

Sales IQ Examination

Name: _____ Interview Date: _____

Company: _____ Contact Number: _____

The following are questions to ask the attendees of our "Total Immersion" summit. These questions designed to reveal the sales and purchasing beliefs of each person who attends the summit so that we can help with just the right information.

1. What are your sales and revenue goals...

- Per month _____

- Per week _____

- Per Day _____

2. How often do you succeed in reaching those numbers?

3. What are your actual sales numbers?

A. Average \$ per invoice? _____

B. Total monthly or weekly sales revenue in dollars? _____

C. Conversion or close rate % _____

4. What training have you taken for selling and how well do you actually follow that system?

5. How well does the system you are using now work?

6. On a scale of 1 to 10 with 10 being the highest, how much do you know about how to sell?

7. In your market, is your company the highest price, lowest price or competitive?

8. How do you handle a situation when you know your price is higher?



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9. When your price is higher, do you feel it is worth the money you are asking?

10. Do you have more fun diagnosing the problem, administering the work or selling?

11. What is the main reason that some customers just do not buy from you?

12. What do you learn from customers when they tell you no?

13. When you purchase things do you do a lot of research or are you an impulse buyer?

14. How do you feel inside when a customer tells you your price is too high?

15. As a human being, and the kind of person you are where do you rate yourself? (1 to 10)

16. What things influence the price that you give your customer?

17. When a customer gets upset about something you did, what emotion stirs inside of you?
Excitement - panic - anger - anxiety - calmness - happy - confusion - other?
18. Do you favor fight or flight when faced with a customer who says no to your offer?

19. What lessons do you learn when you succeed? And when you fail?

20. What is your pre-call plan like?

21. If you could name one thing that stands in the way of your success what would it be?
