



Sales IQ Plus

Report For: **Sample Report**
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Introduction to the Sales IQ Assessment Report

We thought you would want to know... Where am I?

Everyone needs a starting point, a frame or place of reference. At the mall when you read the map, the biggest image you see is "YOU ARE HERE!" The same goes for sales. Everyone wants to get better. Everyone wants more answers, but very few -- almost none -- truly know where they are.

The Sales IQ Assessment is an objective analysis designed as a starting point, a personalized map of your sales knowledge at this moment in time. It tells you where you are. It tells you why you are there - and it tells you where to go (in a nice kind of a way, even though Jeffrey & Tony are from New Jersey).

This is not an assessment of your intelligence, except as it relates to selling. However, sales intelligence can be increased through learning. The scores on this Sales IQ Assessment tell you how ready and suited this person is for sales. It cannot tell you whether they will make sales but it certainly shows you how well they understand sales and will approach selling.

However, it is certainly not the only predictor of sales success, as the sales person's behavioral style, ambition and drive, personal attitudes, interests and values and their judgment and quality of decision-making also can, and often do, contribute to sales success.

You have responded to 48 actual sales scenarios with a "best-to-worst" scorecard. Your results are included in this exclusive Sales IQ Assessment report and those results come complete with all the "why (rationale)" answers. A personalized assessment and 48 mini sales lessons? WOW!

- You get a score.
- You get to measure your score against all salespeople, regardless of how and what they sell.
- You get to see all the answers to your questions.
- You get to discover how much your answers agree with the expert opinions.

More importantly... How well, or how poorly, a sales person scores on this Sales IQ Assessment can also tell you how to customize your sales training for each individual sales person rather than using a one-size-fits-all program. Focus your sales training and coaching on strengthening the sales person's strong points and finding strategies and resources for the sales person's weak points.

Your "score" is not important; your sales improvement is. We are more concerned about your "desire" to become a better sales professional. So, we have included plenty of resources to help you grow as a sales professional. It is important to know that these questions and answers were designed from the REAL WORLD of selling by three of the best-selling sales book authors and Hall-of-Fame speakers to provide insight for YOUR WORLD of sales.

With our best wishes for your continued sales improvement and success,

[Jeffrey Gitomer](#)

Author of [The Sales Bible](#)

[Jim Cathcart](#)

Author of [Relationship Selling](#)

[Dr. Tony Alessandra](#)

Author of [Non-Manipulative Selling](#)

How We Measure Your Sales IQ

The eight steps below represent, from our experience, the most critical stages of successful selling. The 48 Sales IQ questions you completed are randomly generated from 100+ questions that explore best practices in each area.

This Sales IQ is not a statement of your potential, but rather a measure of your approach to, and understanding of, selling in today's professional, competitive environment. You may have enormous sales potential and yet score poorly on this Sales IQ, depending on what you currently know. In that case, with some additional training, you will quickly start to excel. Alternatively, you may have considerable sales knowledge but not possess many of the traits that would assure your sales success. In that case, you would go to work on yourself first and sales will follow.

Here are the eight stages and their brief descriptions.

1. **Preparing** covers how you prepare for the sale and prepare yourself. You can be well prepared with information and sales tools but if you are not in the appropriate frame of mind, or if you do not appear professional to the buyer, you might not get the sale.
2. In **Targeting**, we explore the markets or groups you may target as prospects. Then we focus on the individuals with whom you will make contact. This includes the sales strategies and tactics you select for each target. Poor targeting with great selling would result in limited success because you would be selling to the wrong people.
3. **Connecting** is the initial contact step in selling where you must appeal to people intellectually so that they see you as a credible resource and emotionally so that they trust you as a person. Without either, you are inhibited from learning enough about them to solve their problems and make a sale.
4. **Assessing** needs and wants uncovers what to sell and how to sell it primarily through probing and listening. As they say, "In sales as in medicine, prescription before diagnosis is malpractice."
5. **Solving** the buyer's problem, or filling their need, is where most of the sales attention has been placed in the past. This is the part where you present your solutions, tell your stories, show your product or describe the outcomes that buying will produce. At its lowest level, this is a sales pitch. At its highest level, this is a dialogue where you prove there is great value to them in buying from you.
6. Once you have shown that you can solve their problem, it is time to gain their commitment to buy. This is the **Confirming** phase. Your goal is to confirm the commitment to purchase. Historically, this has been known as "closing" the sale, but the truth is that it is not an end but the initiation of your sales relationship, the beginning to serve the customer as they begin to pay you for the value they receive.
7. A confirmed sale needs **Assuring** that the value promised will be received. This is where relationships are built and customer loyalty is to be given (by you) more than expected (from them.)
8. **Managing** is the final phase of the sales cycle where you manage sales and accounts and self-management of yourself. Ultimately, we are all our own 'sales manager'. This is the phase of selling where you must get yourself to do what needs to be done even when you do not feel like doing it.

Preparing, Targeting, Connecting, Assessing, Solving, Confirming, Assuring and Managing.

