

Measurable Results LLC

What Do You Need To Do To Improve Your Sales?

Here is a personal sales profile. Get a laser focus on what you need to improve in order to make 2011 more profitable than 2010.

Howard Litwak

President and Chief Change Officer

Developing Potential, Improving Lives and Business Results



One of the toughest things to do as a professional seller is to accept your reality as it is and not how you want it to be. You can get there, but first you have to confront the truth as it is now.

It is only by coming to terms with reality that performance can improve.

This profile will make you face what you may be pretending not to know and the truths you shouldn't hide from.

You may pinpoint specific parts of your sales reality that you find undesirable. It is with this awareness that you can start to make changes.

This profile is based on my over 20 years as a professional seller.

Don't delude yourself. Make the truth your friend. Confront the questions on the next few pages. Take your time and think through the questions carefully. This exercise will offer you an amazing opportunity for improvement if you take it seriously!

Make sure to complete the relevance and application page at the end to start you on the path to taking action.

Once completed, I would be happy to review your results with you and provide a strategy session which will provide you with the necessary action steps to make this year your best year ever! Just call or email.

PERSONAL SALES PROFILE

Note: Legend is a scale from 1 to 10 as follows:

9-10	Always
7 - 8	Most of the time
5 - 6	Sometimes
3 - 4	Rarely
1 - 2	Never

1. I have both long term and short term sales goals with a plan for making them happen by a specific date. 1 2 3 4 5 6 7 8 9 10
2. I have a tracking system which shows me the progress I'm making towards reaching my goals. 1 2 3 4 5 6 7 8 9 10
3. I have placed limitations on myself by accepting the way things are in my business and believe that things can't be changed. 1 2 3 4 5 6 7 8 9 10
4. I am focused and have direction to where I can get sales and how I will get there. 1 2 3 4 5 6 7 8 9 10
5. I am motivated to work each day. 1 2 3 4 5 6 7 8 9 10
6. My prospects can sense my commitment to myself and my career. 1 2 3 4 5 6 7 8 9 10
7. I am well organized and manage my time effectively. 1 2 3 4 5 6 7 8 9 10
8. I am effective at networking and prospecting. 1 2 3 4 5 6 7 8 9 10
9. Having prospects tell me they are not interested bothers me. 1 2 3 4 5 6 7 8 9 10
10. I can easily turn around negative, resistant prospects. 1 2 3 4 5 6 7 8 9 10
11. When prospecting, I have no trouble getting past the screener. 1 2 3 4 5 6 7 8 9 10
12. I get enough referrals and introductions to maximize my billings. 1 2 3 4 5 6 7 8 9 10
13. I am comfortable using the phone in a selling situation. 1 2 3 4 5 6 7 8 9 10
14. I easily establish rapport with new prospects. 1 2 3 4 5 6 7 8 9 10

PERSONAL SALES PROFILE (CONTINUED)

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|---|----------------------|
| 15. I have a need for people to like me and approve of the way I do things. | 1 2 3 4 5 6 7 8 9 10 |
| 16. I establish goals and objectives for each sales call. | 1 2 3 4 5 6 7 8 9 10 |
| 17. I anticipate the objections that will occur and rehearse how to overcome them. | 1 2 3 4 5 6 7 8 9 10 |
| 18. I know the prospect's reasons for doing business with me. | 1 2 3 4 5 6 7 8 9 10 |
| 19. I find myself assuming and reading between the lines during the sales call. | 1 2 3 4 5 6 7 8 9 10 |
| 20. I have a selling system that I use that allows me to know what should happen and when. | 1 2 3 4 5 6 7 8 9 10 |
| 21. I am in total control of the selling situation. | 1 2 3 4 5 6 7 8 9 10 |
| 22. I know why prospects do not do business with me. | 1 2 3 4 5 6 7 8 9 10 |
| 23. I understand the decision making processes of my prospects. | 1 2 3 4 5 6 7 8 9 10 |
| 24. I identify the key decision makers with my prospects. | 1 2 3 4 5 6 7 8 9 10 |
| 25. I involve other team members in the sales process. | 1 2 3 4 5 6 7 8 9 10 |
| 26. I can say what I am feeling in an assertive manner even though the prospect may not like it. | 1 2 3 4 5 6 7 8 9 10 |
| 27. I find myself spending too much time with a prospect that I end up not doing business with. | 1 2 3 4 5 6 7 8 9 10 |
| 28. I am a master at asking the right questions without upsetting anyone. | 1 2 3 4 5 6 7 8 9 10 |
| 29. I understand why people do the things they do, act the way they act, and say the things they say. | 1 2 3 4 5 6 7 8 9 10 |
| 30. I do a lot of proposals that do not turn into business. | 1 2 3 4 5 6 7 8 9 10 |
| 31. I get in front of the key decision maker without any problem. | 1 2 3 4 5 6 7 8 9 10 |

