

SMALL BUSINESS SALES SYSTEMS



ASSESSMENT

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Small Business Sales Systems Self-Assessment

By Dave Kahle

Organization: _____

Date: _____

	Not Even Close	Somewhat	We're Not Bad	Pretty Good	Great Shape
<u>The Strategic (Big Picture) Sales Process</u>					
1. I spend 4 – 8 hours each and every week working on the sales side of the business.					
2. I regularly measure the productivity of our sales system.					
3. Using that measurement, our system is acceptably productive.					
4. We invest an appropriate amount in growing our sales.					
5. We have a precise definition of					
a. A qualified prospect					
b. A customer					
c. A client					
d. A partner					
6. We have articulated the process we use to 'acquire new customers.'					
7. We measure the key activities in that process every month.					
8. We have articulated the process we use to move customers to clients.					
9. We measure the key activities in that process every month.					
10. We have articulated the process we use to move clients to partners.					
11. We measure the key activities in that process every month.					
12. I regularly review our measurements and make adjustments to my selling system.					

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13. I routinely evaluate the efficacy of my sales tools.					
14. We have discussed 'risk' for a prospect, and have incorporated measures to reduce the risk.					
15. We regularly measure the potential of an account.					
16. We regularly measure the penetration of our high-potential accounts.					
17. We rank all our prospects, customers, clients and partners into A, B, C categories, based on their potential.					
18. We devote a lot more time and resources to the highest potential (A) accounts.					
<u>The Day-to-Day Sales Process</u>					
<u>Engage with the right people</u>					
1. I have a clear and precise written description of several layers of the "right people" for my business.					
2. I have created a systematic approach to enticing the right people to interact with my business.					
3. I have created multiple ways for the right people to interact with my business.					
4. I understand the concept of "intensity of engagement techniques," and have created ways to interact with the right people that are appropriate.					
5. I have created a way to measure the results of my "engagement techniques."					
6. Using those measurements, I am engaging with an appropriate quantity of people.					
<u>Make them comfortable with you</u>					
7. I am sure that my customers think of my business as capable and credible.					
8. I have calculated the amount of risk I am asking my customers to take in order to buy from me.					

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9. I have a system to build relationships with the customers that is equal to the amount of risk I expect them to take.					
10. I understand where my business ranks on the mass market-to-one-on-one spectrum.					
11. In a one-on-one selling situation, I consciously follow the guidelines for making a good first impression.					
12. In a one-on-one selling situation, I methodically implement some of the seven techniques for creating instant rapport.					
13. In a one-on-one selling situation, I methodically implement the seven rules for building relationships with everyone.					
<u>Find out what they want</u>					
14. I have broken my market up into segments, and I focus on each segment separately.					
15. I have implemented a systematic way to continually collect information about what each segment of my customers want.					
16. In one-on-one selling situations, I create better questions prior to every sales call.					
17. My questions don't intimate the customer, imply blame, or cause him to lose face.					
18. My questions prompt the kind of thinking I want.					
19. My questions dig deeper.					
<u>Show them how what you have gives them what they want</u>					
20. I have precisely matched my offer to my best understanding of what my customers want.					
21. I communicate important features to my customers.					
22. I have routinely translated those features into benefits for my customers.					

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23. I use a medium to transmit my offer with which my customers are comfortable.					
24. The medium matches the message.					
25. In one-on-one selling situations, I always prepare to talk about the customer as much as I talk about my offer.					
26. In one-on-one selling situation, I always thoroughly prepare my presentation.					
27. I have assembled "proof" and regularly add it to my presentations.					
28. I practice my presentations.					
29. I involve my customer in my presentations.					
30. I consistently use the customers' language in my presentations.					
<u>Gain agreement on the next step</u>					
31. I make it easy to buy from me.					
32. I provide multiple ways and times to buy.					
33. I give them a reason to buy it now.					
34. I give them a reason to buy more.					
35. I have a way to measure my results, and I constantly monitor them.					
36. In one-on-one selling situations, I routinely identify the customer's next step.					
37. In one-on-one selling situations, I always ask for action.					
38. In one-on-one selling situations, I always probe for concerns.					
39. In one-on-one selling situations, I understand the strategy of minimizing and maximizing.					
40. In one-on-one selling situations, I routinely "finesse" the customer.					
41. I understand that selling is primarily about the money, but not all about the money.					

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42. I systematically give them a reason to come back, over and over again.					
43. I make multiple offers to my customers.					
44. In one-on-one selling situations, I focus on creating a handful of "partners."					
45. In one-on-one selling situations, I routinely make a ROF sales call.					
46. I keep my name in front of them with TOMA touches.					
47. In one-on-one selling situations, I strategically entertain high-potential customers.					