Sales IQ Developmental Chart

	Question Number	Highly Developed	Advanced Development	Early Development	Needs Development
Sales Preparation	31, 32, 33			✓	
Self Preparation	34, 35, 36		✓		
Targeting the Right Markets	43, 44, 45		✓		
Targeting the right Methods	46, 47, 48	✓			
Connecting with the Head	19, 20, 21	✓			
Connecting with the Heart	22, 23, 24				✓
Assessing the Person	1, 2, 3				✓
Assessing the Situation	4, 5, 6		✓		
Collaborating with the Buyer	37, 38, 39	✓			
Educating the Buyer	40, 41, 42		✓		
Confirming the Purchase	13, 14, 15				✓
Confirming the Solution	16, 17, 18		✓		
Assuring Continuing Loyalty	7, 8, 9		✓		
Assuring Current Satisfaction	10, 11, 12			✓	
Managing Sales	25, 26, 27			✓	
Managing Yourself	28, 29, 30		✓		

Sales IQ Effectiveness Ratings

Your Sales IQ Effectiveness Ratings below illustrate your understanding of the most effective sales strategies in the 48 sales situations in this Sales IQ assessment. Understanding and using the most effective sales strategies most likely will increase your overall sales success.

The chart below illustrates your overall knowledge in the 48 sales situations compared to the average scores of all salespeople:

- Choosing the most effective sales strategy (knowing what's best to do) – this is the percentage of times you chose the best answer in each phase of selling
- Choosing **either** the combined most and second most effective sales strategies (knowing what's best to do plus an alternate 2nd best strategy) – this is the percentage of times you chose **either** the best and second best answers combined in each phase of selling
- Avoiding the least effective sales strategies (knowing what not to do) – this is the percentage of times you avoided choosing the least effective answer as your #1 choice in each phase of selling. A 100% score means you did not choose the least best answer at all in that phase of selling

The higher your percentage score in any stage of the sales process, the better your knowledge, understanding and potential usage of the overall sales strategy required in each stage of the sales process. A high percentage score in avoiding the least effective sales strategies indicates that you know which strategies to avoid in sales situations.

	% of Time You Chose the Best Answer		% of Time You Chose either the 1 st or 2 nd Best Answer		% of Time You Avoided Choosing the Least Best Answer	
	Your Score	All Sales People Score	Your Score	All Sales People Score	Your Score	All Sales People Score
PREPARING	17%	47%	100%	75%	100%	93%
TARGETING	83%	62%	100%	80%	100%	98%
CONNECTING	67%	55%	67%	78%	83%	96%
ASSESSING	17%	42%	83%	72%	83%	87%
SOLVING	67%	55%	100%	78%	100%	94%
CONFIRMING	33%	44%	50%	66%	83%	83%
ASSURING	33%	53%	100%	79%	100%	91%
MANAGING	33%	45%	67%	72%	100%	89%
TOTAL	44%	50%	83%	75%	94%	92%

Your Overall Score and Comparative Analysis

These results are from your overall Sales IQ Assessment answers:

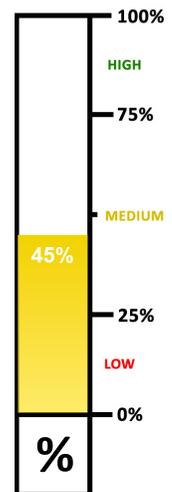
Out of 48 questions, you had:

- 21 Most Appropriate Answer(s)**
- 19 Second Most Appropriate Answer(s)**
- 5 Third Most Appropriate Answer(s)**
- 3 Least Appropriate Answer(s)**

The answers that we presented for your selection represent the points of view and actual experiences of thousands of salespeople across many industries and professions. In many cases, there is a clear best answer, but in some instances, the answers are an “it depends” response. It is doubtful that anyone will “ace” this test because the types of selling and time-related priorities of your sales situation might differ from ours. Nevertheless, this analysis will give you a way to compare your views with those salespeople who scored best across many fields of sales.

Your **Percentile Score** relates to the number of people who have scored the same or lower than you for your overall score and for each of the 9 category (and sub-category) scores on the following pages. The greater your percentile score, the better you scored compared to all other salespeople who took the Sales IQ.

OVERALL SCORE
AGAINST ALL
SALES PEOPLE



PREPARE to Sell - Sales Preparation & Self Preparation Score

These results are from your overall **PREPARE to Sell - Sales Preparation & Self Preparation** answers:

Out of 6 questions, you had:

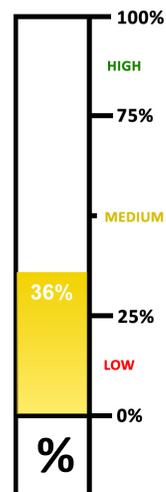
- 1 Most Appropriate Answer(s)
- 5 Second Most Appropriate Answer(s)
- 0 Third Most Appropriate Answer(s)
- 0 Least Appropriate Answer(s)

PREPARE to Sell - Sales Preparation & Self Preparation

The questions in this area measure:

- **External preparation** is about researching and understanding your market, industry and competition by looking for information and resources outside of your own organization.
- **Internal preparation** is knowing and using your company, products, clients and resource team effectively. This involves looking for information and resources within your own organization.
- **Mental preparation** is done by refreshing your knowledge and getting into the right frame of mind.
- **Physical preparation** is preparing your sales resources and personal appearance for the right impact.

