

# **SALES EVALUATION**

## *Feedback Report*



**Created for: Sample - test**

---

**Developed Exclusively for: Sample  
By: SalesEvaluation.com**

□  
Congratulations . . .

On completing your Sales Evaluation Diagnostic Self-Assessment As you read your evaluation, it's important to remember the purpose of the assessment. The ultimate objective is to provide you with specific information and insights about your selling skills and perceptions and your beliefs, judgments, and actions that impact the results of your selling activities.

The Diagnostic Self-Assessment is not a psychological “test” or personality profile. It is not meant to indicate in any way how good a person you are or pass judgment on your values, beliefs, actions, or performance. It does, however, provide a valuable benchmark against which those elements can be objectively compared.

Your attitude, actions, and results indicated by the responses to your self-assessment are compared to the profile of the ideal salesperson . . . a profile developed from the experience of managing, training, and observing salespeople for more than twenty years. This profile reveals that top performers not only possess specific skills, but they apply those skills in a systematic manner that is both effective and efficient. Additionally, they have a mindset—and attitude or outlook—that supports their actions and the accomplishment of their goals.

The more closely you match this profile, the more likely it is that you are already performing at the optimum level. The farther you are from the profile, the greater the room for improvement... if you are willing to invest the energy and effort. Training may be required to help you develop new skills, hone existing skills, and/or develop a new selling strategy. The commentaries and recommendations may serve as a guideline for the selection of additional training.

Developing new skills is only one element in the formula for improvement. You might also have to look at your selling activities from a new perspective and be willing to develop some new beliefs about what is possible and the degree of control you have over intended outcomes. Again, the commentaries and recommendations will provide appropriate insight about the beliefs necessary to support more productive behavior and actions.

Lastly, try to remain neutral as you review your evaluation. The report may point out deficient or underutilized skills and/or behaviors and beliefs that actually work against you. An emotional response, and the most natural one for someone to assume, is to defend what you are now doing. If you maintain an objective, open-minded position as you review your evaluation, you are much more likely to find value in the recommendations. Our intention is to provide you with relevant information that can make your selling activities more enjoyable and rewarding.

Again, congratulations in taking the first step to reaching higher levels of sales success and satisfaction!

## Areas of Strength

INTERNALLY MOTIVATED

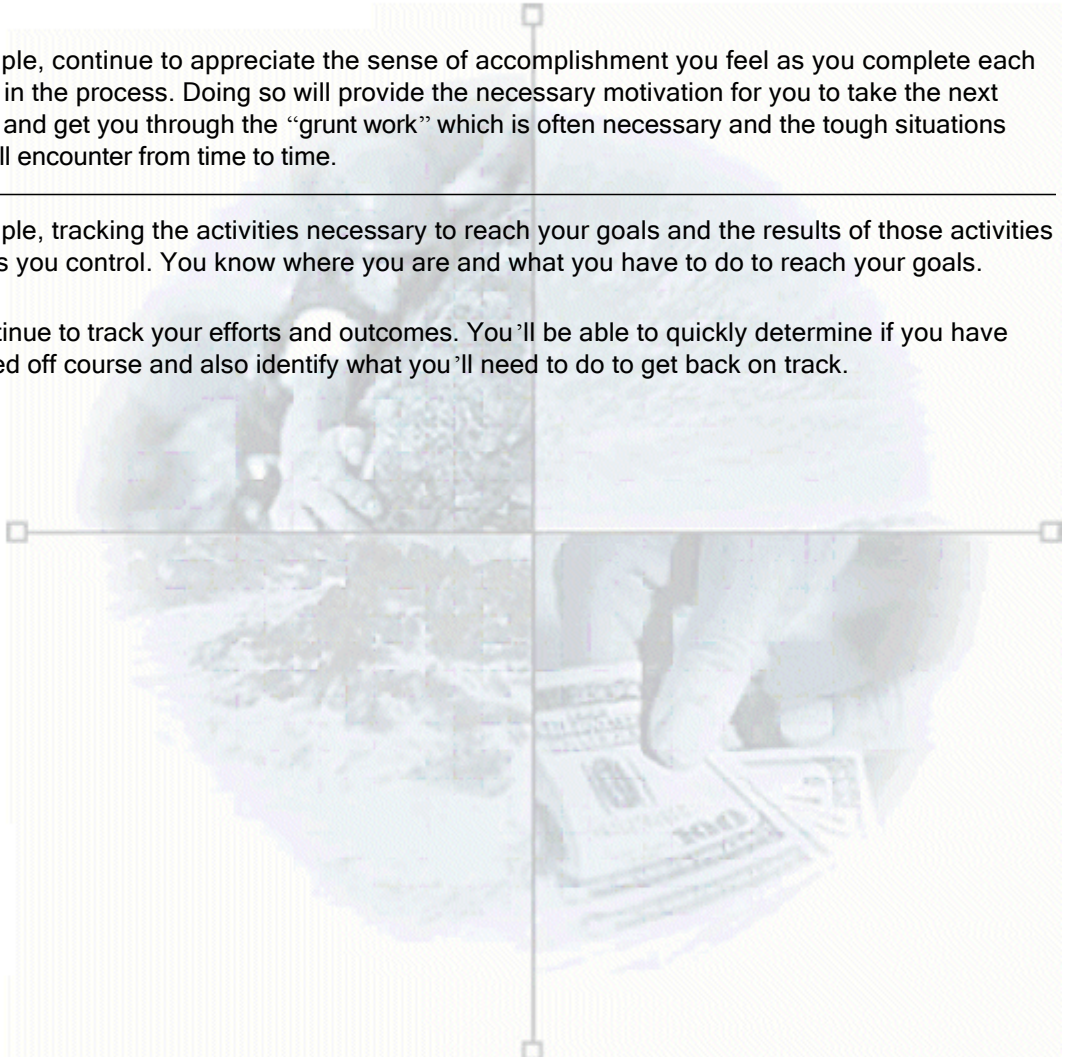
Unlike the proverbial donkey pulling the cart, you don't need a carrot held out in front of you to keep you motivated. Your motivation appears to come from within. It is not so much the end result that provides the motivation, but rather being engaged in the process that leads to that result.

