

Am I a *Professional* Salesperson?



What exactly is a professional salesperson? How would one know if they were not a professional? Have you ever met an unprofessional salesperson? What is the difference between a professional and a non-professional salesperson? Well, here is a partial subject matter checklist for the profession of sales. How many of these areas would you check off as feeling highly competent? Circle the number that most applies for you with 5 being the highest and 1 being the lowest. Go ahead – circle your response!

Subject	Honest Rating of My Knowledge				
Executing a proper ratio of speaking versus listening	1	2	3	4	5
Conducting a presentation <i>based upon</i> a customer's needs	1	2	3	4	5
Open versus closed ended questions	1	2	3	4	5
The difference between minor, trial and major closes	1	2	3	4	5
Knowledge of 12 different ways to ask for a sale	1	2	3	4	5
Understanding <i>versus</i> overcoming objections	1	2	3	4	5
How and when to ask for a sale	1	2	3	4	5
The quickest ways to grow trust with a customer	1	2	3	4	5
How to grow your confidence	1	2	3	4	5
Non-verbal buying signs of a customer	1	2	3	4	5
Verbal buying signs of a customer	1	2	3	4	5
Hidden messages in a handshake	1	2	3	4	5
How to set and work by appointments	1	2	3	4	5
How to monitor your sales success by ratios	1	2	3	4	5
The use of transitional statements in the sales process	1	2	3	4	5
How to handle the hard core price shopper on the phone	1	2	3	4	5
Tactics, strategies and the counter measures of negotiating	1	2	3	4	5
How to use Linking in the sales process to increase sales	1	2	3	4	5
Words that create and destroy sales	1	2	3	4	5
How to build referral business	1	2	3	4	5
Fixing versus understanding in the sales process	1	2	3	4	5

Add up the numbers you have circled and divide by 22. This will give you an idea of how you feel about your sales knowledge. If you want an even more comprehensive evaluation log on to www.TheGlennRollerInstitute.com and take our Sales eIQ Test. How confident are you in your sales skills?