PREPARE
SCORE AGAINST
ALL SALES PEOPLE



Question 31 - You're in a brand new territory or market where you don't yet know anyone. What's the first thing you need to do?

You chose the **second** best answer, which is Build a market profile of the area to identify potential prospects who are like existing customers elsewhere.

The best answer is: Look for branches or agents of existing customers who are active in this area

Rationale: Your quickest connections will come from people with whom you have some real world credibility. Find the closest things in common with folks and then make your calls.

Question 32 - In a research phone call what information should you seek about a prospect?

You chose the **second** best answer, which is Where is their greatest opportunity to improve?

The best answer is: What are their goals?

Rationale: Selling is helping and you can't help people unless you know what they want. Find out what their goals are so you can assist them in reaching them.

Question 33 - When you go to your prospect's website what information is most helpful to explore?

You chose the **second** best answer, which is The leadership team's names and bios

The best answer is: The mission and goals of the company

Rationale: To sell to someone you need to know why they'd want to buy. By understanding the company's mission, vision, goals and beliefs you will understand what they truly want. Then selling will be about helping them get it.

Question 34 - When dressing for a day of business how should you dress?

You chose the **first** best answer, which is Dress appropriately and slightly better than your customers.

The best answer is: Dress appropriately and slightly better than your customers.

Rationale: If you dress as your customers do then you'll not stand out. Dress a bit better, more business-like than they do in order to position yourself as a valuable resource.

Question 35 - The last prospect was late for the meeting and didn't give you her full attention. She put off what you thought was an assured sale. What do you need to do before your next sales call today?

You chose the **second** best answer, which is Review the specific tangible ways she will benefit from buying today.

The best answer is: Confirm the meeting time and purpose and importance of the meeting to the customer.

Rationale: Before anything else happens you have to assure that you will indeed have a meeting. When confirming today's meeting be sure to have some reasons in mind for her to want to see you again.

Question 36 - It has been a hectic morning and you've scrambled to get ready for a day of sales contacts. What is the first thing you need to prepare and why?

You chose the **second** best answer, which is Your schedule. You need to plan where you will be and when and what you will do first, second, etc.

The best answer is: Your mindset or attitude. Get into a positive and helpful frame of mind.

Rationale: The way you think shows up in everything you do. A person with a great attitude and a sincere desire to help is almost irresistible.

TARGET the Right Prospects - The Right People & The Right Strategies Score

These results are from your overall **TARGET the Right Prospects - The Right People & The Right Strategies** answers:

Out of 6 questions, you had:

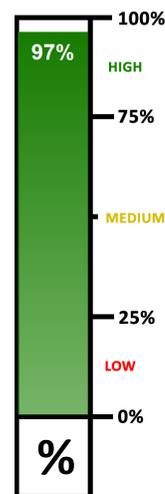
- 5 Most Appropriate Answer(s)
- 1 Second Most Appropriate Answer(s)
- 0 Third Most Appropriate Answer(s)
- 0 Least Appropriate Answer(s)

TARGET The Right People & Right Strategies

The questions in this area measure:

- **Targeting the right groups** involves identifying the categories, types of organizations and best groups of prospects who can best afford and benefit from your product or service.
- **Targeting the right Individuals** is about identifying your ideal customers and finding the decision makers.
- **Strategies** involve building a reputation and brand position and choosing the approaches you take toward building demand for and distribution of your product.
- **Tactics** involve calling on the right people in the right ways to open up sales opportunities.

TARGET
SCORE AGAINST
ALL SALES PEOPLE



Question 43 - Some of the long-term benefits of successful networking include:

You chose the **second** best answer, which is You will be able to use these contacts for sales and referrals.

The best answer is: You will build business friendships and profitable relationships.

Rationale: Networking contacts that are only sales and referrals is good, but not as good as building solid relationships. If people know you, you have a much better chance of building the relationship and making the sale.

Question 44 - When you are networking at a function with lots of people, you should always:

You chose the **first** best answer, which is Ask intelligent questions until you find a common link. And look for things to compliment in others.

The best answer is: Ask intelligent questions until you find a common link. And look for things to compliment in others.

Rationale: Giving your elevator speech or commercial to people is a waste of time unless you've already determined how you can help them. By engaging people with questions, you will find out who is your best prospect before you begin the selling part of your networking agenda.

Question 45 - Your contact isn't the decision maker but he's excited about the value you offer. What do you do next to sell to this client?

You chose the **first** best answer, which is Make him your champion and get his advice in how to sell to them.

The best answer is: Make him your champion and get his advice in how to sell to them.

Rationale: If you don't have easy access to the decision maker, then you need to gain referral power by enlisting the enthusiasm of your contact - your internal champion. This opens doors for you and assures that you're not alone in approaching the decision maker.

