

# ESSENTIAL B2C SALES TRAINING QUIZ

Ready to put your analyst hat on? For each of the sales training topics below, check the box that best reflects your current training. At the end, you'll add them up and find out what to do next.

## MY CURRENT TRAINING IS...

### FOUNDATIONAL SALES BEHAVIORS: *ESTABLISH WHAT IT TAKES TO BE GREAT.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Behaviors that drive results			
Behavioral self-assessment			

### DISCOVER AND RELATE: *BUILD A RELATIONSHIP WITH YOUR CUSTOMERS AND GET TO KNOW THEIR NEEDS.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Greeting every customer effectively			
Adapating and mirroining communication styles			
Responding to an unhappy customer			
Demonstrating empathy			
Asking relationship-building questions			
Open-ended and close-ended questions			
Probing for needs and listening actively			
Taking ownership			
Confirming and summarizing needs			
Conducting an account review			

### EDUCATE AND POSITION: *DEMONSTRATE OPTIONS WHILE PROVIDING A GREAT CUSTOMER EXPERIENCE.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Building credibility			
Challenging the status quo respectfully			
Knowing your value propositions			
Keeping up with product knowledge			
Knowing the competition			
Explaining features and benefits effectively			
Giving effective demos			
Upselling and cross-selling			
Recommending attachments			
Using trial close questions			
Recognizing buying signals			

# ESSENTIAL B2C SALES TRAINING QUIZ

## MY CURRENT TRAINING IS...

OVERCOME OBJECTIONS AND CLOSE: REPEAT AFTER ME: AN OBJECTION IS USUALLY JUST A REQUEST FOR MORE INFORMATION.

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Positioning against a competitor			
Handling price objections			
Overcoming "not now"			
Making it easy for customers to buy			
Asking for the sale			

THANK: SHOW YOUR CUSTOMERS HOW MUCH THEY MATTER AND WIN THE RIGHT TO KEEP SERVING THEM.

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Thanking the client in a personalized way			
Setting expectations for next steps			
Asking for referrals			

SALES MANAGER GUIDELINES: HOLDING THEIR TEAM ACCOUNTABLE AND IMPACTING THE BOTTOM LINE.

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Strategic time management for sales managers			
Collecting data to measure performance			
Conducting observations and ride alongs			
Effective one-on-ones			
Leading team meetings			
Reinforcing great behaviors			
Helping your team improve			
Setting goals			

SO, IS YOUR CURRENT SALES TRAINING PROGRAM LEADING THE PACK, LOOKING FOR A CHAMPION, OR A PIONEER'S DREAMS? FIND OUT WHAT YOUR SCORE MEANS ON THE NEXT PAGE.

TOTAL VERY EFFECTIVE CHECKS	TOTAL NOT EFFECTIVE CHECKS	TOTAL NONEXISTENT CHECKS
X2	X1	X0
=	=	=
ADD UP ALL OF YOUR SUBTOTALS TO GET YOUR FINAL SCORE		

# IF YOU SCORED...

**87-108**  
**LEADING THE PACK**



## YOU SHOULD:

### Optimize, then write a book

Your program is robust and ready to help your sales professionals win. Now it's time to get feedback.

How could it be even better? Are the delivery methods working well? Do sales professionals need any refresher training on past topics?

## HOW WE CAN HELP

Modern sales training is consistent and mobile-friendly rather than event-based. It's also tailored to your unique challenges.

We provide custom-built, self-paced microlearning made for busy sales professionals. They can learn on the go and get back to selling.

If any of your content or delivery methods need a reboot, we're here to help.

**54-86**  
**LOOKING FOR A CHAMPION**



## YOU SHOULD:

### Prioritize

Ineffective content has been holding you back for too long, and you're ready to step up your company's sales training game.

You've identified the gaps, so now you can prioritize. Where can you get quick wins and immediately make a difference?

This work needs a champion with persistence and grit. Could that be you?

## HOW WE CAN HELP

You might benefit from a workshop. It's a service we offer to training and sales leaders who need a gameplan to get their program on the right track.

We'll review what you have today, understand what you want to change, and help you decide what to do next.

**0-54**  
**A PIONEER'S DREAM**



## YOU SHOULD:

### Phone a friend

You identified a lot of missing or outdated content. Take a deep breath and see this as an opportunity. When it comes to creating a modern sales training program, sometimes it's easier to start from the ground up.

### It's time to roll up your sleeves.

Word to the wise: to get it all done, you'll need the right experts in your corner.

## HOW WE CAN HELP

We can help you design a training program that gives your sales professionals the knowledge, skills, and behaviors they need to get results.

**Bonus:** we'll even help align your stakeholders.

Already have a strategy? We can support your content development and help you get it done in time for launch.