



Brian Tracy University Sales Skills Assessment

Why are some salespeople more successful than others?

Why do some salespeople sell and earn twice as much, five times, ten times as much as others?

The difference is always *knowledge* and *skill*! The top salespeople are better at selling than the average producers.

Fortunately, all sales skills are *learnable*. You can learn any skill you need to achieve any sales goal you can set for yourself.

In fact, you are probably only *one skill away* from DOUBLING your income!

Give yourself a grade of 1-10 on the 10 key result areas of selling described below. This will help you to understand your strengths and weaknesses, and what you can do to rapidly increase your sales and your income.

Successful selling is only possible when you become competent in the following areas. How are you doing?

1. **Prospecting:** you have a steady stream of qualified prospects that takes up most of your selling time.
 - a. 80% of your time is spent with pre-qualified prospects.
 - b. You have a proven system of developing new prospects.

Grade:	1	2	3	4	5	6	7	8	9	10
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2. **Building Rapport and Trust:** you have a pleasant, positive personality and easily make friends with prospects and customers.
- a. You genuinely like people and they like you in return.
 - b. Your prospects and customers trust you and believe you, and are happy to see you again.

Grade:	1	2	3	4	5	6	7	8	9	10
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3. **Identifying Needs:** you have an organized series of questions to accurately determine the needs of your prospect regarding your product or service.
- a. You conduct an effective needs analysis with each prospect.
 - b. After your needs analysis, you and your prospect are clear about what he/she needs, the budget and the timing for purchase, and the major objections to be answered.

Grade:	1	2	3	4	5	6	7	8	9	10
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4. **Presenting Your Product or Service:** you have a clear, proven process of presentation that demonstrates the benefits of buying to your prospect.
- a. You begin with the established need and move step-by-step from the general to the specifics of what you sell.
 - b. At the end of the presentation, your prospect is perfectly clear about what you sell, how much it costs, how it will benefit him and how to proceed.

Grade:	1	2	3	4	5	6	7	8	9	10
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5. **Answering Objections:** you have thought through and identified each reason a prospect might give for not buying at the end of your presentation.
- a. You have developed a clear and compelling way to answer each objection you receive.
 - b. Once you have answered a particular objection, the prospect is satisfied and it never comes up again!

Grade:	1	2	3	4	5	6	7	8	9	10
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6. **Closing the Sale:** you are skilled and comfortable when it is time to ask the customer to buy, to take action on your offer.
- a. You have thought through and prepared your closing words in advance.
 - b. You recognize buying signals and are prepared to close the sale as soon as it is clear the customer is ready to buy.

Grade:	1	2	3	4	5	6	7	8	9	10
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7. **Getting Resales and Referrals:** you have a successful plan to get resales and referrals from each customer.
- a. You have several proven referral systems that bring you a “golden chain” of new prospects and customers.
 - b. You have a “relationship management system” to keep in regular contact with your customers and good prospects.

Grade:	1	2	3	4	5	6	7	8	9	10
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8. **Personal Organizational Skills:** you are well organized, efficient, effective and punctual every selling day.
- a. You plan and organize your months, weeks, days in advance, and set priorities on the use of your time.
 - b. You apply the 80/20 Rule to everything you do, and always concentrate on the highest value use of your time.

Grade:	1	2	3	4	5	6	7	8	9	10
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9. **Time and Territory Management:** you have a written plan to identify your best markets and prospects, and you work your plan every day.
- a. You are clear about your target market, your ideal customer, who he is, where he is, why he buys, when he buys, and what benefits he seeks.
 - b. You plan your work and work your plan to assure that you are spending the maximum amount of time possible with qualified prospects.

Grade:	1	2	3	4	5	6	7	8	9	10
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10. **Personal and Professional Development:** you are continually working on your skills (the outer game) and your personality (the inner game) so you perform at your best.
- a. You continually read, listen to audio programs in your car, and attend additional selling seminars and courses.
 - b. You make lifelong learning and growth a regular part of your personal and business life.

Grade:	1	2	3	4	5	6	7	8	9	10
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Summary and Conclusions

You should be able to give yourself a score of “7” or above in each area.

In addition, you need an overall score of “70” or above to succeed in sales in today’s competitive environment.

Add up your scores from all 10-skill areas. Divide your total by 10 to get your personal rating.

Score:	91 – 100	= Superstar Status
	81 – 90	= Excellent Salesperson
	71 – 80	= Above Average
	61 – 70	= Average Sales/Income
	Below 60	= Below Average

Key Point: your weakest key skill area sets the height of your income.

You could be “excellent” in several areas, but if you are weak in one of the above areas, *that* will largely determine your overall level of sales and income.

What do you do now?

**If this lesson has been helpful to you, your next step is to:
Turbocharge Your Sales!**

You can double and triple your sales and your income in the months ahead – by developing the key sales skills and practices used by the highest paid salespeople in the world – in every area.

Brian Tracy has trained more than 1,000,000 salespeople in 42 countries and is the most popular sales trainer in the world.

More people have become *millionaires* in selling by using Brian's sales methods than from any other sales training courses.

Enroll in the program at the Brian Tracy University College Sales & Sales Management and watch your sales and income increase dramatically. [Click here](#) to learn more.

Each program is divided into **three courses** of **ten lessons** each. These lessons can be taken anytime, anywhere, and require about 30-40 minutes to complete.

In addition, you receive over \$900 worth of materials in the form of books, workbooks, CD's and other support.

If you are serious about your sales and financial future, enroll in [High Performance Selling](#).

You will learn how to:

- Get more and better prospects
- Build high levels of rapport and trust
- Identify needs quickly and accurately
- Make more effective presentations
- Answer any objection clearly and convincingly
- Close sales seven different ways
- Get more resales and referrals

- Keep positive and motivated
- Upgrade your skills continually
- Manage your time for maximum productivity

More than 1,000,000 top salespeople have doubled and tripled their sales using these proven methods and techniques.

Your investment in this sales training program includes hundreds of dollars of books, audios and exercises.

Don't delay; [register today](#).

We look forward to working with you.

Best regards,

A handwritten signature in black ink, appearing to read "Brian Tracy", with a horizontal line underneath.

Brian Tracy
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