Question 46 - Your competitors have agreed to drop their price; do you do the same? How do you decide whether to sell on price or value?

You chose the **first** best answer, which is Review the customer's needs and emphasize the value you will provide. Show them actual numbers where you can.

The best answer is: Review the customer's needs and emphasize the value you will provide. Show them actual numbers where you can.

Rationale: The only way you can counter a lower price is by offering a better value. Show your customer the benefits you bring, not the lowest price you can tolerate.

Question 47 - Do you give a free sample, a demo, a partial solution or hold out for the full commitment before you deliver your value? How do you know which to do?

You chose the **first** best answer, which is Only by assessing the overall needs of the customer can you know what comes first.

The best answer is: Only by assessing the overall needs of the customer can you know what comes first.

Rationale: If you understand what the customer most cares about then you can select the best way to initiate the sale. Don't focus on the item you're selling, aim toward their biggest need.

Question 48 - Do you start at the top or go to the most accessible contact?

You chose the **first** best answer, which is Get the highest-level contact you can; then even a hand-off will leave you with a power referral from above.

The best answer is: Get the highest-level contact you can; then even a hand-off will leave you with a power referral from above.

Rationale: If the person you are calling on is not the top decision maker, then do what you can to reduce the layers between your contact and the top decision maker. Always go to the person who can make the biggest and best decisions.

CONNECT with the Person - Connect Intellectually (Head) & Emotionally (Heart) Score

These results are from your overall **CONNECT with the Person - Connect Intellectually (Head) & Emotionally (Heart)** answers:

Out of 6 questions, you had:

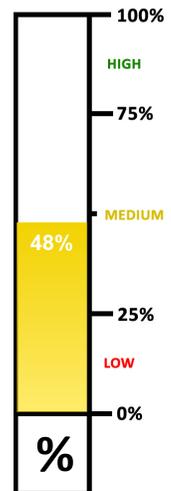
- 4 Most Appropriate Answer(s)
- 0 Second Most Appropriate Answer(s)
- 1 Third Most Appropriate Answer(s)
- 1 Least Appropriate Answer(s)

CONNECT Intellectually & Emotionally

The questions in this area measure:

- **Credibility** is about establishing yourself as a viable resource to the prospect.
- **Activity** involves making the right number and type of sales contacts.
- **Relationship** is about understanding personality differences and buying styles.
- **Trust** is about building trust and managing relationship tension.

CONNECT
SCORE AGAINST
ALL SALES PEOPLE



Question 19 - The prospect is skeptical about your company or product. How do you prove its value?

You chose the **first** best answer, which is First ask them what they are most skeptical about: reliability, quality, value, etc.

The best answer is: First ask them what they are most skeptical about: reliability, quality, value, etc.

Rationale: You won't know what to say or show until you know what concerns them. Is it price, product, delivery, timing, reputation, reliability, or what?

Question 20 - The most effective way to make a first call is:

You chose the **first** best answer, which is Ask to speak to a salesperson and probe for more information about how to approach the decision maker to make the sale.

The best answer is: Ask to speak to a salesperson and probe for more information about how to approach the decision maker to make the sale.

Rationale: A street smart salesperson making a sales call should always ask for a salesperson because you are brothers in the same profession and the sales department is your most likely department to give you real honest help. Leaving your material with the gatekeeper will find their trash can very quickly. Asking who is in charge puts them on the defensive and giving your sales presentation to the gatekeeper is a waste of everyone's time.

Question 21 - The client isn't sure you understand how they think about decisions like this. What do you do to reassure them?

You chose the **first** best answer, which is Ask them specifically what parts they want to clarify with you.

The best answer is: Ask them specifically what parts they want to clarify with you.

Rationale: Directness, when tactful, is always the shortest route to the truth. Don't be shy about asking what you need to know or do.

Question 22 - The financial value of your product is what most impresses you but your prospect seems to be unconvinced by numbers. What do you do?

You chose the **first** best answer, which is Probe to see what he or she values most: financial value, effect on the users, how existing systems will be affected, prestige of ownership, etc.

The best answer is: Probe to see what he or she values most: financial value, effect on the users, how existing systems will be affected, prestige of ownership, etc.

Rationale: Selling what appeals to you most will fail, so sell what they value most. Probe to identify it.

Question 23 - "People don't care what you know until they know that you care." Zig Ziglar. How do you show that you care?

You chose the **third** best answer, which is Show them that you've done your homework and research.

The best answer is: Take an interest in them that exceeds your desire to tell about your product.

Rationale: People expect you to want the sale more than to be of help to them, so surprise them by showing that you really are service-oriented.

Question 24 - You made eye contact, gave a pleasant handshake, were in a cheerful helpful mood but somehow your prospect seems to feel you are pushy. What do you do?

You chose the **fourth** best answer, which is Tell a business story that relaxes the conversation but keeps it on track.

The best answer is: Pause, breathe and stimulate some comments from the customer.

