

Are You a Consultant or Peddler?

Selling is a tough job. And it's getting even tougher. Today prospective customers don't need a salesperson to learn about products or services - most everything is on the web.

So why would a company want to do business with you? Top Professionals know! They've figured out what it takes to succeed in this new economy. Take the quiz below to see how you stack up against these perennial overachievers.

Sales Style Quiz

Rate yourself on the following questions using these guidelines:

1=Never, 2=Seldom, 3=Sometimes, 4=Often, and 5=Always. When you're done, total your score.

1. Can you clearly articulate the business (economic) value of your product/service offering from your customer's perspective?	_____
2. Do you diligently keep abreast of the latest developments and industry trends impacting your key customers?	_____
3. On targeted accounts, do you zealously learn everything you can about their current business situation? (i.e., read annual reports, analysts' reports, articles; check websites; discuss with key contacts)	_____
4. Are you a passionate student of the sales profession? (i.e., read books and magazines, frequent sales websites, attend workshops)	_____
5. Are you consumed with thinking about ways to increase your key customer's operational efficiency, sales and profitability, reduce their bottom line costs, or achieve their goals?	_____
6. After meeting with your customers, do you analyze your sales call to identify what went well and where improvement is needed?	_____
7. Are you totally comfortable meeting with senior level executives and discussing their business, markets, customers, and critical business issues?	_____
8. Do you shamelessly steal and implement ideas, techniques, and strategies you pick up from colleagues or from your own learning?	_____
9. Do you continuously bring new ideas to your customers that provide them with significant business value?	_____
10. If your customer isn't enamored with your first idea, do you have equally compelling ideas B, C, and D ready to share or move forward on?	_____
TOTAL SCORE	_____

Scoring Key

43-50 – Consultant/Trusted Advisor

You're likely experiencing extreme success - leaps and bounds ahead of the others. You create value, differentiation, and demand. Competitors find it nearly impossible to dislodge you from existing customers or beat you in competitive situations. Totally awesome selling!

36-42 – High Performance Salesperson

You're a good, solid sales professional with a consultative approach. You develop great relationships and/or possess strong technical skills. Your primary vulnerability occurs when a consultant/trusted advisor targets your customers. Beware, they will displace you.

25-35 – Traditional Salesperson

You're not adding as much value to customers as you could. Most likely your sale is based on your personal relationship with the customer or their perception of your products/services. With increased commitment, you're well-poised to grow into a high performance salesperson.

< 25 - Peddler

You're not operating at full strength and are constantly under pressure to reduce pricing. Existing accounts are vulnerable to competitors and it's hard to convert prospects into customers. You still have lots to learn! Be careful - it's a tough world out there!