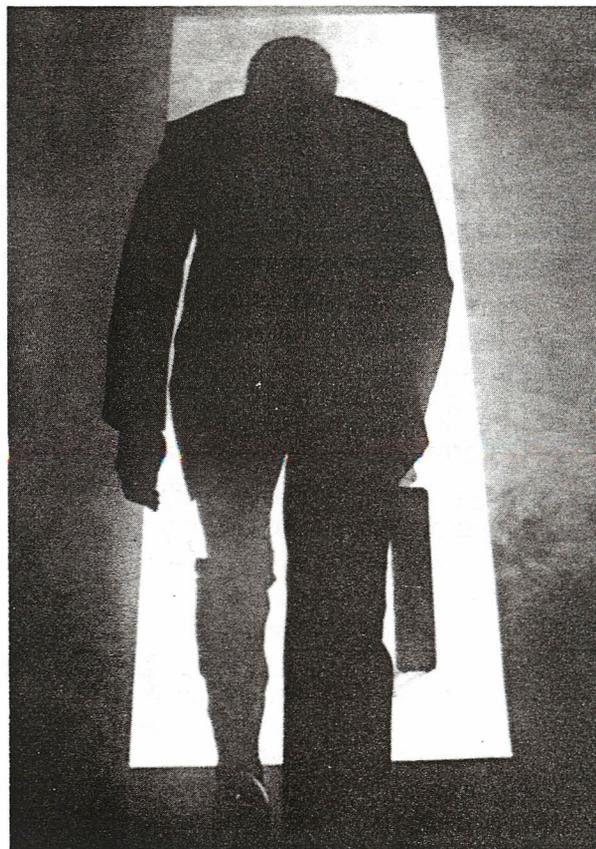


THE
DAVE KURLAN
SALES FORCE
PROFILE™



SALESPERSON'S
SELF ASSESSMENT

OVERVIEW

This Self-Assessment Folio offers you specific opportunities for growth and improvement by assessing your sales strengths and limitations. You will be able to use the information contained in our review and recommendation to:

- Clearly understand your sales make-up;
- Determine your potential for growth;
- Learn whether you might benefit from additional training;
- Determine what kind of training you might receive;
- Suggest who might be available locally to effectively provide training; and
- Develop your own selling skills.

HOW TO USE

THE SELF ASSESSMENT FOLIO - Review the PROFILE DEFINITION sheet located on the opposite side of the one-page ANSWER SHEET. After reviewing and understanding Dave's concepts in the areas of Destination, Compass, Record Collection, Outlook, Commitment, Exercise Program, Desire, Bravery, Style, Satisfaction, and Results, please complete the "ELEMENTS OF SUCCESS" section on the ANSWER SHEET.

Answer all questions in the folio. Your final answers should be recorded on the ANSWER SHEET. You will need to return this form for processing. Please keep in mind that all questions must be answered and answered honestly. It may be the only chance you get to take a look in the mirror and see what kind of attitude toward selling is shaping your future.

RETURN FOR PROCESSING - After completely filling out the ANSWER SHEET, simply tear off the back page and either mail it in the envelope provided or simply fax it back!

Please select *the ONE* response which is closest to your answer.
Feel free to add any comments that support your answer.

1. A major purchase in my life is anything over
 - a. \$100 or less
 - b. \$500 or less
 - c. \$1000 or less
 - d. \$1000 or more

2. For a major purchase (other than a car) I usually shop or call
 - a. at least six stores
 - b. at least three stores
 - c. at least two stores
 - d. only one store

3. Once I find what I want, if it's a major purchase I usually
 - a. talk it over with someone I trusted
 - b. think it over a few days
 - c. sleep on it
 - d. buy it right then and there

4. With regard to price, when I buy something I usually
 - a. find the lowest price
 - b. find a good price
 - c. shop for a good value
 - d. price doesn't usually matter

5. Before a major purchase my research usually consists of
 - a. educating myself
 - b. reading Consumer Reports
 - c. looking through sale ads or catalogues
 - d. I don't really do any research

6. For a major purchase it usually takes me
 - a. six months or more
 - b. a month or more
 - c. a few days or more
 - d. less than a day

7. I believe my prospects must feel this way about me personally:
 - a. I have to be their friend
 - b. they must like me
 - c. they should trust and/or respect me
 - d. I don't care whether they like me or not

8. My values with regard to money are that
 - a. it's not that important
 - b. I need enough to survive
 - c. It's important
 - d. I want to be rich

9. When a prospect throws me a curve ball I most often
 - a. freeze
 - b. become defensive
 - c. recover and handle it
 - d. ask them why they threw it

