



The Sales Mastery Self-Assessment

Attitude to Learning	Product Knowledge	Optimism	Networking
Prospecting	Goal Setting	Account Management	Intention
Building rapport/trust	Active Listening	Asking Questions	Showing Value
Handling Objections	Closing Sales	Staying in Touch	Coachability
Motivation	Belief in Role	Accountability	Integrity

20 Core Elements for Sales Mastery



HOW TO GAIN THE MOST VALUE FROM COMPLETING THIS DIAGNOSTIC

This Sales Mastery Self-Assessment Diagnostic Tool is designed as a reflective learning and coaching tool. It is not a psychology testing tool for the purposes of recruitment. Self-assessment tools are not designed to reflect in-field behaviour, however, when supported by in-field behavioural observations are an excellent means for identification of training needs to assist in the development of salespeople toward sales mastery and success.

FOR SALES MANAGERS/COACHES

If you're a sales manager or sales coach, you will find the best way to use this diagnostic is to have each salesperson complete the self-assessment on how they personally view their level of sales mastery.

As their sales manager or sales coach, based on your in-field observations of their sales process, complete the self-assessment on each of the salespeople reporting through to you.

During a one-to-one coaching session, openly discuss where you see their strengths and opportunities for development and the likely impact on their results.

Use the 'self-coach' questions below to help you in your coaching conversation and mentoring with each salesperson.

NB: For sales teams that seem to have common areas requiring development, this is usually an indication that a formalised and structured group training program would be of benefit.

FOR SALESPEOPLE

If you're a salesperson completing this diagnostic, you will gain the most value by following these steps:

On Areas of Strengths (high scores)

1. Honestly answer the questions and complete the rating chart
2. Identify the areas where you have scored highly (mastery level) and ask yourself these questions:
 - a. What behaviourally provides you with the evidence for you to score highly?
 - b. How is this area of strength helping you win more new, repeat or referral sales?
 - c. How did you develop this level of sales mastery in this area?
3. Seek feedback from your sales manager or sales coach and discuss their views and observations

On Areas of Development (lower scores)

1. Honestly answer the questions and complete the rating chart
2. Identify the areas where you have scored low (Improvement Required) and ask yourself these questions:
 - a. What behaviourally provides you with the evidence for you to score low in this area?
 - b. How is this area requiring improvement impacting you winning more new, repeat or referral sales?
 - c. What will you do to develop this specific area toward achieving a higher level of sales mastery?
3. Seek feedback from your sales manager or sales coach and discuss their views and observations

Repeating the Self Rating – It is recommended that this diagnostic be completed on a six-monthly basis to gauge progress toward sales mastery and success.



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**Circle a number 1-5 to indicate your personal rating for each question:
(1=Never, 2=Rarely, 3=Sometimes, 4=Mostly, 5=Always)**

1. I demonstrate a thirst for learning	1	2	3	4	5
2. My clients see me as an expert in what I sell.....	1	2	3	4	5
3. I genuinely believe in my opportunity to succeed	1	2	3	4	5
4. I am a natural networker.....	1	2	3	4	5
5. I have a diarised marketing activity plan	1	2	3	4	5
6. I have set myself clear activity goals to achieve my sales targets	1	2	3	4	5
7. I have a clear map of all the centres of influence for each client account	1	2	3	4	5
8. I can articulate my intention for what I want to achieve for my clients.....	1	2	3	4	5
9. I can articulate how I deliver value early for clients to help build rapport and trust.....	1	2	3	4	5
10. I value and honour the questions I ask of my clients	1	2	3	4	5
11. People who know me would tell you that I am a very good listener	1	2	3	4	5
12. I can tailor my presentations on what is of real value for each client	1	2	3	4	5
13. My clients rarely identify an obstacle or objection when I recommend they buy	1	2	3	4	5
14. I confidently gain confirmation from clients that they want to buy from me.....	1	2	3	4	5
15. I stay in touch with my clients in ways that demonstrates value to them.....	1	2	3	4	5
16. I am open to new ideas	1	2	3	4	5
17. When things don't go as well as I expect, I bounce back pretty quickly	1	2	3	4	5
18. I believe that selling is a noble profession	1	2	3	4	5
19. I take full responsibility for the results I achieve	1	2	3	4	5
20. I promise what I can deliver and deliver on my promises	1	2	3	4	5
21. I proactively identify learning opportunities to pursue	1	2	3	4	5
22. I demonstrate a mastery level on the products/services I sell	1	2	3	4	5
23. I am in control of the success I achieve	1	2	3	4	5
24. I am in regular contact with people who can help me build my sales success	1	2	3	4	5
25. I can name at least three activities I am working on to win more new sales	1	2	3	4	5
26. I am constantly working on the most important of my priorities	1	2	3	4	5
27. I have a contact initiation plan for all important contacts within each client account	1	2	3	4	5
28. My clients can articulate my intention for what I want to achieve for them	1	2	3	4	5
29. I help clients understand what their buying experience with me will be like	1	2	3	4	5
30. I ask questions that are of value for my clients and not just for me	1	2	3	4	5
31. When I am with my clients I can demonstrate to them how well I have listened	1	2	3	4	5
32. My presentation is always tailored to each client's specific situation	1	2	3	4	5
33. I proactively identify client obstacles or objections before making a recommendation	1	2	3	4	5
34. My sales process enables clients to proactively ask what they need to do to buy	1	2	3	4	5
35. After they've bought, my clients always feel they have made a wise buying decision	1	2	3	4	5
36. I am willing to take advice to try new ways to achieve better results	1	2	3	4	5
37. Most people would tell you that I am highly motivated	1	2	3	4	5
38. When I sell what I sell I am confident that I am creating value for my clients	1	2	3	4	5
39. I am confident my weekly activities are most likely to produce results expected of me.....	1	2	3	4	5
40. I am constantly trying to achieve my personal best in all that I do	1	2	3	4	5



