



What is *Your Sales eIQ*?

The Sales eIQ has become quite a discussion topic. With more than 3,000 people participating in this assessment exercise from Australia, Canada, Europe and the United States we have received calls from the angry and disgruntled to a highly inquisitive nature. As such, we decided it was time to share what is behind this unique assessment exercise and how it is relevant to the profession of selling.

If you have not had the opportunity to try this (free) 15 question assessment exercise, just log-on to: <http://www.theglennrollerinstitute.com/salesiq.php>. It takes about 11 minutes to complete and the results will better help you to understand this article and *your* approach to selling.

The Sales eIQ cannot measure if a person can or cannot sell! The *e* in Sales eIQ represents *efficiency*. This exercise is focused on determining the *efficiency* of a person in sales. While this does not measure ability to sell, it can measure the *energy* it takes to bring a sale together. The lower the Sales eIQ percentage the higher the energy level that is necessary to bring a sale together. Additionally, Sales eIQ scores are directly correlated to one's happiness in selling, the higher the Sales eIQ score the happier and more likely a person is to remain in their sales position.

Can I take this more than once? We have had participants take the Sales eIQ in excess of 40 times in an attempt to raise their score! How come their score didn't improve? The scoring is based on the compilation of how each response relates to other responses. It is much like opening a combination lock by guessing at different numbers. It is about the *combination* of responses more than a particular response!

Each time a Sales eIQ is taken, the results are tabulated (live) worldwide! The results below are presented each time a participant takes the Sales eIQ. Below are the current results at the time of this newsletter.

International Sales *efficiency* participant results:

<u>7 Efficiency Levels</u>	<u>% of Participants Scoring in Each Level</u>
90%	0.00%
85%	0.25%
71%	2.14%
57%	11.09%
42%	27.99%
28%	42.05%
14%	16.48%

The average Sales eIQ score jumps by more than 20% when a student graduates our main program, *The Educational Program*! As of the time of this newsletter, we have had 8 people out of nearly 3,300 score in the 85% range. Congratulations to these elite 8 individuals for this achievement! These same students scored in the 14% – 28% bracket prior to participating in the program.

High sales is not as much about being a natural born salesperson any more than being a good surgeon is about being a natural born surgeon. Selling is a skill that takes focused study and practice to grow just as much as it takes this same effort for an Olympian to perfect their specialty. As an Olympian, you as a student of learning have, for the first time, a specific bar of which you can now measure your growth with Sales eIQ. We challenge you to be the first person to score in the 90% category worldwide! And when you do, I look forward to personally calling to congratulate you on your tremendous awareness!