10. If I had to find new customers today I would
 - a. do research
 - b. send out letters of introduction
 - c. network for leads
 - d. make cold calls

11. With regard to personal goals I
 - a. don't really have them
 - b. don't have them in writing yet
 - c. don't have an "accomplish by" date yet
 - d. have in writing with an "accomplish by" date

12. With regard to a written goals management plan I
 - a. don't have one
 - b. have a fuzzy one
 - c. have one that's not very specific
 - d. have one in place

13. As for a tracking system which monitors my progress on my plan I
 - a. don't have one
 - b. have a fuzzy one
 - c. have one that's not very specific
 - d. have one in place

14. In order to reach my personal goals, on a daily basis I
 - a. don't know exactly what I have to do
 - b. have some idea what I must do
 - c. don't really need to know
 - d. know exactly what I must do

15. I know I'm in control of the selling process when
 - a. I'm dominating the conversation
 - b. I'm presenting
 - c. The prospect is asking questions
 - d. I know what will happen next

16. In order to get the account or the sale the single most important thing that I do is
 - a. make a proposal
 - b. ask questions
 - c. uncover the actual budget
 - d. get a commitment

17. With regard to the conversation on a typical sales call I do about
- a. 90% of the talking
 - b. 70% of the talking
 - c. 50% of the talking
 - d. less than 30% of the talking
-

18. I would describe my level of enjoyment in selling as
- a. it's a job
 - b. it's something I have to do
 - c. it's something I enjoy
 - d. it's a blast
-

19. I would describe my level of comfort on sales calls as
- a. unimportant because of my ability
 - b. lacking confidence
 - c. varying from prospect to prospect
 - d. very comfortable with almost everyone
-

20. I spend *most* of my time during sales calls
- a. talking about the company
 - b. talking about the product or service
 - c. talking about solutions
 - d. asking questions
-

21. My boss would describe my organizational skills as
- a. "what organizational skills?"
 - b. need work
 - c. so so
 - d. under control
-

22. During most sales calls it most often seems as though
- a. my prospect has all of the power
 - b. I attempt to control the call
 - c. there is give and take
 - d. I get the prospect to do whatever I want
-

23. The reasons my prospects should buy from me are usually
- a. related to them by me
 - b. assumed by both of us
 - c. discussed and agreed on
 - d. related to me by them
-

24. The basis on which my prospects will make a buying decision is
- a. related to them by me
 - b. assumed by both of us
 - c. discussed and agreed on
 - d. related to me by them
-

25. When my prospect lies to me I most often
- a. my prospects don't lie to me
 - b. know it but ignore it
 - c. know it and end the call
 - d. know it and confront him
-

26. With regard to purchasing agents I
- a. get beat up pretty badly by them
 - b. handle them OK
 - c. ask them who else I can see in the company
 - d. never call on them or not applicable to me
-

27. The single thing I always do before I attempt to close a prospect is
- a. prepare
 - b. make a presentation
 - c. review their needs
 - d. get them to agree to make a decision
-

28. My boss would describe my prospecting activity as
- a. hardly ever does it
 - b. starts but rarely finishes
 - c. does it once in a while
 - d. often and consistent
-

29. When presented with an objection I most often
- a. freeze
 - b. handle it
 - c. dodge it
 - d. ask why they're objecting
-

30. When my prospects want a lower price I usually end up
- a. giving it to them
 - b. negotiating
 - c. selling value
 - d. holding firm
-

31. Developing a strong relationship with a prospect is something I often
- a. don't need in order to sell
 - b. don't accomplish
 - c. take two visits or more to accomplish
 - d. have during the first appointment
-

32. When the prospect becomes real tough I often
- a. leave
 - b. evaluate the situation
 - c. end up wasting my time
 - d. hang in anyway
-

33. Asking my prospects how much more money they have is
- none of my business
 - not necessary
 - something I try to do
 - a normal part of my routine
-

34. Prior to closing, the amount of money my prospect will actually spend is
- usually unknown to me
 - usually suggested by me
 - sometimes not what they first told me
 - usually known to me
-

35. I usually find myself in front of a prospect who
- can't say yes
 - just needs an approval
 - is one of the decision makers
 - is the final decision maker
-

36. When I close, my prospects usually
- think it over
 - assure me that we'll do business
 - have to compare proposals
 - make a yes or no decision
-

37. My presentations
- are great
 - help close the sales
 - need some work
 - aren't a necessary part of my sales calls
-

38. When I've completed my sales call my prospects usually say
- they like me
 - I'm a good salesperson
 - they learned a lot
 - I can solve their problem
-

