

# The Checklist for Success

## Pinpointing the Next Steps



Qualities of a successful sales representative:

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**Looking back at the decision you made today five years from now, what will be different and how will you feel because of the decision you are making right now?**



**What are fears you had when you first started your career as a salesperson?**

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**Goal setting:**

- Establish goal
- Create plan of action and target dates
- Monitor milestones
- Reflect on success

**List the reasons why your last 5 prospective customers chose you and not your competition:**

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**List the reasons why your last 5 prospective customers chose your competition and not you:**

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**What can you capitalize on and what can you improve on?**

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**“Whether you think you can, or think you can’t,  
you’re right!”**

**- Henry Ford**

List ways or tips that can help you to keep your mental attitude positive:

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**“We are what we repeatedly do. Excellence,  
then is not an act, but a habit.”**

**- Aristotle**

**Making the extra effort:**

- Believe in your ability
- Communicate success in every way possible
- Communicate expertise in your business knowledge  
and in customer service

*Believe in your ability.*

List 2 things that you do better than your competition:

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**“If you keep doing what you have always done you will keep getting what you always got!”**

**- Anonymous**

List 5 things that you can do in 30 days to jump start your sales career:

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*Communicate success in every way possible.*

**Building credibility:**

- Professionalism
- Shared goals
- Competence
- Desire for customer to succeed

*Network to communicate expertise in your business knowledge and in customer service.*

**How can you communicate expertise?**

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**You must always be willing to identify your fatal flaw and improve!**



**What can I improve?**

On a scale of 1-10, 1 being poor and 10 being excellent, rate your strength in the following:

CREDIBILITY: \_\_\_\_\_

WILLINGNESS TO CHANGE: \_\_\_\_\_

QUESTIONING SKILLS: \_\_\_\_\_

LISTENING SKILLS: \_\_\_\_\_

PRODUCT KNOWLEDGE: \_\_\_\_\_

INDUSTRY KNOWLEDGE: \_\_\_\_\_

PRESENTATION SKILLS: \_\_\_\_\_

POSITIVE ATTITUDE: \_\_\_\_\_

PREPARATION SKILLS: \_\_\_\_\_

IMAGE: \_\_\_\_\_

NETWORKING SKILLS: \_\_\_\_\_

PERSUASION TECHNIQUES: \_\_\_\_\_

**What are you willing to do to improve your scores?** Write 2 of these skills or attitudes down and list ways that you can improve your score.

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**What is your goal?**

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**What is your plan of action for reaching this goal?**

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**List a few key measurements or milestones you'll use to determine your progress:**

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**“Yesterday’s answer has nothing to do with today’s problem.”**

**-Bill Gates**

**What are your customer’s pain points?**

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**How can your products or services help your customers solve their problems?**

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*Standing out in a crowd.*

**How do you gather high quality information early in the sales process?**

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**What are your customers expecting of you?**

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**How can you improve upon this to highly satisfy your customers?**

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What are customers looking for from a salesperson?

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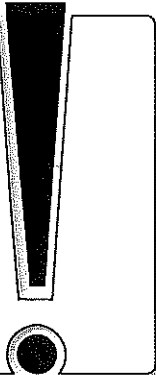
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**You need to make sure you understand the needs of your customers and how you, your skills, your products and your services can help them achieve their desires!**



**List your top 10 things to have on every sales call:**

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