Circle a number 1-5 to indicate your personal rating for each question:

(1=Never, 2=Rarely, 3=Sometimes, 4=Mostly, 5=Always)

41. I read, watch, or listen to learning programs weekly	1	2	3	4	5
42. I am confident to answer any question about my products/services	1	2	3	4	5
43. The future is full of potential for me	1	2	3	4	5
44. I proactively connect with referral partners or centres of influence	1	2	3	4	5
45. I have an effective balance between seeing existing clients and potential clients	1	2	3	4	5
46. I review my progress toward goal achievement at least weekly	1	2	3	4	5
47. I have positive relationships with all of the influencers of my clients	1	2	3	4	5
48. I believe that my intention is the platform upon which I create trust with my clients	1	2	3	4	5
49. I have a set of proactive strategies that help me build rapport and trust with clients	1	2	3	4	5
50. I can articulate which questions I ask to produce the best results for the client and me	1	2	3	4	5
51. I am able to tune the rest of the world out and focus only on what the client has to say	1	2	3	4	5
52. I tailor my presentations to only cover only what is of value to each client	1	2	3	4	5
53. I am confident I know how to reactively handle client obstacles or objections	1	2	3	4	5
54. I believe I earn the right for clients to buy from me	1	2	3	4	5
55. My clients always feel they have received even more value than they expected	1	2	3	4	5
56. My behaviour demonstrates that I am willing to try new things	1	2	3	4	5
57. I am inspired by the value I create when I sell what I sell	1	2	3	4	5
58. My clients value me	1	2	3	4	5
59. I look for ways to get things fixed rather than excuses for why they haven't worked	1	2	3	4	5
60. My clients trust me	1	2	3	4	5
61. I am open to new ideas	1	2	3	4	5
62. I can articulate competitive points of difference in my products/services	1	2	3	4	5
63. My life is full of positive experiences	1	2	3	4	5
64. I have a strategic plan to build my network for sales success	1	2	3	4	5
65. My results demonstrate a solid and successful marketing plan	1	2	3	4	5
66. People who know me would tell you I am a goal-oriented person	1	2	3	4	5
67. My clients value the range of relationships I have within their company	1	2	3	4	5
68. My actions demonstrate my intention for my clients	1	2	3	4	5
69. I develop high levels of trust and rapport with all my clients	1	2	3	4	5
70. I am confident that I always ask questions that demonstrate my intention for my clients	1	2	3	4	5
71. I can demonstrate that I am an active listener	1	2	3	4	5
72. I am always confident clients are interested in what I have to say	1	2	3	4	5
73. When I make a recommendation to a client they rarely raise obstacles or objections	1	2	3	4	5
74. When a client buys from me I am confident that they will receive the value they expect	1	2	3	4	5
75. I have a list of post-sale strategies that demonstrates how much I value my clients	1	2	3	4	5
76. I am able to see areas I need to improve in, as well as my strengths	1	2	3	4	5
77. I look after myself both physically and emotionally	1	2	3	4	5
78. My friends and family would tell you that I am proud of being a salesperson	1	2	3	4	5
79. I ask what I can do to improve myself and my results rather than find blame in others	1	2	3	4	5
80. I am constantly working on my strength of character	1	2	3	4	5



HOW TO SCORE YOUR SELF ASSESSMENT:

Step One: Transfer your scores for each statement into the table below. Example: Your score for statement number one goes in box number one below.

Step Two: Total each row to record your score for each of the ten leadership dimensions.

1.	21.	41.	61.	TOTAL	1. Attitude to Learning
2.	22.	42.	62.	TOTAL	2. Product knowledge
3.	23.	43.	63.	TOTAL	3. Optimism
4.	24.	44.	64.	TOTAL	4. Networking
5.	25.	45.	65.	TOTAL	5. Proactive marketing/prospecting
6.	26.	46.	66.	TOTAL	6. Goal setting and Prioritising
7.	27.	47.	67.	TOTAL	7. Account management
8.	28.	48.	68.	TOTAL	8. Clarity of intention
9.	29.	49.	69.	TOTAL	9. Building rapport
10.	30.	50.	70.	TOTAL	10. Asking questions
11.	31.	51.	71.	TOTAL	11. Active listening
12.	32.	52.	72.	TOTAL	12. Showing value
13.	33.	53.	73.	TOTAL	13. Handling buyer obstacles & objections
14.	34.	54.	74.	TOTAL	14. Confirming sales
15.	35.	55.	75.	TOTAL	15. Staying in touch
16.	36.	56.	76.	TOTAL	16. Coachability
17.	37.	57.	77.	TOTAL	17. Staying motivated
18.	38.	58.	78.	TOTAL	18. Pride in role
19.	39.	59.	79.	TOTAL	19. Accountability
20.	40.	60.	80.	TOTAL	20. Integrity

Now you have a total score for each of the 20 core sales mastery dimensions. Continue to the next page to plot your scores and to determine appropriate development actions.

Step Three: Plot your total score for each dimension by placing an “X” on the chart below.
Step Four: Draw a line horizontally across the chart to connect each of your scores.

	Improvement Required																			
	1	2	3	4	5	6	7	8	9	10	11	12	Competent				Mastery			
	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
1. Attitude to learning																				
2. Product knowledge																				
3. Optimism																				
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