Rationale: You have a different behavioral style from your prospect. Relax and observe the difference, then adjust to their preferred mode.

ASSESS the Needs - Situational Needs & Personal Wants Score

These results are from your overall **ASSESS the Needs - Situational Needs & Personal Wants** answers:

Out of 6 questions, you had:

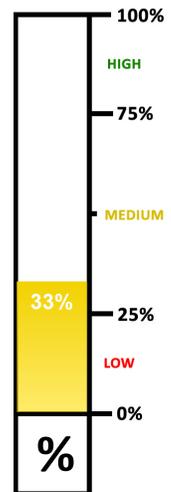
- 1 Most Appropriate Answer(s)
- 4 Second Most Appropriate Answer(s)
- 0 Third Most Appropriate Answer(s)
- 1 Least Appropriate Answer(s)

ASSESS Situational Needs & Personal Wants

The questions in this area measure:

- **Probing** is about being skilled at asking the right questions and getting the answers.
- **Analyzing** is about identifying the needs and opportunities.
- **Understanding** is about finding the primary buying motive.
- **Empathizing** involves listening and people reading, understanding feelings as well as facts.

ASSESS
SCORE AGAINST
ALL SALES PEOPLE



Question 1 - If one person values money (price) as #1 and the other values reliability as #1 how do you resolve that difference? How can you change their values?

You chose the **second** best answer, which is Show the monetary value of reliability.

The best answer is: Show them both that you understand and accept the importance of their #1 item.

Rationale: It's true; you don't change a person's values. But by understanding and accepting the validity of their values you can gain their trust. Never disagree with a person over a values question because both of you are always right.

Question 2 - Daniel Burrus said, "Most people don't know what they might want until they know what is possible." What if your customer doesn't yet know what he or she wants?

You chose the **fourth** best answer, which is Ask them what they care about most and go from there.

The best answer is: Provide them a list to rank or choose from re: what they might want.

Rationale: When they can see some of the possibilities then they can think about them better. Showing a list to rate or rank will help them look beyond the present circumstances.

Question 3 - What does it mean to “Read People”? What do you look for to understand someone more fully?

You chose the **second** best answer, which is Watch their body language for open vs. defensive postures.

The best answer is: Monitor their directness and their openness to determine their behavioral style.

Rationale: The easiest clues to observe re: personality patterns are openness and directness. Let that be your starting point in understanding others.

Question 4 - What metrics can you analyze to determine the value of your service or product to your customer?

You chose the **second** best answer, which is Compare the purchase price and the savings or benefits received after purchase.

The best answer is: Compare the cost of doing nothing vs. the effect of buying from you. Be specific with numbers where you can.

Rationale: It’s not just the other options that you’re competing against. You are also competing with “doing nothing.” Show them how they’ll be better off by buying from you.

Question 5 - How should you ask questions?

You chose the **second** best answer, which is Start with easy questions to put them at ease.

The best answer is: Ask general questions first and personal ones later.

Rationale: General questions are like public information, easy to share. Personal questions can make people feel vulnerable. Put them at ease by showing them you can be trusted with their information.

Question 6 - They say Prescription before Diagnosis is Malpractice. How do you get the information you need?

You chose the **first** best answer, which is Be sure to earn their trust before expecting disclosure of information.

The best answer is: Be sure to earn their trust before expecting disclosure of information.

Rationale: People only share information that they think is safe to share. So if you want them to open up more to you then prove to them that they can trust you, not just with words, but solid proof if possible.

SOLVE the Customer's Problem - Educating & Collaborating with the Customer Score

These results are from your overall **SOLVE the Customer's Problem - Educating & Collaborating with the Customer** answers:

Out of 6 questions, you had:

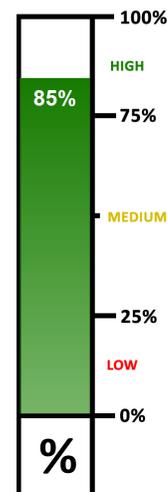
- 4 Most Appropriate Answer(s)
- 2 Second Most Appropriate Answer(s)
- 0 Third Most Appropriate Answer(s)
- 0 Least Appropriate Answer(s)

SOLVE the Customer's Problem - Educating & Collaborating

The questions in this area measure:

- **Presenting** refers to your ability to deliver a persuasive presentation.
- **Showing Relevance** is about providing compelling evidence as to how the customer will benefit from buying.
- **Personalizing** is getting the customer to understand and feel the value of your offer.
- **Involving** gets the customer to participate in discovering the solution they seek.

SOLVE
SCORE AGAINST
ALL SALES PEOPLE



Question 37 - How many questions should you use in a sales presentation versus statements or what is the best percentage of each?

You chose the **first** best answer, which is It is different with every client.

The best answer is: It is different with every client.

Rationale: The more you know the less you have to ask. The less you know and the less they know the more important the dialogue becomes. Be sure to involve the customer either way.

Question 38 - How do you draw out a quiet customer?

You chose the **first** best answer, which is Ask general or technical questions at first and opinion questions later.

The best answer is: Ask general or technical questions at first and opinion questions later.