Sample, continue to appreciate the sense of accomplishment you feel as you complete each step in the process. Doing so will provide the necessary motivation for you to take the next step and get you through the "grunt work" which is often necessary and the tough situations you'll encounter from time to time.

TRACKS ACTIVITIES AND RESULTS

Sample, tracking the activities necessary to reach your goals and the results of those activities gives you control. You know where you are and what you have to do to reach your goals.

Continue to track your efforts and outcomes. You'll be able to quickly determine if you have drifted off course and also identify what you'll need to do to get back on track.



## Areas for Improvement

SELF-CONCEPT

Sample, your self-image could use some bolstering.

People often judge themselves and determine their self-worth by their performance in one or more of the various roles they play in life—salesperson, spouse, business owner, etc.

Their self-esteem is tied to their role performance. If they do well in a particular role, they feel good about themselves. If they don't do well, their self-esteem suffers.

You will need to work on separating your “identity”—self-worth and self-concept—from your role performance. When you become comfortable separating who you are from what you do, you will be more open to the critical input of others, recover more quickly from negative experiences, and find that you no longer take rejection from others “personally.”

SUCCESS DRIVE

Sample, your true desire and commitment for higher levels of success is suspect.

Many people believe those who have achieved extraordinarily high levels of success or have reached the upper echelon of their industry were able to do so because of some special knowledge or advantage, or perhaps they just got lucky. For most, there was no major event that catapulted them to the top. In fact, the events that led to their ultimate success were, in and of themselves, of no real significance.

In reality, highly successful people don't do things significantly different from the rest of the pack. They just do more! They are willing to go the extra distance, whatever that represents—an extra phone call, one more appointment, one more letter, one extra attempt at whatever it is that will take them closer to their goal.

Highly successful people do not like to do the same things the rest of the pack does not like to do. The difference though, is they do it anyway.

You are faced with tasks you would rather avoid or at least put off. At those moments, you have complete control over your destiny. Go the extra distance and “do it anyway,” and “do just one more.”

Start now to identify those areas in which you can “go the extra distance.” Make a habit of doing just a little more.

Don't let others make you part of their goal. Stay focused on your own goals. Do what you have to do especially when you're not feeling up to it. It is at those times that you derive the most satisfaction and motivation to continue.