PERSONAL SALES PROFILE (CONTINUED)

32. I am very comfortable discussing fees with my prospects. 1 2 3 4 5 6 7 8 9 10
33. When faced with a very difficult selling situation which makes me feel pressure, I tend to bail out or cave in. 1 2 3 4 5 6 7 8 9 10
34. I never hesitate or feel uncomfortable asking for the business. 1 2 3 4 5 6 7 8 9 10
35. I understand the difference between a stall and an objection and treat them accordingly. 1 2 3 4 5 6 7 8 9 10
36. I am closing sales with the fewest number of calls possible. 1 2 3 4 5 6 7 8 9 10
37. I know when I am being lied to and what to do about it. 1 2 3 4 5 6 7 8 9 10
38. My prospects only do business with me because I make a good presentation. 1 2 3 4 5 6 7 8 9 10
39. I seem to instinctively know when the prospect begins to agree with me. 1 2 3 4 5 6 7 8 9 10
40. I have the ability to anticipate when the prospect will start to raise an objection to what has just been said. 1 2 3 4 5 6 7 8 9 10
41. Many people tell me that I am a good listener. 1 2 3 4 5 6 7 8 9 10
42. In general, most people feel comfortable with me. 1 2 3 4 5 6 7 8 9 10
43. I have the ability to know when to stop talking. 1 2 3 4 5 6 7 8 9 10
44. My clients consider me to be perceptive in thought and action. 1 2 3 4 5 6 7 8 9 10
45. I believe that I can learn a lot about the situation dynamics by “reading” body language. 1 2 3 4 5 6 7 8 9 10
46. I do not have trouble resuming my presentation after being interrupted. 1 2 3 4 5 6 7 8 9 10
47. When I encounter stalls and objections that become roadblocks for me, I invite another person into the process. 1 2 3 4 5 6 7 8 9 10
48. I understand why a prospect should do business with me and incorporate these reasons into my presentation. 1 2 3 4 5 6 7 8 9 10

PERSONAL SALES PROFILE (CONTINUED)

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|---|----------------------|
| 49. I make a concerted effort to understand my prospect's concerns. | 1 2 3 4 5 6 7 8 9 10 |
| 50. I present logical arguments and give evidence of our effectiveness. | 1 2 3 4 5 6 7 8 9 10 |

Relevance and Application Section

What did you learn from taking this profile that you can use to improve your performance?

What are three ways that you can change behaviors to become a more effective seller?

1)

2)

3)

Supporting Success

Overall, how does your reality now support your success? (Cite specific examples)

Limiting Success

Overall, how does your reality now get in the way of your success? (Cite specific examples)

Now, turn this into ACTION! Based on your new knowledge:

I will start...

I will stop...

I will continue...

Are You Frustrated With Your Results Even Though You Are Working Your Hardest?

Are your sales flat or even declining? Do you have so much on your plate that it is difficult to prioritize what needs to be done? Is your family or personal life suffering because you spend so much time on your business that you are out of balance? Are you not growing your business as fast as you would like? **What is keeping you from the success that you want?** You work on having an excellent reputation. You are an expert in your field. You know the basics of how to sell. Yet, you find it harder and harder to achieve your business results.

Growing your business does not have to be a constant uphill struggle. You will achieve more once you **know** what stands in your way and then decide and act on the steps necessary to utilize your talents to their fullest. You can develop a self-perpetuating process for sustainable improved results as you focus daily behaviors on those activities that are supported by your talents and lead to the execution of your strategy and attainment of the results you want. Sound impossible? It's not.

If executing your strategy is so simple, then why are you frustrated? You most likely have a vision and a strategy for the year. But if you are like many business people, you lack a disciplined process of personal accountability where you consistently **choose** the right actions to get the results that you want. Second, most small business owners are so emotionally involved in their business. This stops them from seeing some things that an objective third party would see. What would happen to your business if you had someone to have high level business conversations with to help you see things more clearly and could set and achieve goals that capitalize on your own unique strengths that you possess?

Your thinking directly determines your outcomes. When you change your thinking, your beliefs that drive your attitudes (thinking) change your actions. Achieving what you want goes hand in hand with your attitudes. Continual practice of this combined with improved ability to set and achieve goals starts you on a path where you **create** success because you believe in success. Then those dreams of tomorrow quickly become today's results.

Measurable Results' clients have experienced sustainable business results.

Howard Litwak has been a top professional seller for over 20 years. He has 8 years of experience helping people, like you, to begin to change their thinking and get better results. Many people who have worked with Howard have accomplished what they wanted, but did not think possible. If you would like to learn more about how Howard can help you grow your business and accomplish what you want, please call him for a free strategy session or to take advantage of the exclusive diagnostic tools he uses to help people gain the self awareness of top business people. You can quickly determine if Howard is the right fit for you and your current challenges.

Call 518-664-5033 or email us for more information: howard@howardlitwak.com

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