

WHAT'S YOUR SALES EQ?



Emotional Intelligence – the ability to identify, assess and control your emotions and others' directly impacts sales results. Elevating your Sales EQ helps close bigger deals, in less time, at full margin. Take our short quiz and check out your Sales EQ.

Please read the statement and then check the answer that most reflects your response. (See page 4 – 7 for answer key)

A. I am able to remain calm and cool when meeting with tough prospects and clients. I rarely get flustered or stumped during a sales meeting.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

B. When I go into work at the beginning of the week, my calendar is organized. I have time blocked on my calendar for prospecting, business development and account management.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

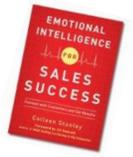
C. I have identified my top 10 Sales Targets and have a defined pursuit strategy in place for contacting, connecting and building a relationship.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

D. I have four good referral partners that consistently provide qualified introductions to qualified opportunities.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

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E. I can sell to any personality type. I.e. High drivers to high analytical. I am good at sensing what prospects and customers are thinking or feeling.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

F. I seldom experience chase mode. I.e. Prospects that don't return phone calls or emails.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

G. I am effective at asking questions during a sales meeting. I seldom present solutions too soon.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

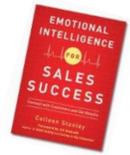
H. I am good at selling at full margin. I seldom discount to earn the business.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

I. I am good at identifying and getting meetings with buyers in the 'C-Suite.'

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

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J. I am good at uncovering budget before writing a proposal or recommendation.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

K. I read six sales/marketing/self improvement books each year.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

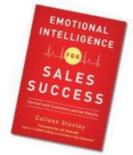
L. I seek out wisdom and advice from peers and mentors in order to improve my personal and professional skills.

1. ___ Very often true of me
2. ___ Often true of me
3. ___ Sometimes true of me
4. ___ Seldom true of me
5. ___ Very seldom true of me

See following pages for:



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ANSWERS to A:

- If you answered 1 or 2, congratulations. You are doing a good job of emotion management. You are able to execute under pressure.
- If you answered 3 and above, you might benefit from developing your Emotional Self Awareness skills. ESA is the ability to know what emotion you're feeling, why you are feeling the emotion, and how the emotion affects how you show up. You may be allowing emotions to run the sales meeting not effective selling and influence skills. You know what to do---but you aren't doing it!

(Read to Chapters 1 and 2 – Closing the Knowing and Doing Gap and The Art and Neuroscience of Sales)

ANSWERS to B:

- If you answered 1 or 2, congratulations. You are person that exhibits the EI skill of delayed gratification, the ability to put in the work to get the reward. You put in the work and time to plan to earn the reward of an effective and efficient work week.
- If you answered 3 and above, you might benefit from developing your delayed gratification skills. You may be experiencing cyclical sales results because you give into the pull of instant gratification, attending to the urgent and not important. Your calendar is running you rather than you running your calendar.

(Read Chapter 3 – Prospecting)

ANSWERS to C :

- If you answered 1 or 2, congratulations. You are a salesperson that has developed your delayed gratification skills and problem solving skills.
- If you answered 3 or above, you might benefit from developing your delayed gratification skills and problem solving skills. The combination of these two soft skills will help you slow down, analyze your business and develop a proactive approach to business development rather than a reactive approach which can result in smaller, less profitable business.

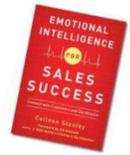
(Read Chapter 3 – Prospecting)

ANSWERS to D:

- If you answered 1 and 2, congratulations. You are a salesperson with good interpersonal skills. You have the ability to build and maintain relationships.
- If you answered 3 and above, you might benefit from developing your interpersonal skills. You may not be taking the time to build relationships. The result is you are working off more cold leads than warm opportunities. Remember, processes are efficient—people are not.

(Read Chapter 4 – Likeability)

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ANSWERS to E:

- If you answered 1 or 2, congratulations. You are a salesperson that has developed your interpersonal and empathy skills. You are able to read and relate to a variety of people.
- If you answered 3 and above, you might benefit from developing the your interpersonal and empathy skills. You may be limiting your sales potential because you 'connect' only with certain personality styles. You may also be missing non-verbal communication cues during a sales meeting which affects trust, likeability and sales.

