



7. I never miss completing the critical activities weekly that are necessary for the financial success of my business. \_\_\_\_\_

8. I am known for being on time and prepared for meetings and appointments. \_\_\_\_\_

9. I enjoy a profitable, rewarding work, family and social life because I manage my schedule with efficiency and effectiveness. \_\_\_\_\_

10. I regularly take time for wellness activities that strengthen, restore, and refresh my mind, body, and spirit. \_\_\_\_\_

## GOAL SETTING

11. I track and measure key metrics of the most important activities that I regularly do to test my progress towards my goals. \_\_\_\_\_

12. I create and execute a strategic roadmap of incremental steps and mini goals that move me toward my Vision. \_\_\_\_\_

13. I have a support system (family, friends, partners, professionals), who are willing and able to provide objective, constructive feedback into my life and my business. \_\_\_\_\_

14. I have accountability in my life that keeps me on track and achieving the goals that I set for myself weekly. \_\_\_\_\_

15. I do not get distracted from focusing on doing the activity that only I can do and delegating or deferring the rest. \_\_\_\_\_

## PROSPECTING AND REVENUE GENERATION

16. I know who my prospects are, where I can find them and what solutions I provide that they want and need most. \_\_\_\_\_

17. I can share in less than 40 seconds what I do better than my competition to resolve my ideal prospects' most urgent need that requires my solutions. \_\_\_\_\_

18. I know how many prospects I must connect with weekly to hit my income goals. \_\_\_\_\_

19. I know the conversion ratios for my prospecting activities. \_\_\_\_\_

20. I have a follow-up system that works. I do not lose track of prospects once they are qualified and in my pipeline. \_\_\_\_\_

## MINDSET

21. My professional competence is demonstrated by the fact that I achieve my professional goals. \_\_\_\_\_

22. I am not negatively triggered by disappointments personally or professionally. \_\_\_\_\_

23. I am known for my resilience. \_\_\_\_\_

24. I am committed to my goals as demonstrated by my consistent activity and my relentless persistence. \_\_\_\_\_

25. I affirm myself and others with empowering self-talk and gratitude. \_\_\_\_\_

## QUALIFYING OPPORTUNITIES

26. I know my unfair advantage; the problems that I solve better than anyone else in my profession and I know how to use this to engage clients. \_\_\_\_\_

27. I connect with my clients and prospects at a deep level. My clients and prospects are open and willing to share their goals and the challenges they have in reaching those goals. \_\_\_\_\_

28. I have a system of “disqualifying” the prospects for my business that are not a fit for my solutions. \_\_\_\_\_

29. I demonstrate value and knowledge by asking thought provoking, insightful questions more than sharing facts about me, my experience, products or services. \_\_\_\_\_

30. In a sales conversation, I listen significantly more than I speak. \_\_\_\_\_

## PRESENTATION SKILLS

31. There is no one better than me to serve my prospects and clients. I am convicted and enthusiastic when it comes to sharing my business solutions. \_\_\_\_\_

32. I tailor my presentations to my clients' goals and not to what I think would be best. \_\_\_\_\_

33. I share the evidence of the value of my business solutions within \_\_\_\_\_ the context of my stories of powerful and persuasive client experiences and client testimonials using the solutions I have provided.

34. I document and collect stories and testimonials for all my biggest \_\_\_\_\_ customer wins utilizing my products and solutions.

35. I am always seeking feedback for improved methods of providing \_\_\_\_\_ value in my business and the solutions that I provide especially when a prospect says, "No".

## DECISION MAKING, CLOSING THE SALE

36. People say "yes" or "no" when I ask for the sale and only rarely \_\_\_\_\_ for special circumstances do, they ask me to follow up.

37. When a prospect asks me to follow up, I recognize that this is an \_\_\_\_\_ objection and I have the skills to uncover and address the issue immediately.

