

Rating your sales Mindset

We believe that there are certain traits and beliefs shared by good salespeople, mindset in other words. It might be useful for you to test whether you have the same traits or beliefs around sales.

I want you to grade yourself on a score of 1 to 5.

1 means 'not at all' and 5 means totally awesome nailed it' against each of these traits or beliefs.

What I want you to think about is what is your first reaction to the question then rate it. Like we did with the first mindset exercise. This time with a score.

It is the one that instinctively you go to in the score line that is usually right.

If you struggle with a few of the ratings that is okay, if they require work this is a good way to identify these and work on them.

1. Desire

Rate your desire to be successful in sales in your business.

1 2 3 4 5

2. Self-Belief

Rate yourself on your own belief that you are a salesperson in your business.

1 2 3 4 5

3. Persistence

Rate yourself on your own persistence if you receive setbacks or No's to your product or service.

1 2 3 4 5

4. Purpose

Do you have a purpose for owning your business or being a salesperson for that business that supports your vision for yourself and your family or employees?

1 2 3 4 5

5. Setting Goals

Do you set goals in your business and track sales in your business?

1 2 3 4 5

6. Being Accountable

Rate yourself on your own accountability for your product or service and what you promise it will do.

1 2 3 4 5

7. Understanding the other competitors USP

Rate yourself on your own product knowledge or Insight of your competitor's products or services.

1 2 3 4 5

8. Have Mentors

How do you rate yourself on bringing in outside help and support for your business, or sales?

1 2 3 4 5

continue on the reverse side



9. Honesty

How do you rate your honesty when it comes to selling your product or service business?

1 2 3 4 5

10. Good listeners

Rate yourself on if you are a good listener. Do you interrupt people just to sell your product or service?

1 2 3 4 5

Review your score for each of the 10 traits. In which areas do you already feel strong? Which areas alongside the other exercises that you have done do you need to work on?

Keep these in mind as we continue.

I have also included these questions around sales. Just do the best you can to answer Yes or No to these questions.

Do you have a sales strategy in place?

Yes No

Do you have sales questions and scripts documented?

Yes No

Do you have a list of sales questions to ask?

Yes No

Do you have sales tools to help you and your team to convert sales?

Yes No

If so, do these tools need improvement?

Yes No

Do you do sales training for staff?

Yes No

Do you run meetings weekly? Every two weeks? Monthly?

Yes No

mike brunel[®]

www.mikebrunel.com mike@mikebrunel.com