or making unreasonable concessions.
- Rejuvenate and strengthen your concept about money by walking away from deals that do not make good financial sense.
- If you do not believe in yourself or the value of your solution, neither will your prospect. Work on your beliefs.
- Proactively handle money objections by diligently investigating the prospect's willingness and ability to buy.

NOTES

EMOTIONAL DISTANCE

Definition: The ability to avoid getting engaged in the sales process with one's own or the prospect's emotions. It shields the sales professional from reacting emotionally instead of objectively and rationally.

Allowing emotions to distract oneself during the sales process. Becoming easily swayed by prospect's reassurances; making assumptions about the prospect's intentions based on positive feelings.

EMOTIONAL DISTANCE

38%

Remaining emotionally aloof during the sales process, not letting prospect's reassurances or positive statements deter from executing the sales process and asking the right questions.

At the moment, Sharon regularly allows their emotions to get involved during the sales call. They frequently feel pressure to get the sale making it a more personal matter and allowing negative self-talk to occur. Past rejections and lost opportunities surface again and feelings of panic and desperation may enter. This makes it more difficult for Sharon to remain present, focused and in control of the sales call and process.

When Sharon permits their emotions to get involved on the sales call, the focus shifts away from the prospect. Sharon is not able to actively listen to the prospect and deal with the real issues in real time. Instead, they focus on a perceived objection, stall or concern the prospect expressed and become overly analytical and try to be creative in the moment. This in turn possibly sends the sales call off course.

Currently Sharon often allows prospect's positive statements too easily convince them that there is an agreement about the next steps and the sale is imminent. Consequently, they may stop asking the right questions to discover the prospect's real intentions. Positive feelings and unfounded optimism distract Sharon from being in control of the sales process and getting a decision about the next step.

Development plan for improved emotional distance

- Recognise that becoming emotional during the sales call is a significant obstacle to your success. Stay focused on the prospect and moving the sales process forward.
- Let go of the past and do not allow past mistakes, failures and disappointments to create negative self-talk.
- Actively listen and carefully evaluate what your prospect is saying. If you do not clearly understand what the real meaning is, ask questions to clarify.
- Ensure you continue to build your pipeline to relieve pressure to close the sale.
- Develop a mindset of not needing to close the sale. Instead, focus on the prospect, remain calm, be present and accept that you cannot convince anyone to buy.
- Do not react to stalls and objections emotionally. Remain calm and view them as a normal part of the sales process that signal engagement by the prospect.

NOTES



Excuse Index ®

Not everyone is looking for or enjoys a job in sales. Those who do not get motivation and fulfillment in sales can easily divert their attention to other tasks rather than solely focusing on the current prospects and developing their business potential. The FinxS Sales Competence Assessment questionnaire calculates an Excuse Index ® by providing the respondent with possible choices that would lead to the avoidance of sales related activities. The lower the Excuse Index ® percentage is, the more likely the person is to ignore non-sales activities and instead focus on actions that directly produce sales results.

47%

Sharon Hudson



Questions

In this section, you will find questions for the 18 sales competences for selling success. The questions are designed to help you and your sales coach in the process of creating your roadmap to success. The questions are not generic. They are based on your individual scores. Carefully consider and write down your responses. You may want to start with sections you want to develop first. Finally, periodically review and adjust your development plan.

PROSPECTING

- What do you dislike the most about prospecting? What are you doing to overcome it?
- If someone could help you to be better at prospecting, what would you ask them to do?
- How do you think the prospects feel when you cold call them?

QUALIFYING

- How would your prospects describe your selling style?
- What would be the best way to qualify a prospect?
- How do you know you have qualified a prospect?

BUILDING RAPPORT

- What communication skills do you need to develop to improve your ability to create an atmosphere for open and trusting communication?
- How can you lower your prospects' guard most effectively?
- What do you need to learn to improve how you manage your emotions in sales meetings?



FOLLOWING THE SALES PROCESS

- What do you need to do to improve your skills to follow a sales system?
- How can following a sales process improve your success?
- What is the best way for you to control the sales process?

GOAL ORIENTATION

- How are your goals broken down into daily activities?
- What are you doing daily to track your progress?
- What is the greatest challenge you must overcome to achieve your goals? Why?

NEEDING APPROVAL

- What are you doing to maintain a healthy self-esteem?
- What do you need to do to improve your skills and abilities to enhance your business stature?
- How should you improve your ability to encourage prospects to be more open with you?



CONTROLLING THE SALES PROCESS

- Many prospects want to take control of the sales meeting. How must you improve to make sure this does not happen to you?
- What skills do you need to develop to ensure you always get a decision at the end of a sales meeting?
- What techniques do you need to acquire to better remain in control over the sales meetings?

HANDLING OBJECTIONS

- Stalls and objections often intimidate sales professionals. How could you become more successful in handling them?
- How could you reduce the amount of pressure you feel when faced with objections so you can remain calm and collected?
- What could you do to steer your prospects to overcome their own objections?

QUESTIONING EFFECTIVENESS

- How do you use a prospect's questions as opportunities to ask more revealing ones to uncover real issues and problems?
- How do you practice your questioning skills to become more skillful in uncovering important information?
- When you role-play your technique, what type of questions do you find more uncomfortable to ask?

ACTIVE LISTENING

- How could you improve your listening skills?
- What could you do to enhance your ability to better concentrate on what the prospects are trying to communicate?
- How could you deliver more sincere feedback to express genuine interest?

CRITICAL THINKING

- What skills do you need to develop to be able to create more effective solutions for prospects?
- What do you think is the most important weakness you must overcome to improve your problem solving skills to increase your success in sales?
- What must you learn to ensure you do not overlook prospect's problems that will eventually cost you the sale?

AMBITION AND INITIATIVE

- Do you believe you are capable to achieve a higher level of success? What is holding you back?
- Specifically, what are you doing to strengthen your beliefs and attitude to help you become more successful?
- Besides your manager, who helps you to be accountable?



PRESENTING

- When you debrief your sales presentations after your meetings, what do you typically realise?
- How could you make your presentations more relevant and compelling?
- What skills do you need to develop to be able to identify your prospects' communication preferences?

TIME MANAGEMENT

- Everyone could manage their time more effectively. What skills do you need to acquire to manage your time better?
- How do you multi-task effectively?
- How do you value time?

DEALING WITH FAILURE

- What are you doing to improve your ability to deal with adversity?
- What do you need to learn to become more willing to take greater risks?
- What is the main reason you have difficulty getting over setbacks and failures?



DETERMINED COMPETITIVENESS

- What does your negative self-talk sound like?
- Are you afraid to compete? Are you afraid to win?
- When you visualise success, what do you see?

MONEY CONCEPT

- What percentage of your clients have price as the most significant decision factor?
- What do you need to work on to remain firmer on the price?
- What is the biggest obstacle preventing you from making more money?

EMOTIONAL DISTANCE

- When you spend time on your professional development, what do you do to improve your ability to control your emotions?
- What techniques do you use to control your emotions during the sales call?
- What do you need to develop to be able to more accurately assess how truthful prospects are?

