



**Sales Success Requirements
How Do I Rank?**

SALES TRAIT/BEHAVIOR	HOW DO I RANK, 1-5? (1 = "I never do this" & 5 = "I always do this")
I am good a prospecting, networking and finding new customers.	
I am good at researching my prospect.	
I set sales call goals and I meet them. I get appointments!	
I am knowledgeable about my products and services.	
I am knowledgeable about my competitors.	
I use my time efficiently and wisely.	
I plan my sales calls.	
I am a good listener.	
I don't interrupt my customer.	
I ask good questions.	
I am a good problem solver.	
I create a win-win situation for all involved.	
I am good at handling objections.	
I ask for the order.	
I keep my customer informed during the sales process.	
I keep my sales and production teams informed during the sales process.	
I am a champion for my customers.	
I ask for testimonials.	
I set reasonable deadlines and don't over-promise.	
I own up to my mistakes and correct them quickly.	
I accept full responsibility for my customers' satisfaction.	
I show appropriate appreciation for my team members and customers.	
I constantly study and learn about sales.	
I understand my strengths and weaknesses.	
I continuously try to improve.	
I am organized and thorough.	
I am an effective presenter and public speaker.	



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Self-employed since 1990, Lois Carter Fay is the owner of [Strategic Business Partners](#), a marketing consulting firm that develops ideas and strategies to grow your business, [Words For Websites](#), a website writing and strategy business, and the [Marketing Idea Shop](#), an online resource for marketers and small businesses. She works with small business owners and managers to help them with all of their marketing and public relations issues. Find out more at <http://www.marketingideashop.com> .

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Ebooks Available from Marketing Idea Shop:

- [**Marketing Plan Essentials: Online & Off**](#) by Lois Carter Fay
- [**52 Ready-to-Go Sales Meetings: 52 Ways to Help Your Salespeople \(and Yourself\) Win at the Game of Sales**](#) by Jim Wilson with Lois Carter Fay