<p><input type="checkbox"/> MONEY MOTIVATION</p>	<p>Sample, you seem to be comfortable with your income. Your motivation to close more business seems more closely tied to proving your sales ability and perhaps being recognized for it than the commission you would earn.</p> <p>Motivation to earn more money is just not there. Without that motivation, it is unlikely that you will be willing to put in the effort to uncover new opportunities or go the extra distance to close more business. Sometimes going the extra distance means standing your ground when a prospect tries to stall, put you off, or slide on a commitment. Without the true motivation to close the sale and earn the commission, or "close the file" and move on to a more viable opportunity, you are likely to let the prospect get away with it.</p> <p>The sales arena is no place to prove your self-worth. It is a place to "go to the bank." Perhaps you should re-examine your goals and add something that is truly meaningful to you and/or your family that would require more income and give you the reason to "go the extra distance."</p>
<p><input type="checkbox"/> GROWTH and CHANGE</p>	<p>Sample, you need to be a bit more open to change. After all, the one thing you can count on in life is change. There is no "status quo." You are either growing or stagnating.</p> <p>As you grow personally and professionally, you go through many changes. Some are substantially easier than others. It's usually the "tough" changes, however, that account for the significant growth in your life.</p> <p>As you pursue your goals, seek loftier goals, and take on new roles, you will be asked to assume new behaviors and develop new beliefs. Some, if not many, of these changes will not be comfortable. Your willingness to put up with the short-term discomfort will allow you to stretch to new, higher levels of success.</p> <p>While your values about doing business may remain constant, your beliefs about how to do business will invariably need to change. Learn to view change as an "investment" in growth.</p>
<p><input type="checkbox"/> OBJECTIVITY</p>	<p>Sometimes a prospect's words or actions trigger your "inner child" and you react emotionally. Whether your inclination is to flee or to "stay and fight," both reactions are inappropriate to the sales arena. Strive to maintain an "adult" perspective and deal with the situation objectively. When you go on a sales call, leave your "child" back at the office.</p>

Sample, it seems that you become emotionally involved in the sale. Most likely, you are looking for approval and acceptance from your clients and prospects.

Prospects probably tell you how much they appreciate your time and attention. There is nothing wrong with this as long as it doesn't get in the way of qualifying, or more importantly, disqualifying the opportunity. Giving a prospect more time to "think-it-over" or supplying them with more information without a commitment because you don't want to jeopardize their approval could be hindering your success.

You try to be non-confrontational, perhaps to the point of avoiding situations where you imagine a confrontation even if there is no reason for one. Asking prospects to make and keep commitments and make decisions is a natural part of the selling process. Dealing with uncomfortable situations or delivering bad news to a prospect is also a normal selling activity.

Learn to recognize your need for approval and balance it with the need to act in a manner appropriate to the selling situation. Many salespeople, when faced with the decision of leaving with the prospect's approval or their business, make the wrong decision.

GOALS

Sample, you don't always set specific short-term and long-term personal and professional goals. Without a destination on which to focus, your efforts are more likely to be scattered and the rewards of those efforts less than maximum.

Accomplishments start with a goal. It doesn't have to be an elaborate scheme. Many great accomplishments started with a simple idea. It's important that you decide what you want for yourself, your family and your career.

Once you have identified your major goals—what you want to accomplish personally and professionally—there is a concentration of efforts and more effective budgeting of time and other resources.

TIME-BOUND GOALS

You don't always establish completion dates for your goals. Once you have specific written goals, you need to assign "accomplish by" dates to them. Without such target dates, your goals are just "hanging out" somewhere in the future.

Sample, can you imagine starting a foot race without a designated "finish line?" How fast will you come out of the starting blocks? How will you pace yourself? Where will the motivation come from to sprint the final distance if you can't determine how far you have to go?

By not setting target dates for your goals, you will be "running" the same kind of race. Without target dates of accomplishment, you have an open door through which procrastination enters and motivation exits.

If you are serious about your goals, set target dates and begin to track your progress.

