ESS Self Evaluation Questionnaire

The Sales Self Evaluation provides a good outline of your key abilities, attitudes, and habits of highly successful sales people. It will help you identify areas where you are strong and where you are not so strong regarding your sales activities. After the Program rate yourself again.

Rate yourself from 1 to 5 on each item below to indicate how accurate each statement is for you and for your work practices. The numbers 2, 3, 4 reflect any varying degree in between.

**(1 = this is not like you at all, 5 = this statement fits you perfectly)**

**Career Commitment**

\_\_\_I am proud to be a professional sales person

\_\_\_I attend at least 2 training classes each year to help me grow professionally

\_\_\_I read at least four books on professional selling each year.

\_\_\_I listen to new podcast / youtube etc. on sales and motivation each month

\_\_\_I enjoy telling my friends that I am a sales person

**Work Habits**

\_\_\_I am a self starter

\_\_\_I set daily goals for my activity

\_\_\_I have a system for tracking my activity and results

\_\_\_I know my closing average

\_\_\_I have a specific system and time schedule for securing appointments.

\_\_\_I know my specific financial needs because I have an up to date budget.

\_\_\_I set aside at least one hour each week to plan my sales calls.

\_\_\_I see myself as a problem solver for my clients.

\_\_\_I am timely with follow up and return calls to external customers.

\_\_\_Prior to calling a current customer , I review their account for purchasing habits.

\_\_\_I thank every customer for their business.

**Personal Characteristics**

\_\_\_I have a written purpose for my life.

\_\_\_I have firm personal values that guide my attitudes and actions.

\_\_\_I believe that I have unique talents and abilities that contribute to my success.

\_\_\_I am enthusiastic.

\_\_\_I am in control of my emotions.

\_\_\_I take good care of myself.

\_\_\_I have a positive mental attitude at all times. I believe that the product I sell helps people by adding value to their lives.

**Sales Skills**

\_\_\_I have a sales interview script.

\_\_\_I have a sales presentation.

\_\_\_I have a sales approach script to ask for referrals.

\_\_\_I have a sales approach script to ask for appointments.

\_\_\_I ask for referrals on a weekly basis.

\_\_\_I know what my target market is.

\_\_\_I use at least two closing techniques.

\_\_\_I understand how to determine a prospect’s prime buying motive.

\_\_\_I know how to build rapport.

\_\_\_I know how to build credibility.

……………….**Your Total Score** Before the Course**, Date:**

……………….**Your Total Score** After**, Date:**