38. After a Sales Conversation or Sales Presentation, I always have a \_\_\_\_\_ call to action.

39. I have a specific, rehearsed closing process with closing \_\_\_\_\_ questions that I use regularly which are modified to the different client buying styles.

40. I am achieving my sales goals consistently. \_\_\_\_\_

## OVERCOMING OBJECTIONS

41. I am empathetic; it is easy for me to understand what my \_\_\_\_\_ prospects are feeling.

42. When I get an objection, I get excited. This often means the \_\_\_\_\_ prospect is open to my solutions.

43. I can focus on my prospects buying styles and most critical \_\_\_\_\_ concerns, because I have memorized and practiced overcoming objections in a confident manner.

44. In a Sales Conversation, I bring the most common objections up \_\_\_\_\_ first and before the prospect.

45. I understand the different personality styles and how to adjust my \_\_\_\_\_  
natural personality style and adapt so that I create trust through  
empathy, understanding, respect and assimilation.

## ASKING FOR AND RECEIVING REFERRALS

46. Clients always recommend me to their circle of professionals, \_\_\_\_\_  
friends, and family.

47. I know how and when to ask for referrals and testimonials and I \_\_\_\_\_  
receive a high number of both.

48. I am creative and attentive to my clients. I know how to delight \_\_\_\_\_  
clients with my solutions and customer management.

49. I possess the skills of promoting my business and leveraging \_\_\_\_\_  
existing relationships to create exponentially more opportunity for  
my business.

50. I measure where my business comes from and I use that \_\_\_\_\_  
information to attract future opportunity.

**Key: Calculate your score to see what your assessed level is.**

**Score Total** \_\_\_\_\_

**Over 175** You are a Sales Ninja. You are achieving nearly all your Sales Goals. Your struggle is maintaining production as you seek greater challenges to keep you engaged. Because you consistently demonstrate such a high level of production, you are frequently targeted to take on a Sales Leadership role. As a result, effective Sales Leadership could be the skill building area to increase your production capacity by building a Sales Team. Use the Sales area insights, growth resources and options below for revitalizing your sales inspiration. [Click here for information about our Sales Leadership Groups.](#)

**125-174** You are a Top Sales Producer who consistently performs in the top 15-25% of your organization. You sometimes struggle with sustaining the momentum of your business. You have solid sales ability, but you know that you are capable of more if you could level up in a few areas of your sales game. Use the sales area insights, growth resources, and options below to determine what areas to focus on for growth.

**75-124** Newbie or Re-Newbie. You may be a newer Sales Producer, a Sales Producer who has lost focus or a Sales Professional who has never had to “hunt” for sales opportunities. Sometimes you question sales as a professional fit for you. During the good times, you love what you do but sales can feel like a financial and emotional roller coaster and that is frustrating. You know that the top performers are producing more but it’s not clear what they are doing that you are not. You know you are capable of better results. You just need a system and a process. Use this assessment to prioritize your growth plan. You can’t do everything at once. Prioritize skill development. Most Sales Professionals at this level benefit from accountability and training. The good news is that you can learn the skills necessary to break through to the next level. The investment in learning will provide exponential financial returns. Use the sales insights, growth resources, and options below to define your plan to level up your production. Believe in yourself as the first step!

**0-74** You are a Sales Rookie. You are full of untapped potential. There is so much to learn that it’s hard to know where to start. You need to learn the basics while working to earn an income! Get some support for the journey. Refer to the following skill area insights below. Sales Professionals at your stage require training and coaching to move from Rookie to Rockstar. See those Top Producers? Not too long ago, they were right where you are now. This is within your reach! Invest in the professional skill training, coaching, mentoring and you will hit your goals. Use the sales insights, growth resources, and options below to define your plan to level up your production. Believe in yourself as the first step!