Rationale: Asking easy questions and non-personal questions helps people open up for the more direct questions. In fact, opinion questions are step 2 and lead to decision questions

Question 39 - Why does a Benefit matter to the buyer?

You chose the **first** best answer, which is The buyer has no reason to care about your product or service; they only care about how it helps them.

The best answer is: The buyer has no reason to care about your product or service; they only care about how it helps them.

Rationale: People only buy benefits. They buy warmth, not heaters. They buy membership privileges, not memberships. Sell what it does for them.

Question 40 - Sales presentations have been the main focus of selling activity seemingly forever. But presentations don't 'sell'. How can you approach this process differently?

You chose the **second** best answer, which is Make your presentations more interactive, add more questions.

The best answer is: Spend more time listening and understanding the needs.

Rationale: People buy what they want or need, they buy what they understand and they buy from people who understand and care about them.

Question 41 - How do you determine what your prospect needs to know and understand in order to stimulate his desire to buy?

You chose the **first** best answer, which is Be sure that most of all you are focused on the customer's needs and uses of your product.

The best answer is: Be sure that most of all you are focused on the customer's needs and uses of your product.

Rationale: People only realize what they need to know when it is shown in context with what they want or need. Think of how he or she will use and apply your product. Get into the buyer's point of view.

Question 42 - How can you tell when you've been talking too much and not listening enough?

You chose the **second** best answer, which is When the customer isn't making comments or asking questions.

The best answer is: When you wonder about it you have been talking too much already.

Rationale: Sales people tend to always talk more than they need to. But buyers don't buy because of what you said. They buy because they can see or feel the value you offer. Ask more questions and talk less.

CONFIRM the Sale - Commit to the Solution & to the Purchase Score

These results are from your overall **CONFIRM the Sale - Commit to the Solution & to the Purchase** answers:

Out of 6 questions, you had:

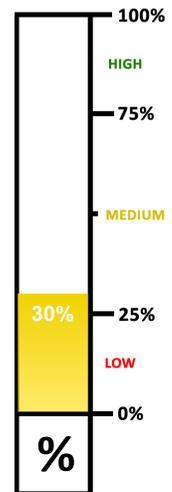
- 2 Most Appropriate Answer(s)
- 1 Second Most Appropriate Answer(s)
- 2 Third Most Appropriate Answer(s)
- 1 Least Appropriate Answer(s)

CONFIRM the Solution & to the Purchase

The questions in this area measure:

- **Summarizing** is giving benefit summaries and identifying next steps for your customer.
- **Negotiating** is mostly about resolving the customer's concerns without reducing your price.
- **Asking** is about clearly requesting the purchase and making it easy for the person to say yes.
- **Confirming** is getting the formal commitment to buy.

CONFIRM
SCORE AGAINST
ALL SALES PEOPLE



Question 13 - He said that your product or service is a good solution and your price is fair. But he hasn't signed the order. What do you do or say now?

You chose the **fourth** best answer, which is Ask him to buy.

The best answer is: Assume the sale and proceed to wrap up the details.

Rationale: If you have confirmation that he's agreeable to buying then go ahead and sell it. He will resist or pause if you are going too fast for him.

Question 14 - There was a change in your buyer's behavior when you suggested signing the order. She went from eager to passive. What do you do now?

You chose the **first** best answer, which is Comment on it. "I sense that something I said or did caused you to pause. May I ask what it was?"

The best answer is: Comment on it. "I sense that something I said or did caused you to pause. May I ask what it was?"

Rationale: The key here is "a change in behavior". When one's body language or tone of voice changes then they are non-verbally indicating something to you. You need to know what it is and not just guess.

Question 15 - The prospect said he's going to buy but not right now. How do you proceed?

You chose the **third** best answer, which is Ask if there are any reasons not to go ahead and, if so, what are they?

The best answer is: Ask what conditions need to exist at buying time. Then write up the order so that it is ready the moment you get a Yes.

Rationale: You'll need to know what must happen in order for you to get a sale. So ask about the specifics, what does he need to know, do or get in order to proceed?

Question 16 - Do you really need for the buyer to say that she agrees with your proposed solution or can you just tell when they agree? Name some 'buying signals.'

You chose the **first** best answer, which is Their words indicate that they are speaking as an owner rather than an evaluator.

The best answer is: Their words indicate that they are speaking as an owner rather than an evaluator.

Rationale: The major buying signal is any evidence that they are no longer 'considering' buying but instead are thinking as the new owner. Instead of "if we were to buy..." they might be saying "when we put this into operation what will ..."

Question 17 - How do you let them know that your product or service is really a good solution for them?

You chose the **third** best answer, which is Show the service in action for another client.

The best answer is: Chart the numbers of how this purchase will help them.

Rationale: In today's society numbers are seen as 'real' proof. So the more you can document your claims with actual numbers and metrics the more compelling your case will be.

Question 18 - What if you're not sure where you stand with your customer, how do you find out?

You chose the **second** best answer, which is Make a 'trial close' by asking for the order indirectly.

