

✓ A Checklist for Sales Success ✓

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Purpose of the Checklist: This simple list provides you with a quick and easy way to determine your commitment to be the best that you can be. An outstanding football coach once advised me to "Concentrate on the fundamentals." He emphasized that most games would be won by the team that tackles and blocks the best. The same concept is true in sales. Concentrate on the little things and the sale will take care of itself.

- _____ 1. I have a positive attitude and believe in myself.
- _____ 2. I have short term, intermediate, and long term professional goals.
- _____ 3. I continually work on improvement by reading, attending seminars, and exchanging ideas.
- _____ 4. I keep an open mind and don't prejudge prospects. I'm sincere and listen to the customer.
- _____ 5. I maintain a professional appearance. It is a reflection on my company and product.
- _____ 6. I am always on time for appointments.
- _____ 7. I find the time for everyone who is a potential customer and convey a sincere respectful attitude.
- _____ 8. I believe in my company and product. When I convey confidence customers believe in me.
- _____ 9. I am always prepared. I'm ready to answer all questions and have numerous sales tools at hand.
- _____ 10. I treat others the way I like to be treated. This helps me build long-term relationships.
- _____ 11. I serve my customers and view myself as fulfilling their needs as opposed to earning a commission.
- _____ 12. I sell the benefits of my product and point out the value of the investment.
- _____ 13. I use appropriate humor and am aware of the value of staying away from controversial topics.
- _____ 14. I anticipate questions and am prepared to respond in a positive manner.
- _____ 15. I am aware of potential criticisms and objections, and listen intently before clarifying unclear issues.
- _____ 16. I use testimonials from satisfied customers as evidence of the quality of my product and service.
- _____ 17. I have a high degree of integrity and always tell the truth.
- _____ 18. I always keep promises. The fastest way to earn a good reputation is to deliver as promised.
- _____ 19. I realize the benefits of building up my product and the harm in criticizing the competition.
- _____ 20. I maintain a high sense of self worth and realize rejection often means correction.
- _____ 21. I know the value of persistence and take pride on following up with additional information.
- _____ 22. I welcome change as part of the business and readily adjust to new strategies and products.
- _____ 23. I'm enthusiastic about what I do, and do it in a creative and memorable manner.
- _____ 24. I value my role as an integral member of the Sales Team and ask for assistance when needed.
- _____ 25. I make extensive use of the marketing and professional services provided by the company.