<input type="checkbox"/> PLAN OF ACTION	<p>Sample, your responses indicate that developing specific action plans for reaching your goals is not something to which you are 100% committed.</p> <p>If you were planning a trip from Chicago to Los Angeles, you would most likely use a road map and plan your route rather than just start out and head west. You would allocate a specific time for the journey, plan stops along the way, and perhaps designate some alternate routes. If you encountered a roadblock or detour along the way, you would refer to the map for alternate routing.</p> <p>Similarly, you will need a “road map” to your goals. This “map” is your plan of action that defines the journey you must take to reach your goals. It may have many stops along the way or only a few.</p>
<input type="checkbox"/> ANTICIPATES ROADBLOCKS	<p>Successful people don't put all their eggs in one basket. They recognize the possibility of roadblocks and detours and have contingency plans.</p> <p>Sample, when you encounter roadblocks or experience setbacks, you will have to implement a different course of action in order to keep moving forward. It is necessary to plan for these detours.</p> <p>Such advance planning will allow you to identify the potential roadblock sooner, predict its significance, then determine and execute the appropriate courses of action. Not only will you save time, but you will also be able to respond rationally rather than react in "panic mode".</p>
<input type="checkbox"/> ACTION ORIENTED	<p>High achievers tend to be action-oriented people—even when the road becomes rocky. They work through or around roadblocks to maintain forward momentum.</p> <p>Sample, your responses indicate that failure, setbacks or the expectation of rejection keep you from maintaining your momentum and achieving your potential.</p> <p>As you stretch beyond your comfort zone to reach your goals, overcome roadblocks, or develop new skills, you will have to gather all your courage. Why? Because growth only comes with change and change causes some discomfort. The good news, however, is that the discomfort is most often short-lived.</p> <p>Taking action will boost your confidence. Greater confidence will help you develop more courage, which will make it easier to take action the next time.</p>
<input type="checkbox"/> TAKES RESPONSIBILITY	<p>If an encounter with a prospect doesn't go as planned or you fail to achieve a desired outcome, you look first to the prospect or the situation to assign blame. While there is the possibility that the prospect or the situation contributed to the outcome, by not looking to your own behaviors and actions first, you deny yourself the opportunity to learn from the outcome.</p>

If you lose a selling opportunity or fail to reach work-related goals, you are too quick to blame "the other guy." Take personal responsibility for what happens. Learn to recognize those elements over which you have control and exercise that control. At the same time, anticipate the roadblocks you are likely to encounter and plan on ways to deal with them. Being prepared gives you power, provides you with choices, and most of all, allows you to take responsibility.

You tend not to take responsibility for successful outcomes. This may be the result of self-esteem issues or feelings of unworthiness, or perhaps you truly feel that you "just got lucky." Whatever the reasons, you must learn to accept your success. Responsibility is a two-sided coin. If you are to be held accountable for less than successful outcomes, you must also accept your successes. Accepting your successes bolsters your confidence and courage, which in turn will lead to additional success. Success breeds success. Don't deny yourself the journey.

Sample, you tend to externalize when you don't achieve your intended goals. Rather than take responsibility, you blame external forces - the economy, the competition or perhaps the prospect.

ASSERTIVENESS

Sample, people who achieve high levels of success have learned how to be assertive and act decisively. They know that making decisions is a necessary part of moving forward and they know that making decisions often means taking risks.

High achievers have also discovered that for the most part, there are no bad decisions. Some decisions will yield favorable results. Others will not . . . and will require additional decisions. A life without risk, however, is a life without growth.

Decision-making and risk-taking go hand in hand. You must become more comfortable with both. It will accelerate your growth and help you reach higher levels of success in a shorter period of time.

COURAGE & CONFIDENCE

When you entered this world, you were essentially "fear-less." Any fears you now have, you learned along the way.

For most people, the fear of failure is the biggest roadblock to ultimate success. It causes them to "freeze in their tracks." It prevents them from moving forward, pursuing their goals and dreams.

Sample, you must realize that there are no failures. If you attempt to do something and don't achieve the desired result, you've discovered one way not to do the particular thing the next time.

If you learn from your mistakes—your "failures"—you will eventually learn how not to make them. Having the courage to "fail" will keep you moving forward and help you reach your goals more quickly.

Your success more often depends on your willingness to "take the leap" than on being concerned about what happens if you "fail".

COMMITMENTS

Do you "do what you say you're going to do?" In broad terms, your sense of responsibility can be measured by your answer to that question.

You are judged not by the commitments you make, but by the commitments you keep. Two key elements of any relationship, business or personal, are trust and respect. You diminish both when you don't keep your commitments.

The key to keeping your commitments is to be careful about making them. Sample, if you can't do it, don't commit to it! It's better to have someone unhappy about your refusal to commit than angry over your failure to execute.

Also, when you keep your commitments, you'll find it easier to get others to make and keep theirs.

RESOURCE MANAGEMENT

Sample, developing goals and action plans have little impact on your success if you don't effectively manage your resources, the most precious of which is time.

If you examine your business activities, you'll find that most fall into two categories:

- 1) Tasks that directly generate revenue, such as prospecting, sales appointments, and servicing clients.
- 2) Tasks that make you better at your job without directly affecting revenue. These may include reading product or industry information, working on marketing promotions, and completing reports.