The best answer is: Ask for an opinion, "if you were to buy this..."

Rationale: When you ask for an opinion there is no pressure and customers will often answer with a buying signal. "If you were to buy how many would you order at first?" Answer: "Let's say we order 25 of these what kind of discount will we get?"

ASSURE Customer Satisfaction - Assure Current Satisfaction & Continuing Loyalty Score

These results are from your overall **ASSURE Customer Satisfaction - Assure Current Satisfaction & Continuing Loyalty** answers:

Out of 6 questions, you had:

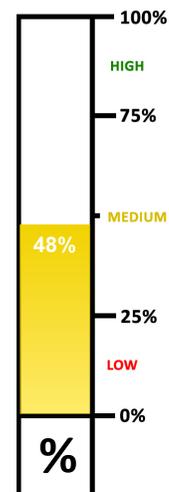
- 2 Most Appropriate Answer(s)
- 4 Second Most Appropriate Answer(s)
- 0 Third Most Appropriate Answer(s)
- 0 Least Appropriate Answer(s)

ASSURE Current Satisfaction & Continuing Loyalty

The questions in this area measure:

- **Review** is giving an on-site summary of the value of buying plus a preview of next steps.
- **Follow Through** is supervision of the delivery and initial steps of the ownership experience.
- **Up Serving** is adding value after the sale, increasing their satisfaction.
- **Recovery** is smoothly resolving problems and retaining the customer's loyalty.

ASSURE
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Question 7 - OK, it's a month after your sales call. Your buyer is now a customer or client and has begun to receive value from the purchase. What can you do to cement the value of this purchase in their mind?

You chose the **first** best answer, which is Drop by to review why they bought and the value they are getting.

The best answer is: Drop by to review why they bought and the value they are getting.

Rationale: People tend to forget the gap between what they had and what they acquired. You can counter this by reviewing the good things with them in person.

Question 8 - How often is too often when staying in touch with a customer? And what does it mean to 'stay in touch'?

You chose the **second** best answer, which is Only the customer can say what is too much.

The best answer is: If the customer senses that you are communicating with them then you are "in touch", use multiple means to do so.

Rationale: It's not about what you do, it's about how the customer feels as a result of what you do. Contact people the way they prefer, not just your favorite way. Some people aren't impressed by a handwritten note but others find it endearing.

Question 9 - How long can a customer be loyal to you?

You chose the **first** best answer, which is For a lifetime even after they no longer own your product.

The best answer is: For a lifetime even after they no longer own your product.

Rationale: Loyalty isn't attached to the product alone, it extends to you and your company.

Question 10 - When you buy online there is often an instruction video for the item. How can you achieve that same effect in person?

You chose the **second** best answer, which is Help the customer use the product for the first time.

The best answer is: Give them a written description of what happens next and after that so that they know what to expect.

Rationale: Without the instruction video it is helpful to have something tangible and visual to predict next steps. This avoids missed expectations: "I thought you were going to..."

Question 11 - If there's an owner's manual for your product or service do customers read and understand it? How can you help them?

You chose the **second** best answer, which is Highlight the main things they need to know and use post-it flags on key pages.

The best answer is: Provide a step-by-step starter sheet that simplifies everything for them.

Rationale: The simpler you can make the ownership experience the more satisfied your customer will be.

Question 12 - What is the best way to show the value of what someone has bought as you wrap up the details of their order?

You chose the **second** best answer, which is Ask them to tell you what they feel are the top reasons for buying today?

The best answer is: Do a price-of-acquisition vs. cost-of-usage comparison.

Rationale: People often buy while their emotional desire is highest but that doesn't lead to logical memories about the wisdom of buying. So provide them with all the documented proof you can.

MANAGE Your Sales Potential - Manage Sales & Manage Yourself Score

These results are from your overall **MANAGE Your Sales Potential - Manage Sales & Manage Yourself** answers:

Out of 6 questions, you had:

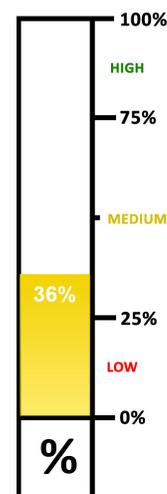
- 2 Most Appropriate Answer(s)
- 2 Second Most Appropriate Answer(s)
- 2 Third Most Appropriate Answer(s)
- 0 Least Appropriate Answer(s)

MANAGE Your Sales Potential - Manage Sales & Manage Yourself

The questions in this area measure:

- **Managing Resources** is using technology and other resources to improve your sales effectiveness.
- **Managing Information** is keeping and using sales records to manage yourself effectively.
- **Growth** is about learning and improving, becoming a greater resource to others.
- **Motivation** is about self-leadership, 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.

MANAGE
SCORE AGAINST
ALL SALES PEOPLE



Question 25 - You are measuring your ratios of calls to contacts to interviews to sales and net profits on sales. What can this kind of information tell you about how to improve?

You chose the **first** best answer, which is The ratios (e.g. Calls to Appointments) tell you how effective your actions are. This allows you to determine which skills to work on.

