

SalesMastery Assessment



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Key Area of Focus

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- Personal Foundation
- Listening Skills
- Career Path
- Communicating
- Attraction Skills
- Sales Traits
- Behavioral Styles
- Objections
- Selling Skills
- Closing

The SalesMastery Assessment is a self-paced sales development sales career and understands the value of **investing** in one's self by strengthening their SalesMastery skills. The SalesMastery Assessment has 10 parts – each distinct, yet interrelated, forming a solid base on which to develop a most rewarding sales career.

This is a fairly rigorous program. Take it one piece at a time. You are not in competition with other salespeople. You ARE in competition with yourself. Your first score maybe less than 25-30. Do not worry. You'll get to 70, 80, or 90+ sooner than you think. Once started, the SalesMastery Assessment process carries on it's own momentum.

Make sure to access my website (www.chuckbauer.com) for additional personal development articles and assessments that will make a positive difference in your life. Feel free to send suggestions or feedback on this MPG "SalesMastery" program.

Congratulations for starting!

Chuck Bauer

Step 1

If the statement is true, fill in the square. If not, leave it blank until you've done what it takes. If the item does not apply or will never be true for you, fill it in anyway, You may do this with up to 5 items. Feel free to rewrite or reword up to 5 of the items in this program to better suit you, your needs and your sales career.

Step 2

Summarize each section. Add up the number of filled in squares for each of the 10 sections and write those amounts where indicated. Then, add up all 10 sections and write the current total in the box on the last page of this form.

Step 3

Color in the Progress Chart on the last page. If you have 5 squares filled in the Sales Traits section, for example, color in the bottom five boxes, and so on. Always start from the bottom up. The goal is to have the entire chart filled in. In the meantime, you will have a current picture of how you are doing in each of the 10 areas.

Step 4

Keep playing until all boxes are filled in. You can do it! This process may take 30 or 300 days, but you can achieve a SalesMastery Sales Career!

SalesMastery Assessment

1. Personal Foundation

SalesMastery starts with a strong person. Are you in good emotional shape? Physical? Do you know about your mettle?

- _____ I give 100% all of the time.
- _____ I always go the extra mile.
- _____ I have true integrity.
- _____ I do not tolerate destructive behaviors.
- _____ I am healthy and happy.
- _____ I have a balance in my life.
- _____ I feel I am in charge of my destiny.
- _____ I am preparing to be financially secure.
- _____ I am open and available for opportunities.
- _____ I have a positive attitude.

_____ Number of Checked (10 max)

2. Career Path

Either you're designing your career or your circumstances are.

- _____ I am connected with those who can advance me.
- _____ I am not afraid to get noticed and to shine.
- _____ I understand my company's politics.
- _____ I am up to speed on the development of my industry.
- _____ I am respected as a model and productive employee.
- _____ I have a clear plan for my career path.
- _____ I look for big ways to improve my company.
- _____ I know what it takes to get ahead and I do so honorably.
- _____ I contribute to the culture of my firm.
- _____ I support my firm's mission, values, and goals.

_____ Number of Checked (10 max)

3. Attraction Skills

A great way to establish personal and professional distinctions between you and other salespeople.

- _____ I attract vs. promote.
- _____ I speak the truth vs. embellish.
- _____ I have a life vs. lifestyle.
- _____ I improve my environment.
- _____ I take the pathway less traveled.
- _____ I maintain a professional appearance.
- _____ I celebrate the differences in people.
- _____ I am balanced in the five pillars.
- _____ I lead with a purpose.
- _____ I have a listenable rate of speech.

_____ Number of Checked (10max)

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4. Behavioral Styles

Salespeople who excel in behavioral styles always outsell those who don't. Which one are you?

- I know Martson's Model.
- I know the four distinct personalities.
- I know key traits of all four.
- I know the "secret" question.
- I know what motivates my clients.
- I know specific closing tools for each of the four.
- I know who to hug and sit next to.
- I know who to handshake and sit across from.
- I know who to say "think" to.
- I know who to say "feel" to.