39. If I phone for appointments the secretary most often
- takes the information from me
 - won't put me through
 - doesn't apply to me
 - puts me through
-

40. If I'm trying to book appointments with prospects, I usually
- have to send literature first
 - have to call back/didn't get appointment
 - doesn't apply to me
 - get an appointment
-

41. When I don't get an appointment it's usually because
- the prospect was too busy
 - doesn't apply to me
 - they're happy with their current vendor
 - they didn't think they needed it
-

42. When I don't close the sale it's most often because
- of price
 - an existing vendor or competition
 - I wasn't effective enough
 - they didn't need it
-

43. My prospects would say that my questions are
- infrequent
 - very threatening to them
 - very non threatening to them
 - frequent and to the point
-

44. My personal commitment to success in sales is that I'm
- loyal to the company
 - focused and trying as hard as I can
 - willing to contribute to sales training costs
 - doing whatever it takes to succeed
-

45. My desire for success in sales is that
- it's important to me
 - I would like to be recognized
 - I want to be the very best
 - I want to be rich
-

46. I would describe my killer instinct as
- I don't really have any
 - I don't come on strong
 - I have it in sports
 - I'm already a killer
-

47. I believe that most prospects
- are honest
 - try to be honest
 - don't realize that they're lying
 - lie through their teeth
-

48. I believe that prospects who think it over will
- eventually buy from me
 - keep me in mind
 - make me lucky once in a while
 - not buy from me
-

49. My single greatest asset is my ability to

- a. make friends
 - b. educate/present
 - c. be persistent
 - d. ask questions
-

50. People do the strangest things and I

- a. don't know why
 - b. think it's great
 - c. don't really care
 - d. ask them why
-

51. If the selling situation called for a confrontation I would

- a. not do it
 - b. get someone else to do it
 - c. end the call
 - d. do it tactfully, regardless of the consequences
-

52. After I leave a call where my prospects "think it over" I

- a. make a lot of follow up calls
 - b. follow up on the strongest of them
 - c. don't make follow up calls
 - d. don't have any "think it overs"
-

53. I would describe the number of referrals and introductions that I receive from my customers as

- a. not any
 - b. not enough to replace cold calls
 - c. I receive many introductions
 - d. I receive enough to replace cold calls
-

54. After a prospect says that they're not interested I

- a. need some recovery time
 - b. feel like I didn't do a very good job
 - c. move on without a thought
 - d. hang in and try another approach
-

55. My selling system nets me

- a. poor results
 - b. unpredictable results
 - c. decent results
 - d. consistent and effective results
-

56. The time I spend with prospects who don't buy from me is

- a. significant
 - b. measurable
 - c. not too bad
 - d. insignificant
-

57. With regard to any lack of results I may from time to time be burdened with, it's *mostly* because of

- a. the economy or the marketplace
 - b. the policy or mindset of my company
 - c. the activities of my competition
 - d. my own ineffectiveness
-

58. With regard to the proposals and/or quotes I generate

- a. the more the better
 - b. I have to make them to get the orders
 - c. I don't make them
 - d. they're OK if I know I'm gonna win
-

59. When a prospect becomes upset I

- a. feel pressure
 - b. it never happens
 - c. end the call
 - d. try to comfort and ask why they're upset
-

60. The best way to describe the way I feel about myself is

- a. My life is a mess
 - b. Nobody understands me
 - c. I'm OK
 - d. I'm happy with me
-

61. With regard to how I feel about my income I'm

- a. very satisfied
 - b. able to live comfortably
 - c. not where I want to be
 - d. extremely dissatisfied
-

Thank you for answering all of my questions. Feel free to comment by using additional paper.

Now that you have answered the questions the way you think they should be answered, please return to the beginning and make sure your answers accurately reflect your present situation. This will enable us to better help you. It's OK to change an answer. Also make sure that you have chosen only one answer for each question!

PROFILE DEFINITIONS

DESTINATION POINT - *How clearly you have defined your goals.*

COMPASS - *How well you are aimed at your destination.*

OUTLOOK - *How you feel about yourself, your job and your company.*

DESIRE - *Your passion for success.*

COMMITMENT - *Your willingness to do whatever it takes.*

RECORD COLLECTION- *The quality (supportive vs. self-limiting) of the collection of beliefs held by you as an individual.*

EXERCISE PROGRAM - *The consistent actual performance of planned activity.*

STYLE - *The combination of personality, rapport, bonding and technique necessary for effective selling.*

BRAVERY - *The ability to do what must be done, even when it is difficult.*

SATISFACTION - *Happiness in doing what you are doing.*

RESULTS - *The bottom line.*