

Master of Sales Questionnaire

THE MOST IMPORTANT SKILL OF A SALESPERSON IS THE ABILITY TO?

- A. Deliver the key features of your solution
- B. Listen and learn
- C. Overcome Objections
- D. None of the above

THE BEST TIME TO DETERMINE WHO MAKES BUYING DECISIONS IN A FACILITY IS?

- A. Early in the sales call
- B. At the end of your sales call
- C. Never, wait for the prospect to tell you.
- D. None of the above

WHAT IS THE MOST COMMON MISTAKE BELOW-AVERAGE SALESPEOPLE MAKE BEFORE AND DURING A SALES CALL?

- A. They don't have a sales call objective
- B. They didn't bring the necessary supporting documents
- C. They don't seek advice from their manager
- D. None of the above

WHEN A CUSTOMER HAS AN OBJECTION OR CONCERN, YOU NEED TO:

- A. Hear them out, ask a question, respond, get agreement
- B. Stick to the sales script
- C. Minimize the concern with body language that says there shouldn't be a problem
- D. None of the above

THE BEST TIME TO DELIVER YOUR FINANCIAL PRESENTATION AND GIVE THEM THE COST IS:

- A. On a follow up meeting after they have reviewed your information
- B. Be prepared to discuss the financial involvement on the same day
- C. Always Be Closing
- D. None of the above

TOP-PERFORMING SALESPEOPLE UNDERSTAND THEY NEED TO:

- A. Ask a question, deliver the benefits, ask another question
- B. Deliver some product information, ask questions then deliver more
- C. Ask, listen, ask, listen, ask, listen and then deliver a solution
- D. None of the above

THE MOST IMPORTANT EMOTION THAT A SALESPERSON NEEDS TO CREATE EARLY ON IN A SALES CALL IS:

- A. Uncertainty about their current supplier
- B. Urgency to make a change
- C. Curiosity to learn more
- D. None of the above

WHICH OF THE FOLLOWING PHRASES WILL GET THE CUSTOMER TO OPEN UP AND GIVE YOU THE INFORMATION YOU NEED TO SERVE THEM?

- A. What keeps you up at night
- B. Are you having challenges with your current supplier
- C. I'd like to ask you a few questions to gain a better understanding
- D. None of the above

TO EFFECTIVELY CONVEY YOUR SOLUTION, YOU need TO:

- A. Explain how others have benefitted from your product
- B. Explain all the features and benefits of your solution
- C. Focus your presentation on the key benefits that you learned may be important to them
- D. None of the above

WHAT ARE THE COMMON REASONS CUSTOMER'S OBJECT?

- A. lack of knowledge, lack of money and lack of interest
- B. Lack of knowledge, lack of interest, perception issues, not clear on benefits
- C. lack of money, perception issue, hidden agenda, lack of interest
- D. None of the above

THE MOST IMPORTANT QUALITY OF SUCCESSFUL SALESPEOPLE IS:

- A. Positive attitude and enthusiasm
- B. Product knowledge
- C. Sales Process

D. None of the above

_____ IS A WAY TO CONNECT WITH YOUR CUSTOMER ON A PERSONAL LEVEL.

- A.** Empathy
- B.** Eye contact
- C.** Conversation
- D.** All of the above

TO KEEP A CUSTOMER AROUND FOR THE LONG HAUL THEY MUST SEE _____ IN YOUR SERVICE.

- A.** Logic
- B.** Value
- C.** Appreciation
- D.** Money

CUSTOMER REFERRALS ARE ANOTHER GREAT TOOL BECAUSE THOSE STORIES OFTEN REPRESENT A _____ THAT WAS OVERCOME WITH SUCCESS.

- A.** Challenge
- B.** Hardship
- C.** Objection or Pain
- D.** All of the above

IDENTIFYING CLIENTS' NEEDS AND DELIVERING SOLUTIONS WILL ALLOW FOR?

- A.** Market share growth
- B.** Increase in revenue
- C.** My specific business goals
- D.** None of the above

CHOOSE THE CORRECT CHOICE BELOW TO COMPLETE THE STATEMENT: ALWAYS FOCUS ON

- A.** Improving revenue
- B.** Improve competitive advantage
- C.** Improve results for clients
- D.** None of the above

WHAT ARE THE THREE METHODS OF INCORPORATING PERSUASIVE COMMUNICATION TO EMOTIONALLY INVOLVE THE CLIENT?

- A. Benefits, losses, testimonials
- B. Need, money, desire
- C. Testimonial, consultative, can do
- D. None of the above

WHAT IS THE FIRST OF THE THREE-STEP PROCESS TO ADDRESSING OBJECTIONS?

- A. Provide a testimonial such as Business owners tell me that by incorporating our products with their current advertising plans, they gain many benefits.
- B. Build a bridge to defuse emotions, such as “Acknowledge the issue and asking closed ended questions.”
- C. Provide a statistic such as, over time more than 5000 people with significant buying power turn to our products each month to learn what is happening in our community.
- D. None of the above

YOU SHOULD HAVE PROSPECTS AT EVERY STAGE OF THE SELLING PROCESS TO ENSURE YOU ARE CLOSING BUSINESS ON A REGULAR BASIS.

- A. True
- B. False

WHAT IS THE COST OF ACQUIRING NEW CUSTOMERS VERSUS RETAINING A CUSTOMER?

- A. 6-7x's more to acquire a new customer
- B. 10 x's more to acquire a new customer
- C. 100x's more to acquire a new customer