

TEST YOUR SALES I.Q.

Part 1: Fill in the blank.

Part 2: True or False.

Part 1

1. Every sale is really a solution to a _____.
2. Approximately _____ % of sales are based on emotions.
3. Most of your prospects are not looking to get the lowest price. They are searching for the best _____.
4. The Pareto Time Principle says that _____ % of what you do will actually create 80% of the results.
5. The top performing sales person has two outstanding characteristics: _____ and _____.
6. Approximately _____ % of all sales are lost because the salesperson has failed to create trust in themselves, their components, or both.
7. The two most important words in the English language are _____; the least important is "I."
8. One of the best ways to overcome sales objections is to offer sources of _____.
9. In the probing portion of a sales presentation, the questions are really the _____.
10. There are four key components of a professional sales presentation: rapport, probe, present, and _____.
11. Instead of presenting features, you should be presenting _____ to win the sale.
12. In the highest level of communication, you should _____ the body language of the prospect.
13. The three types of sales personalities are aggressive, submissive, and _____.
14. In closing a sale, the three closing techniques that we discussed were "Asking for the order," "The Alternative Close," and "The _____ Close."

15. Before leaving the prospect's office at the conclusion of your appointment, you should always leave with some type of _____.
16. The purpose of a sales telemarketing call is really to sell the _____.
17. Approximately _____ % of all people in the United States have written goals.
18. The questions are really the _____.
19. Effective sources of proof in your sales presentations are trade articles, references, and _____.
20. You should always establish written goals with specific _____ for their attainment.

Part 2: Insert "T" for true or "F" for false

1. Sales objections are generally a good sign during your sales presentation.
2. The most productive salespeople are great presenters and usually do the majority of the talking.
3. Successful sales presentations contain almost 50% more objections than non-successful sales presentations.
4. In approximately 35% of all sales calls in any industry, the salesperson will never ask for the sale.
5. The real purpose of a telemarketing call is to create three benefits for your company.
6. Approximately five out of ten salespeople will quit calling on a prospect after making only the second sales call.
7. In sales presentations, it is usually better to ask more open-ended questions.
8. Top salespeople usually uncover the prospect's needs before mentioning a specific product or service.
9. It has been said that the majority of all sales are won or lost in the first ninety seconds.
10. Approximately 40% of what we really communicate is through body language.
11. One of the reasons why many people are such poor listeners is because their rate of listening far exceeds the rate of speech.

12. Top salespeople acknowledge and support the prospect's comments twice as often as mediocre salespeople and ask 25% more close-ended questions.
13. The consultative type of sales approach is to always think, "close, close, close!"
14. In the majority of all sales calls made by salespeople, a planned methodical approach is used.
15. Open-ended questions usually require a yes or no answer.
16. In most sales calls made in the U.S. today, the salesperson is not calling on the correct decision maker.
17. In most sales calls, the salesperson will ask for the order.
18. It is generally about three times easier to sell to a present customer than it is to create a new customer.
19. Approximately 68% of all customers are lost due to a perceived attitude of indifference from the salesperson or company.
20. The 3/11 rule relates to prospecting methods.

SALES IQ ANSWERS:

PART 1 = 3 PTS FOR EACH CORRECT ANSWER

- 1. Problem**
- 2. 65%**
- 3. Value**
- 4. 20%**
- 5. Ego drive & empathy**
- 6. 80%**
- 7. Thank you**
- 8. Proof**
- 9. Answers**
- 10. Commit**
- 11. Benefits**
- 12. Mirror**
- 13. Consultative**
- 14. Assumptive**
- 15. Commitment**
- 16. Appointment**
- 17. 3%**
- 18. Answers**
- 19. Testimonial letters**
- 20. Deadlines**

PART 2 = 1 PT FOR EACH CORRECT ANSWER

TRUE or FALSE

- 1. True**
- 2. False – do more listening and less talking**
- 3. True**
- 4. False – 65%**
- 5. False - real purpose is to get an appointment**
- 6. False – only 20% or 2 out of 10 make more than 2 calls**
- 7. True**
- 8. True**
- 9. True**
- 10. False – 80%**
- 11. True**
- 12. True**
- 13. False – think “how can I solve their problems?”**
- 14. False – 50% just “shoot from the hip”**
- 15. False – open-ended questions are designed to get them to talk and discuss their problems/ needs. Closed-ended questions are answered with a yes or no.**
- 16. True**
- 17. False – 65% never ask for the order**

18. False – it is about 5 times easier according to surveys

19. True

20. False – if you have a good experience you will tell 3 people; if it's a bad experience you will tell at least 11 people

SCORING YOUR TEST:

Number of correct answers: 75-80 = A Sales Genius!

65-74 = A Bright Star

55-64 = Average

54 and below = Keep Studying