



3 Minute 12 Factor Sales Test

Self score 0 – 10 for each category according to descriptors, then scroll to end for interpretation of what it means for you and your organisation.

1.	Listening	0	1	2	3	4	5	6	7	8	9	10
You actively listen to clients, have awareness of your own filters and prejudices and resist any tendencies towards selective hearing or pushing own agenda. They always do most of the talking.												
2.	Questioning	0	1	2	3	4	5	6	7	8	9	10
You constantly practice excellent questioning skills to help the client clarify their needs, priorities, the cost of doing nothing and the overall value of committing to action.												
3.	Negotiating	0	1	2	3	4	5	6	7	8	9	10
You have a high level of expertise and comfort around the specific techniques of negotiation that result in win-win outcomes and maximise value to your organisation.												
4.	Getting Commitment	0	1	2	3	4	5	6	7	8	9	10
You have a professional and relaxed method of gaining commitment to the next stage – from getting meetings with senior people to closing sales.												
5.	Presenting	0	1	2	3	4	5	6	7	8	9	10
You can gauge the needs of any audience and affect the way they think, feel and act using your voice alone - and without using electronic aids. You speak with great passion, expertise and relevance.												
6.	Trust Building	0	1	2	3	4	5	6	7	8	9	10
Your clients trust you implicitly. You listen and create empathy leading to more valuable exchanges and feelings of loyalty. You set and manage expectations, explain risks and discuss problems.												
7.	Recovering	0	1	2	3	4	5	6	7	8	9	10
You have a well documented procedure for dealing with service failures and excellent skills in empathy and persistence to bring clients back on side when service has fallen below the standard.												
8.	Contacting Clients	0	1	2	3	4	5	6	7	8	9	10
You contact all your clients in some way every 30 days, to remind them of the value you bring, with a message that is relevant to them – either face-to-face, by telephone, email or newsletter.												
9.	Stakeholder Management	0	1	2	3	4	5	6	7	8	9	10
You own a map of stakeholders at every client – influencers, problem owners and decision makers. You know their motivations and levels of interest and influence and have strategies to affect them.												
10.	Communicating Value	0	1	2	3	4	5	6	7	8	9	10
You understand how your service makes clients money, saves cost or increases efficiency, and you make sure you communicate this whenever appropriate in any client interaction												

11.	Training Clients	0 1 2 3 4 5 6	7 8	9 10
You have the time, skill and mindset to train clients how to get the best out of your service. You are expert in asking the right questions to ensure they leverage the most valuable elements for them.				
12.	Learning & Expertise	0 1 2 3 4 5 6	7 8	9 10
You are constantly updating your expertise around industry, products, clients, competition and legislation. You have a learning orientation and have a passion for growing and sharing knowledge.				

Key

0-6	If <u>clients</u> scored you between 0-6 in a category they might buy from you once but may not repurchase and would not recommend. Critical development area	0 1 2 3 4 5 6
7-8	Even if clients scored you between 7-8 in a category it would still not be enough for them to recommend you to others – the critical factor in winning and retaining business. Room for improvement	7 8
9-10	Only clients scoring you as a 9 or 10 believe you deserve their business and would recommend you. Keep improving all the time to become world class.	9 10

How did you do?

If you would like to talk it through, call Ian McKechnie on 07739 903320.