Make sure that you arrange your schedule so you are engaged in category one activities during the prime selling hours of the day. Reserve non-primetime selling hours for category two activities.

By prioritizing your goals and determining the sequence of events necessary to reach each goal, decision-making in relation to how and where to invest your time and efforts becomes easier. Sample, you need only ask, "Will this activity take me closer to my immediate goal without interfering with my other goals?" If the answer is "yes," do it. If the answer is "no," then refocus your efforts on activities with a higher goals payoff. You are better off having one project, task or sale completed than having three half-done.

Implementing this strategy will help you avoid wasting time following up (chasing) "opportunities" of dubious value and allow you to focus your efforts on opportunities with a greater probability of closing.

<p><input type="checkbox"/> QUESTIONING SKILLS</p>	<p>Talking about your product or service is something you are comfortable, perhaps eager, to do. Sample, you need to become more comfortable and more skilled asking questions.</p> <p>You sometimes “read between the lines” or make assumptions that later prove to be untrue. This leads to a loss of control of the selling process and longer selling cycles. Also, by not asking the necessary questions to determine why a prospect would buy from you, you waste time with unqualified prospects.</p> <p>To ask better questions, you must first become a better listener. You need to distinguish between the content of a prospect’s question or statement and the intent behind it. Determining why a prospect asked a question is often more important than what they asked. You need to ask more questions of the “why” and “what then” variety.</p>
<p><input type="checkbox"/> PROSPECTING</p>	<p>Sample, prospecting is the lifeblood of sales. However, it appears that you don’t have a consistent prospecting plan. Consequently, you don’t have new prospects entering your pipeline on a regular basis. This condition is keeping you from achieving your maximum sales potential.</p> <p>You must do a better job of identifying prospects. Sample, you may be relying too heavily on referrals to keep your prospect pipeline filled. Becoming more comfortable making cold calls will open up opportunities you may now be overlooking. Even seasoned sales professionals continue to make some cold calls on a regular basis. Doing so keeps their skills sharp.</p>
<p><input type="checkbox"/> BONDING AND RAPPORT</p>	<p>It doesn’t appear that you fully understand the impact of creating rapport with prospects. Creating a bond with a prospect early in the selling process is critical. By doing so, the prospect is more comfortable with you and your questions and is more likely to answer candidly.</p> <p>Creating a bond with a prospect is the first step in creating trust. All things being equal, people tend to do business with people they like and trust. All things not being so equal, people still tend to do business with people they like and trust.</p> <p>Sample, learning about the elements around which rapport is created and then adjusting your behaviors to capitalize on those elements will help you develop rapport more quickly, even with prospects whose personalities are very different from yours. Developing your rapport-building skills will not only make the selling process more comfortable, but also shorten your selling cycle.</p>

<p><input type="checkbox"/></p> <p>QUALIFYING SKILLS - PROSPECTS' REASONS TO BUY</p>	<p>You need to do a better job of qualifying your selling opportunities. You are not determining early in the selling process why your prospect would buy from you as opposed to your competition.</p> <p>Sample, rather than asking pertinent questions and listening for the prospect's reasons for buying, you are busy giving them your reasons why they should buy.</p> <p>Your value as a sales professional and ultimately the size of your commission checks is directly related to the amount of information you get from your prospect early in the selling process, not the amount of information you give.</p> <p>You need to develop specific questions and a questioning strategy designed to:</p> <ul style="list-style-type: none"> <li>&gt; Elicit the prospect's reasons for buying from you.</li> <li>&gt; Help them discover additional reasons they are not aware of.</li> </ul>
<p><input type="checkbox"/></p> <p>QUALIFYING SKILLS - MONEY ISSUES</p>	<p>Sample, you seem to understand the importance of uncovering the prospect's budget requirements, expectations, and limitations early in the selling process. However, it is likely that you are not uncovering sufficient information early enough to determine whether or not you are dealing with a truly qualified prospect; i.e., one who is willing and able to purchase your product or service.</p> <p>Without knowing all the money issues, you are vulnerable to prospects that, once they find out your price, use it as a bargaining chip to negotiate a better price from you or your competitor. You may also find yourself tempted to use "cut the price to close the sale" tactics.</p> <p>You will need to develop a greater comfort level discussing money issues. Creating a specific questioning strategy to deal with money issues is a good first step.</p>
<p><input type="checkbox"/></p> <p>QUALIFYING SKILLS - PROSPECTS' DECISION PROCESS</p>	<p>Sample, you are not identifying all the elements of your prospects' decision-making process prior to making your presentation. You risk making a presentation in a manner that is inconsistent with the prospects' decision process at a time when they are unable to make a decision; or, worse, to the wrong person(s).</p> <p>The end result in the best case is a longer selling cycle and, in the worst case, wasted efforts. Not to mention, the less tangible results—frustration and disappointment.</p> <p>You need a specific questioning strategy to uncover all the elements of your prospects' decision process; Who?-What?-Where?-When?-How?-Why?</p>

