

PERSONAL SELLING PROFILE



**An assessment of the considerations and priorities which affect
individual selling skills and activities management**

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	A	B	C	D
11. The most important aspect of the sale is:				
a. to close the sale and take an order.				
b. to understand the customer's needs and wants.				
c. to develop a good working relationship with the customer.				
12. When opening the sale, do you:				
a. prefer to plan your own opening.				
b. wait to see which type of opening my customer dictates.				
c. use a standard opening.				
13. When your customer asks an awkward question, do you:				
a. tell them you will answer later and change the subject.				
b. check with the customer that you fully understand.				
c. re-emphasise the features and benefits.				
14. When you need more information from the customer, do you find:				
a. you like asking questions which make the customer talk.				
b. you often ask questions which annoy people.				
c. you know the answers most of the time.				
15. When presenting your product or service, do you:				
a. think the benefits and features are the most important.				
b. involve the customer in the sale.				
c. feel your product or service sells itself.				
16. When progressing the sale, do you feel you should:				
a. match your product or service to your customer.				
b. control the sale and the customer will buy.				
c. summarise to gain agreement from your customer.				
17. When handling objections, do you:				
a. anticipate and plan ahead before your presentation.				
b. handle any objections as they arise.				
c. handle them in advance of your presentation.				
18. When closing the sale, do you:				
a. prefer to close quickly to ensure taking the order.				
b. study the customer's behaviour and body language.				
c. wait for the customer to close.				
19. When taking an order or commitment, do you:				
a. always ask for the order.				
b. think customers feel threatened when you ask.				
c. let the customer give you the order.				
20. When it comes to after sales service, do you:				
a. focus on the sale and not mention it.				
b. ask your customer about their after sales needs.				
c. ignore customer service as the customer won't need it.				
Page total				

Scoring instructions:

To produce a total score for this questionnaire, you must first add up the totals from all pages. Enter them in the table below for easy reference.

	A	B	C	D
Page 1				
Page 2				
Page 3				
Totals				

Now you can start filling in each circle where your **A** score is *Making a Sale*, **B** is *Behavioural Aspects* and **C** is for *Customer Focus*. The *bullseye* represents 10 points and thereafter each circle is 10 points. When you have completed each of the three circles **A**, **B** and **C**, you will be able to see your personal selling profile emerge.

You have also added up your total score for **D** and entered it into the table above. Your scores represent either a development or training need, or an action which can be interpreted as a negative response to a sales situation.

