

SALES STRATEGY INDEX™

CATEGORY ANALYSIS

Name: **Jennifer Cook**

PROSPECTING / QUALIFY: The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

(5/9) 56% of the time you chose the most effective strategy

(2/9) 22% of the time you ranked the second most effective strategy as your first choice

FIRST IMPRESSION / GREETING: The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his or her sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

(4/8) 50% of the time you chose the most effective strategy

(3/8) 38% of the time you ranked the second most effective strategy as your first choice

QUALIFYING / QUESTIONS: The questioning and detailed needs analysis phase of the face-to-face sale, this step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.

(2/6) 33% of the time you chose the most effective strategy

(1/6) 17% of the time you ranked the second most effective strategy as your first choice

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DEMONSTRATION: The ability of the salesperson to present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.

- (4/8) 50% of the time you chose the most effective strategy
- (3/8) 38% of the time you ranked the second most effective strategy as your first choice

INFLUENCE: What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

- (6/6) 100% of the time you chose the most effective strategy
- (0/6) 0% of the time you ranked the second most effective strategy as your first choice

CLOSE: The final phase of any selling system. This step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

- (4/8) 50% of the time you chose the most effective strategy
- (3/8) 38% of the time you ranked the second most effective strategy as your first choice

GENERAL: This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

- (5/9) 56% of the time you chose the most effective strategy
- (3/9) 33% of the time you ranked the second most effective strategy as your first choice

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