<input type="checkbox"/> <p><b>CLOSING SKILLS</b></p>	<p>Sample, it is most likely taking you longer than necessary to close a sale. Your prospects are probably very complimentary about your presentations . . . as a prelude to telling you that they need to think it over.</p> <p>Accepting a "think-it-over" and other put-offs keeps you from moving forward and developing new opportunities. You waste a lot of energy wishing, hoping, wondering and worrying. Remember, when you accept a "think-it-over," the only one doing any "thinking" is you!</p> <p>Before making a presentation, deal with all the money issues, determine exactly what the prospect needs to see and hear to make a decision, and get commitments. With these elements out of the way, closing becomes more comfortable for both parties and the "think-it-over" problem disappear.</p>
<input type="checkbox"/> <p><b>SELLING SYSTEM</b></p>	<p>Entering the sales arena without a selling system is like a professional football team entering a game without a playbook, or a builder starting construction on a house without blueprints.</p> <p>Sample, you need a specific selling system you can use on each and every call. Like the builder's blueprints that are based on sound construction principles, your system must also be based on sound principles. It should have clear objectives, strategies and techniques along with benchmarks against which to measure your progress as you move through the selling cycle. Then you know where you are and what is supposed to happen next.</p> <p>Without such a plan, you depend too much on luck and you work too hard. With a plan, you will make better use of your time, your selling cycle will be shorter, and you will multiply your successes.</p>
<input type="checkbox"/> <p><b>TRACKS ACTIVITIES AND RESULTS</b></p>	<p>There is an inconsistency in your responses. Sample, you indicated that you have identified the specific activities you need to do daily to reach your goals and that you monitor your progress and identify areas to improve. However, you are not always using a plan of action to achieve your goals.</p> <p>Without a plan, how do you determine which activities to do? Against what are you measuring your progress?</p> <p>Develop and commit to an overall plan. Next, define the specific behaviors and activities necessary to reach your goals. Then, track your activities and results and compare them to your plan. You'll be able to identify areas of improvement and determine if you are on schedule to reach your goals.</p>

## Sales Success Predictive Index

### ATTITUDE AND OUTLOOK

item	score	out of possible
Self-Concept	8	20
Internal Motivation	16	20
Success Driven	4	20
Money Motivated	5	20
Challenge/Growth/Change	10	20
Objectivity	6	20
Total:	49	120

