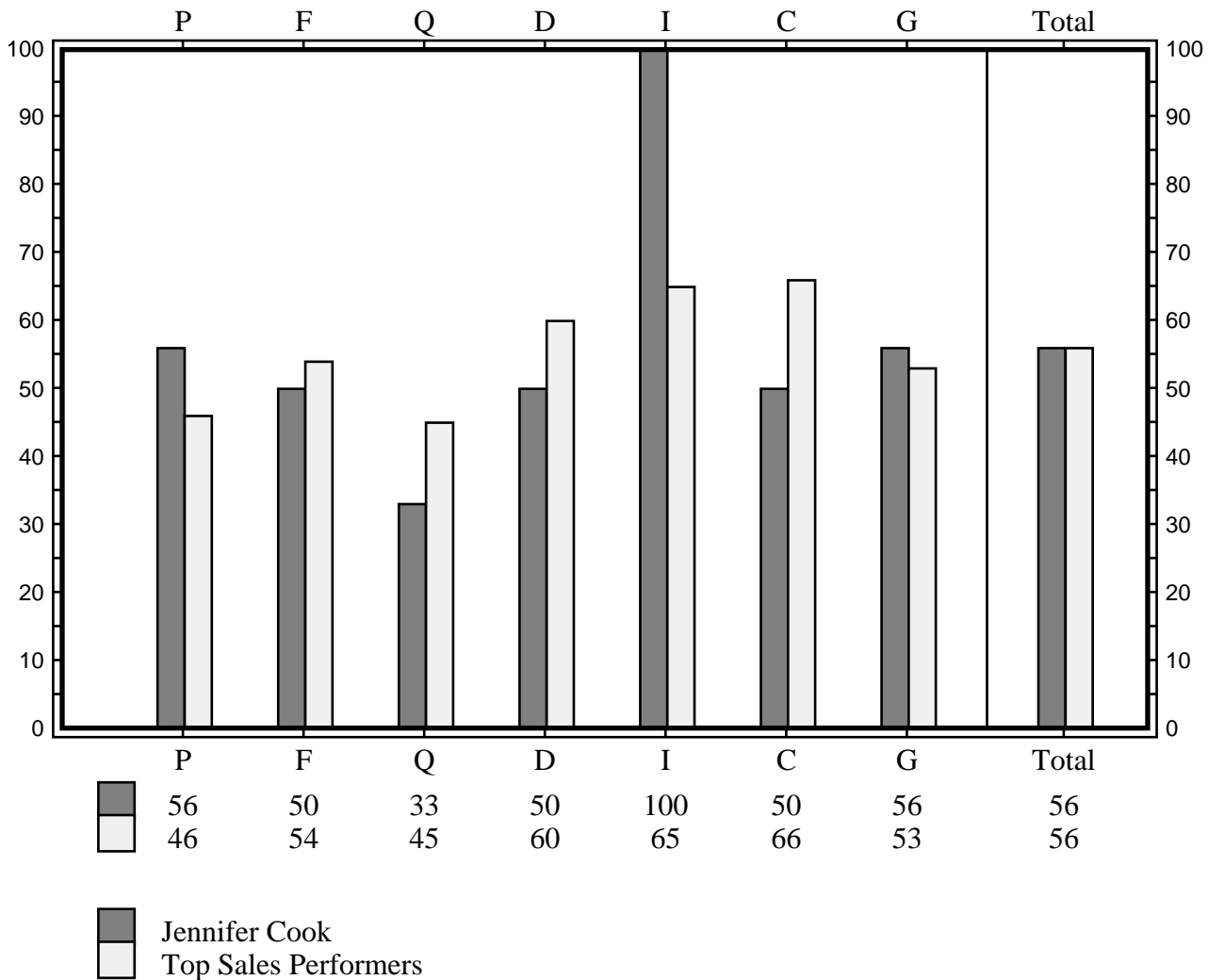


SALES STRATEGY INDEX™

PRIMARY EFFECTIVENESS RATING

The following graph illustrates YOUR understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area the stronger your specific understanding of what is required to be successful in the sales process.



P=Prospecting F=First impression Q=Qualifying D=Demonstration I=Influence C=Close G=General

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