## Skill Area Insights:

Each skill area was assessed in a 5-question color coded section. The highest possible self-assessment score for each area is 25. This score represents a **competency confidence score for the skill area.**

Scoring high in a particular area, means that you possess confidence in this skill area. Confidence is a much-needed sales skill. **Competence however is necessary for sales results.**

If your score was above 125 and your income results are less than you desire, this is the evidence that there is a disconnect between what you think you know about Sales and what you actually know.

False Confidence and some sales skill incompetence could be the obstacle between where you are and where you want to be.

Nothing will change unless you change your skill level, and you commit to practicing these new skills.

Our potential to grow in the skill and practice in each area is limitless.

***This assessment is designed to identify your perceptions that could be holding you back.***

Developing the area that is holding you back is the KEY to breakthrough.

Make note of each skill area according to your lowest to highest score.

The lower scores are the skill areas of your sales game that you know, based on taking this assessment, need some development.

Increasing the skills and practices in these areas will impact your overall sales results. If you need some additional insight, there are resources and options below.

- **[Click here for a Sales Process Strategy Call.](#)**
- **[Click here to be added to our Newsletter for monthly Sales Tips and Hacks to grow your Sales Skills.](#)**
- **[Click here for information on our Group Coaching Programs.](#)**
- **[Click here for information about our Individual Coaching Program.](#)**
- **[Click here for our Sales Retreats and Sales Sabbaticals.](#)**

## Questions 1-5

Score \_\_\_\_\_

**Vision – Having the skill of Clarity of Vision is the source skill for sales motivation. Without a Vision that you are emotionally attached and committed to, there is no compelling reason to do the work necessary to achieve your dream. Without Vision, there is no clear direction for the next necessary action steps to build a profitable sales business. Evidence of not having a Vision that you are committed to is confusion regarding the activity to focus on and a lack of sustained motivation. Vision is best achieved with reflection and detachment from distractions. A Sales Retreat or Sabbatical is an ideal opportunity to grab a journal and gain clarity on VISION. Click on the option following this section to be added to our mailing list for upcoming Sales Retreats and Sabbaticals or take advantage of any other Sales resource that we have available.**

## Questions 6-10

Score \_\_\_\_\_

**Time Management – Time Management is Life Management. Sales producers trade time for money. That means more than any other resource, time must be leveraged and maximized for profitability. Without this basic system in place, production is vulnerable to the “tyranny of the urgent” or overwhelm and distractions. Time Management is the first skill to master to become a Top Producing Sales Professional. Every basic Sales training teaches the fundamentals of Time Management. Group Coaching is a supportive environment where peers share best practices and give encouragement and accountability to create great Time Management habits. Following this section is an option for you to click to learn more about our Group Coaching options.**

## Questions 11-15

Score \_\_\_\_\_

**Goal Setting and Management – For many sales professionals, they know what they need to do, they simply do not know how to do it, when to do it and what to do next. Having a Goal setting strategy plan is a roadmap for the game of sales. Winning sports coaches would not think of going into a game without a plan and you shouldn't approach your sales goals without a plan either. Goals are the milestones between where you are now and the incredible Vision you have for your sales production and for your business in the future. Goal Setting and Goal Management is an ideal Sales Skill to work on with a Productivity Coach. Following this section is an option for you to click to learn more about our Individual Coaching options.**

Questions 16-20

Score\_\_\_\_\_

**Prospecting and Revenue Generation –** Prospecting is the lifeblood of Sales Production. Without knowing who your ideal client is, where to find your ideal client and then actually putting effort into the activity of prospecting, selling anything is impossible. Working with a Sales Coach to role play prospecting scenarios is a powerful way to quickly become a master at prospecting for new sales opportunities. Following this section is an option for you to click to learn more about our Peak Productivity and Individual Coaching options.