The best answer is: The ratios (e.g. Calls to Appointments) tell you how effective your actions are. This allows you to determine which skills to work on.

Rationale: Knowing your ratios means knowing whether you're being as effective as you want to be. If lots of calls don't lead to appointments then you need to adjust the nature of your calls.

Question 26 - What are the best times and ways for you to make sales contacts?

You chose the **third** best answer, which is Your past patterns of success will reveal the best ones.

The best answer is: Certain markets have best times and methods. These can be researched and known.

Rationale: Doctors, for example; may be more accessible in the mornings. Bankers after noon. Healthcare workers between shifts. Retail people before store hours. Find out what it is for the people and markets you are calling on.

Question 27 - When should you do your paperwork and planning for sales?

You chose the **second** best answer, which is At night after the regular workday.

The best answer is: During the non-contact hours of the workday.

Rationale: Certain hours are best for sales contact. Use them for that. Do your paperwork during the off hours.

Question 28 - What kinds of actions will assure that you continually learn the things you need to know and master in order to succeed in selling?

You chose the **first** best answer, which is Assessing your sales performance and attitudes every six months.

The best answer is: Assessing your sales performance and attitudes every six months.

Rationale: Self-assessment increases self-awareness. The more you are aware of what you're doing that works and what doesn't, the more you can improve.

Question 29 - Since you are the main manager of yourself, how do you get yourself to do what needs to be done when you don't feel like doing it?

You chose the **third** best answer, which is Start each day with a positive input such as a recording, a book or article, an affirmation, or connecting with someone who inspires you.

The best answer is: Keep records of what matters so that you are tracking your performance.

Rationale: The way to get yourself motivated is by focusing on your 'motives', the things you want. Remind yourself what you're working toward and how to get there.

Question 30 - This sales assessment is designed to both interview you and to instruct you. What is the major value of an instrument like this?

You chose the **second** best answer, which is To help you realize what you know and how you can improve.

The best answer is: To help you and your employer set goals for your continued growth as a sales professional.

Your Opportunity

Wait a minute!

You thought you were done, right? Not so fast my friend!

Though we congratulate you on making time to complete this Sales IQ assessment, we want to be sure that this is a starting point for you, not a destination. You have now set yourself apart from the vast majority of people in sales. You have drilled down to discover what you know about each phase of selling and to compare your approaches to the best practices of others.

Now the fun begins!

Selling is one of the most exciting and enjoyable careers on Earth when you approach it with the willingness to work on new skills and an eagerness to learn. You have now discovered the inner workings of selling. You recognize the eight phases of selling and the skills within them.

So, unlike others who simply read another sales book or sign up for the next sales seminar at random, you can be "surgical" about your sales education. You can cut only where the need is and remove the unproductive ways and then replace them with proven success practices.

We have built, and are continually developing, the resources you will need for each aspect of selling, from self-management to confirming the sale.

There are links throughout this report to take you to free resources, video lessons and power sources for further sales improvement.

For your own benefit, we urge you to sincerely explore these links and tap the added sales insights we have embedded for you. You already have a taste of the new power skills in selling; now let's kick it up several notches.

All three of us are growing our separate sales resource systems every day. You can learn what we learn without having to do the extra research. Just stay connected with us and check in each month for more value.

Toward Your Sales Success,

[Jeffrey Gitomer](#)

Author of [The Sales Bible](#)

[Jim Cathcart](#)

Author of [Relationship Selling](#)

[Dr. Tony Alessandra](#)

Author of [Non-Manipulative Selling](#)

Disclaimer

Assessments are a measure of what can be seen or discovered. Their value can be immense and millions of people use them to make better choices and take better actions.

This tool is presented for your use in testing the knowledge of the user. It was designed by veteran business leaders and educators who have achieved substantial status in their own fields. These Hall of Fame professional speakers, sales and marketing experts and psychological researchers have authored more than 50 books between them and conducted training for thousands of organizations around the world. They have been, and still are, sales professionals. It is from this base of experience and collective wisdom that this Sales IQ (SIQ) Assessment was created.

Information in this report should not be, and is not to be, used as the sole basis for consideration of selection for employment or job position. No person(s) should act or fail to act based on any material contained in this report. However, feel free to use this report as the stimulus for discussion of the many aspects of selling that apply to your sales situation with the person taking this assessment. Assessment takers should consult professional advice about any matter affecting them.

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The foregoing waiver and indemnity shall apply to any claims, rights of recourse, liability, demand or suit for personal injury, property damage, or any other damage, loss or liability, directly or indirectly arising out of, resulting from or in any way connected with the SIQ Assessment, or the use, application, adequacy, accuracy, interpretation, usefulness, or management of the SIQ Assessment, or the results or information developed from any use or application of the SIQ Assessment, and whether based on contract obligation, tort liability (including negligence) or otherwise. In no event, will THE GROUP be liable for any lost profits or other consequential damages, or for any claim against you by a third party, even if one or more of THE GROUP has been advised of the possibility of such damages.