### BEHAVIORAL CHARACTERISTICS

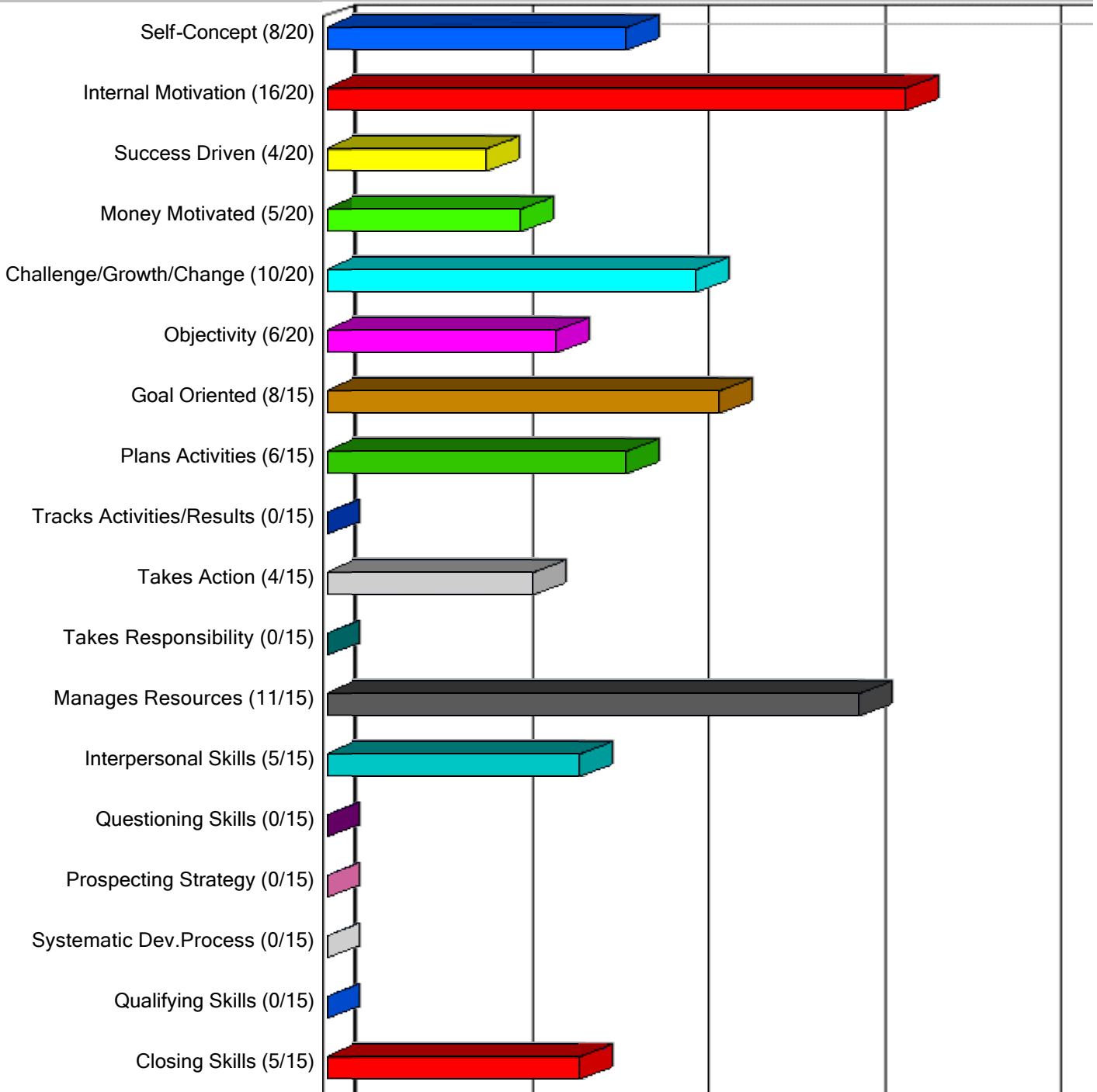
item	score	out of possible
Goal Oriented	8	15
Plans Activities	6	15
Tracks Activities/Results	0	15
Takes Action	4	15
Takes Responsibility	0	15
Manages Resources	11	15
Total:	29	90

### SELLING SKILLS AND APPLICATION

item	score	out of possible
Interpersonal Skills	5	15
Questioning Skills	0	15
Prospecting Strategy	0	15
Systematic Dev.Process	0	15
Qualifying Skills	0	15
Closing Skills	5	15
Total:	10	90

Grand Total: 88 300

# SSPI Graph



### Strengths and Limitations

Category	Strengths	Limitations
SELF-CONCEPT		✓
MOTIVATION	✓	
SUCCESS DRIVE		✓
MONEY MOTIVATION		✓
GROWTH and CHANGE		✓
OBJECTIVITY		✓
GOALS		✓
WRITTEN GOALS	✓	
TIME-BOUND GOALS		✓
PLAN OF ACTION		✓
IDENTIFIES SPECIFIC ACTIVITIES	✓	
TRACKS ACTIVITIES AND RESULTS	✓	
ANTICIPATES ROADBLOCKS		✓
ACTION ORIENTED		✓
TAKES RESPONSIBILITY		✓
ASSERTIVENESS		✓
COURAGE & CONFIDENCE		✓
COMMITMENTS		✓
RESOURCE MANAGEMENT		✓
QUESTIONING SKILLS		✓
PROSPECTING		✓
BONDING AND RAPPORT		✓
QUALIFYING SKILLS - PROSPECTS' REASONS TO BUY		✓
QUALIFYING SKILLS - MONEY ISSUES		✓
QUALIFYING SKILLS - PROSPECTS' DECISION PROCESS		✓
CLOSING SKILLS		✓
SELLING SYSTEM		✓



**Recommended Training Modules**

**Bonding and Building Rapport with Prospects**

Bonding and Building Rapport with Prospects: Developing rapport and creating a bond with a prospect is an integral part of the selling process. It is the first step in creating a relationship based on mutual trust. In this module, you will learn how to bond and build rapport with prospects by using the components of active participation and the OK/not-OK principle.