Questions 21-25

Score\_\_\_\_\_

**Mindset –** The number one obstacle that holds sales professionals back is a lack of belief that they can achieve their goals. Confidence, positive mindset, and conviction are necessary skills that can be learned and grown. Sales is a transfer of belief. How can your prospects believe in you if you do not believe in you? Who doesn't want to be around someone who is positive, upbeat and believes that life is full of limitless possibilities? Cultivating a positive mindset is the number 1 reason professionals choose to work with a Coach. It's not the only way to create a growth mindset but it's worth investigating by setting up a Sales Strategy Call below. Sign up for our newsletter which contains tips, hacks and practices many of which are designed to transform limiting beliefs to an abundance mindset. Following this section is an option for you to click to learn more about our Coaching options.

Questions 26-30

Score\_\_\_\_\_

**Qualifying Opportunities –** Sales production is the result of engaging the “right” client and then uncovering their implicit need for your product or service. Without this fundamental skill, sales professionals waste time. That means not having this skill is expensive! Asking questions in a sales conversation is the verbal equivalent of digging for buried treasure. You will hit the treasure if you have the questions that reveal the right client with a need you can solve. The skill of asking great questions is the secret to qualifying great opportunities. The best Sales Professionals are like Socrates who was not valued for his answers but for his questions. This skill is powerful but it can be challenging to master. Group Coaching and individual Coaching utilize the art of Socratic question asking. Following this section is an option for you to click to learn more about our Group Coaching options.

## Questions 31-35

Score \_\_\_\_\_

**Presentation Skills** – The most effective way to present a sales solution is by sharing the benefits that rescue the prospect from their vulnerabilities. This is done most effectively when the information is shared in the context of a story and when that story is relatable to the prospect’s situation and addresses the prospect’s specific concern. The best presentations are entertaining, short and to the point. To grow as a presenter, feedback is imperative. Group Coaching is a safe, supportive environment to hear, see and learn how to become a compelling presenter. Following this section is an option for you to click to learn more about our Group Coaching options.

## Questions 36-40

Score \_\_\_\_\_

**Decision Making** – It really does not matter how good the Sales Professional is at every other skill of the Sales process. If there is no decision by the prospect, nothing happens. Yeses are the best! No's teach important information! Maybe's and follow-up in 6 months mean you did not demonstrate value and ask the right questions at the right time. Empowering clients to make decisions by asking the right closing questions is a skill that can be learned. Nothing happens until something is sold. Individual Sales Coaching can be the difference between far too many No's and finally getting a "Close." Sales Coaching is where the decision-making process is broken down and systematized to assist in the often complicated and exhausting act of making a decision. Following this section is an option for you to click to learn more about our Coaching options.

## Questions 41-45

Score \_\_\_\_\_

**Overcoming Objections** – If a Sales Producer does not possess the skill to overcome an objection the sale stalls. Objections are sales detours. It's your job as a Sales Professional to lead your prospect back to the closing table. Nothing beats role playing with a Sales Coach to master the art of overcoming sales objections. Following this section is an option for you to click to learn more about our coaching options.

Questions 46-50

Score\_\_\_\_\_

Asking for and Receiving Referrals – Do you want to exponentially impact your sales and have the most enjoyable sales joyride possible? Develop the skill of cultivating referrals. There is no sales conversation more gratifying than with a prospect who is as excited about meeting you as you are meeting the prospect. Asking for referrals is the skill to develop if you need more referrals in your business. Just 1-2 more referrals per month can mean thousands of dollars more annually in commissions. If you scored low here, the best way to level up your production is to get the coaching, training, and peer support needed to achieve the goals that simply are impossible without mastering the skill of asking for referrals. Following this section is an option for you to click to learn more about our Coaching options.

**Bookmark and save this assessment to spot check your skill development over the next 12 months.**

It would be an honor to share this journey to success with you. Use the links below to get access to information and resources to grow your sales production.

We care about you and your goals!

- **[Click here for a Sales Process Strategy Call.](#)**
- **[Click here to be added to our Newsletter for monthly Sales Tips and Hacks to grow your Sales Skills.](#)**
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