

# Your Self-Assessment as a Professional

Read each question and score yourself.

Skill	Always	Usually	Sometimes	Rarely
1. As a professional Sales Consultant I bring my "A" game to the first impression & greeting. When I meet my customers I immediately focus on building trust and rapport.	1	2	3	4
2. In the counsel & discover with my customers I focus on their: wants, needs, and major interests. This provides me with a lot of insight to present information from my customers' viewpoints.	1	2	3	4
3. I'm committed 100% to a good sales process. My goal is to: build trust & rapport through finding out my guests' viewpoints, show them a vehicle based on their wants, needs, and major interests, and give them a great presentation and demonstration.	1	2	3	4
4. To increase my sales opportunities, I'm 100% committed to presenting all my guests with the financials, listening to their concerns, issues & objections and negotiating a win-win transaction.	1	2	3	4
5. To build more sales, I immediately follow-up all my unsold customers (be-backs) with an email/letter and a follow-up call. Part of my unsold call strategy is to plan out good questions to ask to determine my customers' concerns, misunderstandings, or objections, then provide them with some options.	1	2	3	4
6. To build my future business, I follow up all my sold guests for future sales opportunities. Part of my follow-up strategy is to find out who in the family is next in line for a vehicle. Then based on my customers' preference, I contact them by email, phone, or text every 90 days.	1	2	3	4

## Your Self-Assessment as a Professional

Skill	Always	Usually	Sometimes	Rarely
7. To build my future sales opportunities, I ask my sold customers for referrals.	1	2	3	4
8. To build my future sales opportunities, I focus some of my follow-up on outside prospecting. The areas I concentrate on are: the service department, local business networking group, my neighborhood, friends, and family.	1	2	3	4
9. To build my future sales opportunities, I track my daily activities: walk-in guests, repeats, referrals, be-backs, phone appointments, demos, written proposals, and deliveries. My daily focus is to improve my sales activities and sales skill sets.	1	2	3	4
10. I focus on continuous improvement by improving my activities & skill sets: selling, negotiation, closing, answering objections, communication, follow-up and activity management skill sets.	1	2	3	4
11. I adjust my communication style and pace of speech to improve communication and connect better with my guest.	1	2	3	4
12. I'm very focused on listening carefully and asking additional questions to better understand my customer's viewpoint and major interests.	1	2	3	4
13. I consistently utilize positive words, friendly voice inflection, and affirmative body language in my conversation with my customer.	1	2	3	4
14. Understanding how important it is to communicate effectively, so I consistently utilize: logic, reason, value, & benefits in my communication.	1	2	3	4
15. As a professional Sales Consultant I continually utilize communication tools to resolve objections in the sales process.	1	2	3	4

## Your Self-Assessment as a Professional

Skill	Always	Usually	Sometimes	Rarely
16. I recognize the importance of my guest's perception. I look for ways to speak with "value-enhanced" words that are appealing to my guest.	1	2	3	4
17. I recognize the power of a positive mindset. So when I show up for work, I always bring my "A" game with me!	1	2	3	4
18. I commit to complete ownership of each customer opportunity, by providing my customers with a positive sales process and the opportunity to see the financials on the vehicle.	1	2	3	4
19. First impressions & greeting are important. I look, act & sound professional.	1	2	3	4
20. I focus on building trust & rapport through discovering my customer's wants, needs, major interest, motivations, and views.	1	2	3	4
21. I listen carefully to my customer's wants, needs, major interest and motivations. When I sense it's in my customer's best interest I offer a less expensive alternative.	1	2	3	4
22. I personalize my six-point walk-around presentation to focus specifically on my customer's wants, needs, and major interests.	1	2	3	4
23. My six-point walk-around presentation is interactive, focused on features & benefits, and specifically tailored to my customer's personality type.	1	2	3	4
24. On the demonstration ride the product now becomes the star Sales Consultant. I let the vehicle sell itself and simply guide the conversation with positive and open questions.	1	2	3	4
25. During my six-point walk-around and demonstration ride I continually pay attention to my customer's words, voice inflection, and body language for positive signs that I'm focused on what is essential to them.	1	2	3	4

# Your Self-Assessment as a Professional

**Score:** Total up your score and circle the appropriate level.

<b>25-39</b>	Consistently perform as a professional
<b>40-59</b>	Usually perform as a professional
<b>60-79</b>	Sometimes perform as a professional
<b>80+</b>	Rarely perform as a professional

Based on your assessment responses, choose the three most important areas you want to improve:

---

---

---

Why did you choose these important areas?

---

---

---

What effect would it have on you if you improved in these areas?

---

---

---

---