

jackDALY



Raise the Bar Test Your "Sales Superstar Potential"

As a professional sales person, you should always be stretching yourself towards continuous improvement. To determine where you stand in relation to the Super Star Salesperson, take the following quiz. Grade yourself on each category/activity, based on the following:

- 3= I'm doing this now, consistently.**
- 3= I'm doing this now, consistently.**
- 2= I'm doing this now, occasionally.**
- 1= I don't do this now, but am willing to start.**
- 0= I'm not interested in doing this.**

Even if you are the consummate sales professional, the only hope of staying at the top of your game is ongoing and continuous improvement. As you read through and complete this quiz, look to identify how and where you can take your business actions and performance to an even higher level. As is true so often on tests of this nature, we will identify several things we already know, and in fact were once doing yet are doing them no longer. Use this exercise as the catalyst to reinvent yourself and your business!

GOALS

- Have a written one-year plan.
- Have a tracking and reporting system to monitor performance to plan.
- Incorporate life goals beyond pure business goals.
- Know the daily/weekly/monthly actions necessary to reach key objectives.
- Start off each day with a detailed to-do list.
- Follow a disciplined time management system.
- Have the necessary patience, realizing superstar results come from a process not an event.

MARKETING

- Try new and innovative marketing ideas.
- Understand and implement an effective "perception of value" campaign.
- Have an ongoing "touch system" to stay visibly in front of my market.
- Evaluate my competition to gain and implement new, winning ideas.
- Spend at least 50 percent of my time each week talking with prospects, customers, and clients.
- Seek out and develop niche markets to expand my marketing and business reach.

BUSINESS DEVELOPMENT

- Approach new markets and new business sources regularly.
- Identify a "Prospect Basket" of candidates to do new business with, and weekly pursue a specific quantity, inclusive a proactive follow-up.
- Practice "Model the Masters", by brainstorming with other superstar sales professionals in your business.
- Be actively involved in both trade associations and community groups to ensure visibility.

CUSTOMERS FOR LIFE

- Calculate the lifetime value of your customers.
- Be selective in whom you work with, and manage your time accordingly.
- Maintain a database of standard form letters for typical customer contact points.
- Provide value added suggestions, ideas and tools to help your database be more successful, and enhance your relationships.

REFERRAL BUSINESS

- Create the "Great First Impression". Make it easy for first time customers to be enthusiastic about referring business opportunities to you.
- Have a formal plan and process for asking for referrals at different stages where appropriate.
- Refer business to your clients whenever possible.

ENTREPRENEUR BEHAVIOR

- Treat your book of business as if it were a business.
- Invest in your business and marketing efforts, don't wait for the company to do so.
- Stay focused on business creating activities.
- Seek out a mentor to help you reach the next level.
- Master your key products and services.
- Attend industry conferences, seminars, and maintain a regular industry reading program.

CULTURE FOR SUCCESS

- Align oneself with top professionals and a company with a solid reputation.
- Maintain ongoing recognition systems for 1) prospects, customers, clients, 2) fellow sales associates, and 3) sales support team.
- Focus on key revenue generating activities, delegating as much admin activities to support personnel/assistants.
- Leverage the company resources as further support to your business.
- Maintain a practice of "under-promise", "over-deliver" in daily business activities.

SCORING:

Add your total of the above criteria. If you scored 85-105, congratulations on your superstar performance and direction. Ensure you review this key activity indicator and work on your areas where improvement is indicated. A score of 60-85 suggests an acceptable direction towards sales professionalism, however there remain a good number of areas for improvement and opportunity. Pick two-three specific activities to focus on for improvement. Once implemented, return to this indicator and choose additional areas for improvement. A score below 60 is a wake-up call, and suggests an overall relook and rework of your activities and commitment to excellence in the sales profession. Use this quiz as your starting point, and begin to implement more of the activities that are reflective of those in the selling profession we recognize as SUPERSTARS!*

*Note: Special thanks to the many Sales Professionals and Superstars for your guidance in assembling this tool, as well as to Doug Smith of Douglas Smith & Associates. We at Professional Sales Coach, Inc. wish each of you the best in your quest for SALES SUPERSTARDOM.