(Read Chapter 4 – Likeability)

ANSWERS F:

- If you answered 1 or 2, congratulations. You are a salesperson that has developed your assertiveness skills. You are comfortable stating what you need to create a partnership, not a 'vendorship.'
- If you answer 3 and above, you might benefit from developing your assertiveness skills. There are times that you might be uncomfortable stating what you need to create win-win partnerships.

(Read Chapter Five – Managing Expectations)

ANSWERS to G:

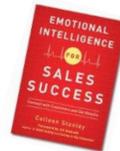
- If you answered 1 and 2, congratulations. You are a salesperson with good impulse control, problem solving and emotional self awareness skills.
- If you answered 3 and above, you might benefit from developing the above skills. You may be getting too excited, (emotional) during a sales meeting when hearing your prospects and customers state a pain or problem. In your desire to help, you might have trouble controlling the impulse to present solutions without using your problem solving skills to conduct a full diagnostic.

(Read Chapter Six – Prospects Story)

ANSWERS to H:

- If you answered 1 or 2, congratulations. You are a salesperson with good emotional self awareness and self regard. You don't 'cave in' when the prospect/customer starts to negotiate.
- If you answered 3 and above, you might benefit from developing your ESA and self regard skills. You may get nervous during negotiations which often results in discounting with no concession strategy. You also may lack confidence in the value you bring to your prospects and customers.

(Read Chapter 7 – Checkbook- How To Get Paid What You Are Worth)



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ANSWERS to I:

- If you answered 1 or 2, congratulations. You are a salesperson with good self regard and assertiveness. You are confident and self assured which helps you ask for what you need---meetings with high level executives that can write a check.
- If you answered 3 and above, you might benefit from developing your self regard and assertiveness skills. You may be setting meetings with non-decision makers because meeting with the 'C-suite' buyer makes you nervous. You may not be assertive and comfortable stating what you need in order to write an effective recommendation. I.e. Meetings with all the buying influences.

(Read Chapter 8 – Reaching Decision Makers)

ANSWERS to J:

- If you answered 1 or 2, congratulations, you are an assertive salesperson that is comfortable stating what you need in order to write an effective presentation.
- If you answered 3 or above, you might benefit from developing your assertiveness skills. You may end up wasting time writing practice proposals for a non-qualified prospect. You may be hearing too often, “Your price is too high,” or “Is this price the best you can do?”

ANSWERS K:

- If you answered 1 or 2, congratulations, you are a self actualized salesperson, one that is on a journey of personal and professional improvement. Research shows that the most successful salespeople invest time and money in continuous improvement.
- If you answered 3 and above, you might benefit from developing your self actualization skills. You may not be enjoying the profession of sales as much as you should because you are not learning new skills, attitudes and approaches. As a result, your skills might be outdated, affecting your results and your income.

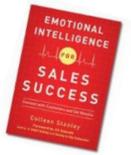
(This topic is addressed throughout the entire book.)

ANSWERS L:

- If you answered 1 or 2, congratulations. You are a salesperson that is a life-long learner. Research shows that leaders are learners.
- If you answered 3 and above, you might want to examine your independence skills. You might be operating as a 'Lone Ranger' which can limit your growth. Reaching out and asking for the help of others which can shortcut your learning curve and improve your earnings.

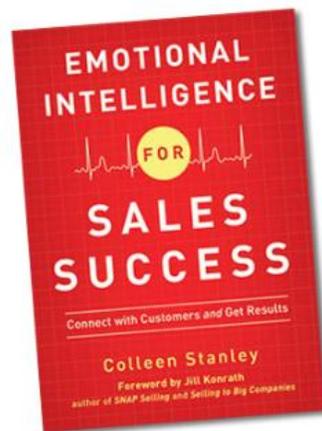
(This topic is addressed throughout the entire book.)

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If you would like to start improving your sales today,
please check out our new book:

Emotional Intelligence For Sales Success



Click on the link below to learn more –

<http://www.salesleadershipdevelopment.com/files/book/Sales-Success.html>

**Our mission and goal:
To help you achieve your full sales potential.**