_____ Number of Checked (10 max)

5. Selling Skills

Keen skills are imperative to success to everything.

- I don't wait, I act immediately.
- I stay focused on the task at hand.
- I make new client contacts weekly.
- I always tell the truth.
- I know my goals and reach them consistently.
- I immediately send thank you notes to all clients.
- I am never late for an appointment.
- I build intimacy with each client.
- I use systems to follow up with clients.
- I attend new sales trainings on an ongoing basis.

_____ Number of Checked (10 max)

6. Listening Skills

Did you know what the greatest human need is to be heard?

- I maintain eye contact.
- I stay focused when someone is speaking to me.
- I do not interrupt.
- I hear my clients.
- I am emotionally controlled.
- I slow down my speech when responding.
- I never formulate answers until the person is speaking is finished.
- I pause and take a breathe before I respond.
- I listen regardless of the person's tone, attitude, or choice of words.
- I avoid distractions while listening to a person speak.

_____ Number of Checked (10 max)

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7. Communicating

Good communication starts with good preparation.

- I use proper pitch, pace and articulation.
- I do not gossip. Period.
- I condition rather than force change.
- I always come from a positive place, solution oriented.
- I make my points quickly and powerfully.
- I am an excellent team player.
- I am honest about my work load.
- I keep my team and management informed.
- I use: Who cares? So what? What does it buy me?
- I never complain and always make a request.

_____ Number of Checked (10 max)

8. Sales Traits

What you are comes out in how you are. How are you?

- I am a professional closer, not a professional visitor.
- I spend additional time developing my leads and clients.
- I major in the majors not in the minors.
- I have ownership mentality, not employee mentality.
- I am tenacious and GET IT.
- I do not tell my clients just what they want to hear.
- I have excellent communication and presentation skills.
- I have an unquenchable desire to succeed.
- I am focused and passionate about what I do.
- I seek out coaching and additional training when I don't need it.

_____ Number of checked (10 max)

9. Objections

Objections are part of the sales process not a form of rejection.

- I know what the four reasons are when given a "no."
- I can think on my feet.
- I use "May I comment" in handling all objections.
- I pause, take a deep breath and ponder before responding.
- I don't involuntarily transition my personal objections to the client.
- I use "appreciate, respect and agree" when communicating.
- I answer and handle objections with absolute "truth."
- I know they buy "me" before they "buy" the product.
- I consider the personality styles of all my clients.

_____ Number of Checked (9 max)

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10. Closing

The integrity of a salesperson's closing is a critical turning point.

- _____ I am prepared with all documents when asking for the sale.
- _____ I sometimes use a closing summary.
- _____ I understand the closing traits of all four personality styles.
- _____ I have eliminated all objections before engaging in a closing sequence.
- _____ I work to improve my closing technique on a regular basis.
- _____ I tell the absolute truth about my product or services.
- _____ I am test closing consistently.
- _____ I under react vs. over react in all closing sequences.
- _____ I cover all the basis of the agreement during the close.
- _____ I make sure everyone wins.

_____ Number of Checked (10 max)

Fill in the boxes as you get points from the 100 point checklist. Fill in the columns from the bottom up. SalesMastery Suggestions:

1. Remember that it is not important where you are today. Where you are 30 days from today and 300 days from today is far more important. You might consider having a written goal of improving your overall SalesMastery score by five points every 30 days. If you need help in writing and understanding goals, reference to the following article: GOALS: Ready, Aim, Fire! at: <http://www.chuckbauer.com/article.asp?ID=6>
2. Consider creating an accountability squad to help you with your goals and the SalesMastery Program. This may be a co-worker or family member(s). Share with them your monthly goals, your accomplishments as well as setbacks.
3. Better habits are formed by practicing and improving on daily disciplines. Over time, these slight increases on a daily or monthly occurrence will turn into some powerful improvements which translate into better revenues!

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