

Sales Effectiveness 360 Assessment Questions

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Preparing

Prepare to Sell: Build and Sustain Sales Readiness. This is a measure of how effective you are perceived to be in sales preparation and self preparation.

1. External: Researching and understanding your market, industry and competition.

Almost Never Seldom Sometimes Often Almost Always

2. Internal: Knowing and effectively using your company, products, clients and resource team.

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3. Mental: Refreshing your knowledge and getting into the right frame of mind.

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4. Physical: Preparing your sales resources and personal appearance for the right impact.

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Targeting

Target the Right Prospects: Identify Who, How and When To Make Contact. This is a measure of how effective you are perceived to be in selecting the right people and methods for initiating sales contact.

5. Groups: Identifying the categories and groups of best prospective customers.

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6. Individuals: Identifying the ideal customers and finding the decision makers.

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7. Strategies: Building a reputation and brand position that will generate sales.

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8. Tactics: Calling on the right people in the right way to open up sales opportunities.

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Connecting

Connect with the Person: Establish Truthful Communication, Two Ways. This is a measure of your perceived ability to connect with both the head (logic) and heart (emotions) of others.

9. Credibility: Establishing yourself as a viable resource to the prospect.

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10. Activity: Making the right number and types of sales contacts.

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11. Relationship: Understanding personality differences and buying styles.

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12. Trust: Building trust and managing relationship tension.

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Assessing

Assess the Needs: Understand The Needs Of The Person And Their Situation. This is a measure of your perceived effectiveness in determining what the person wants and needs.

13. Probing: Asking the right questions and getting the answers.

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14. Analyzing: Identifying the needs and sales opportunities.

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15. Understanding: Finding the primary buying motive.

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16. Empathizing: Listening and people reading, understanding feelings as well as facts.

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Solving

Solve the Main Problem: Cause The Person To Experience The Value You Bring. This is a measure of your perceived effectiveness in showing the person how well you can meet their needs and concerns.

17. Presenting: Delivering a persuasive presentation.

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18. Showing Relevance: Providing compelling evidence as to how the customer will benefit from buying.

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19. Personalizing: Getting the customer to understand and feel the value of your offer.

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20. Involving: Getting the customer to participate in discovering the solution they seek.

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Commitment

Commit to the Sale: Confirm That A Purchase Has Been Made. This is a measure of your perceived effectiveness in gaining commitment to buy.

21. Summarizing: Giving benefit summaries and identifying next steps.

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22. Negotiating: Resolving the customer's concerns without reducing price.

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23. Asking: Clearly requesting the purchase and making it easy to say yes.

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24. Confirming: Getting the formal commitment to buy.

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Assuring

Assure Satisfaction: See That The Customer Remains Satisfied With Their Decision. This is a measure of your perceived effectiveness in creating satisfied and loyal customers.

25. Reviewing: Giving a point-of-sale summary of the value of buying plus a preview of next steps.

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26. Follow Through: Supervision of the delivery and initial steps of the ownership experience.

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27. UpServing: Adding value after the sale, increasing customer satisfaction.

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28. Recovery: Smoothly resolving problems and retaining the customer's loyalty.

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Managing

Manage Your Sales Potential: Lead, Motivate and Grow Yourself. This is a measure of your perceived effectiveness in getting yourself to do what needs to be done, when it needs to be done.

29. Resources: Using technology and other resources to improve your sales effectiveness.

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30. Information: Keeping and using sales records to manage yourself.

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31. Growth: Learning and improving, becoming a greater resource to others.

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32. Motivation: Getting yourself to do what needs to be done when it needs to be done, whether you feel like it or not and still doing it well. (Self-Leadership)

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