

What do you need to close more business and increase your sales results?



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| 1. Improving the ability to communicate with others. | _____ | 1. |
| 2. Increasing the level of trust in client relationships. | _____ | 2. |
| 3. Developing a renewed passion for my organization's product and services. | _____ | 3. |
| 4. Improving effective presentation skills. | _____ | 4. |
| 5. Understanding the different selling & communication styles. | _____ | 5. |
| 6. Recognizing areas of conflict within my team sooner. | _____ | 6. |
| 7. Better understanding of the selling process. | _____ | 7. |
| 8. Recognizing my client's behaviour and buying style. | _____ | 8. |
| 9. Learning to create a positive first impression. | _____ | 9. |
| 10. Learning to qualify buyers more quickly. | _____ | 10. |
| 11. Learning to identify and overcome potential objections in advance. | _____ | 11. |
| 12. Correcting habits which may have slowed me down in the past. | _____ | 12. |
| 13. Learning to set and achieve goals. | _____ | 13. |
| 14. Learning how to increase motivation in others. | _____ | 14. |
| 15. Better understanding the unique personality differences of the members on my team. | _____ | 15. |
| 16. Providing genuine value with each client interaction. | _____ | 16. |
| 17. Creating an effective value proposition & marketing minute. | _____ | 17. |
| 18. Developing active listening skills. | _____ | 18. |
| 19. Learning to ask more effective questions. | _____ | 19. |
| 20. Uncovering the needs clients truly care about. | _____ | 20. |
| 21. Communicating with your clients' needs in mind. | _____ | 21. |
| 22. Developing leadership skills. | _____ | 22. |
| 23. Learning to focus more on the daily activities which generate revenue. | _____ | 23. |
| 24. Developing more referral business from current clients. | _____ | 24. |
| 25. Clearer understanding of sales fundamentals. | _____ | 25. |
| 26. Learning to move the sales process forward. | _____ | 26. |
| 27. Developing strategies for more productive time management. | _____ | 27. |
| 28. Other: _____ | _____ | 28. |