**Breaking Through Your Comfort Zone**

Breaking Through Your Comfort Zone: Many salespeople, in their attempt to achieve higher levels of success, hit a level and then, for no apparent reason, stall at that level. In this module, you will learn what a comfort zone is and then define your current comfort zone. You will determine what is confining you to that comfort zone and then identify a new higher comfort zone. Next, you will create a plan to reach the new comfort zone and implement a method to track your progress.

**Closing the Sale**

Closing the Sale: All too frequently, sales are lost because the salesperson didn't know when to stop talking. In this module, you will learn how to increase your chance of closing the sale. You will learn how to present your product or service in a manner consistent with the prospect's priorities. You will learn how to obtain a decision and prevent buyer's remorse from taking hold. Additionally, you will learn how to set the stage for future business and obtain referrals from your new client/customer.

**Creating a Prospecting Plan**

Creating a Prospecting Plan: Taking a shotgun approach to prospecting is usually not the most efficient or effective strategy. In this module, you will learn how to create a prospecting plan that contains a mix of activities appropriate to your market and in line with your budget. In addition, you will learn how to calculate the number of contacts you need to make and how to schedule your activities in order to meet your sales goals.

**Enhancing Attitudes, Behaviors, and Techniques**

Enhancing Attitudes, Behaviors, and Techniques: In this module, you will learn that some existing beliefs are sabotaging your sales efforts. You will learn the relationship between your beliefs, judgments, actions, and outcomes. You will identify your limiting beliefs and develop new beliefs to support more favorable outcomes. You will then identify the behaviors required to achieve the outcomes and the skills necessary to support the behaviors.

**Identifying the Prospects Decision-Making Process**

Identifying the Prospects Decision-Making Process: How a prospect will make a buying decision should not be a mystery. If you do not know ahead of time exactly what a prospect will need to see or hear to make a buying decision when you make your presentation, it is unlikely that you will leave with a decision. In this module, you will learn the third and final step in qualifying or disqualifying the opportunity - identifying the process by which prospects make buying decisions. You will learn how to skillfully question prospects to uncover this information. You will learn how to determine the players, the specific elements of the process and the timeframe for the decision.

**Identifying the Reasons for Doing Business**

Identifying the Reasons for Doing Business: Prospects buy for their reasons, not the salesperson’s reasons. In this module, you will learn how to define a prospect’s needs, wants, challenges, and/or problems, or what Sandler calls “pain.” You will learn the three components of pain and how to use specific questioning techniques to uncover those elements. Additionally, you will learn how to qualify or disqualify the opportunity based on whether your product or service could solve the problems identified.

**Making Up-Front Contracts with Prospects**

Making Up-Front Contracts with Prospects: One of the keys to successful selling is to maintain control of the process. The Up-Front Contract, which is an important part of the Sandler Selling System, is the tool that will enable you to maintain control. In this module, you will learn when and how to establish Up-Front Contracts with prospects.

**Questioning Techniques**

If you can read this, it is working.

**Setting Goals LDN(e)**

Setting Goals: Would you start a foot race without knowing where the finish line was? Would you start an automobile trip to a distant city without a roadmap or set of directions of how to get there? In this module, you will identify your life goals; determine what you need to do—from a business perspective—to achieve those goals, and develop a plan to track your progress and fine-tune the plan.

**Systematic Selling**

Systematic Selling: Successful salespeople have a systematic approach to developing business opportunities. They follow a tried and true, step-by-step process that produces a definite outcome each time it is practiced. In this module, you will learn about the Sandler Selling System and how by following it, you can remove the roadblocks in your current system and ensure a successful conclusion to each opportunity.

**Uncovering the Prospects Budget**

Identifying the Prospects Budget: If a prospect cannot or will not make the necessary investment to buy your product or service, it is better to know sooner rather than later. In this module, you will learn the second step in qualifying or disqualifying the opportunity - uncovering the prospects budget. You will learn how to overcome the discomfort many salespeople experience when discussing money matters with prospects. You will learn specific questioning techniques to uncover the prospects budget and how to ask them in such a manner that does not put the prospect on the defensive.