



SALES CHALLENGES

Please number each of the following statements on a scale from 1 through 5.

1= Not a Problem 2= Rarely a Problem 3= Frequent Problem 4= Serious Problem 5= Critical, Must Fix!

1-5	COMMON SALES CHALLENGES
	Some struggle with the first 30 seconds of a conversation
	Some get frustrated getting prospects to acknowledge they need change
	Some feel trapped into giving free advice or unpaid consulting
	Some have difficulty with differentiation from the competition
	Some worry that hidden decision makers can cost them the sale
	Some are intimidated by "No thanks" and have a hard time getting over rejection
	Some are irritated when prospects don't share their "Sense of Urgency"
	Some over or under think "send me something" or "think it over's"
	Some feel vulnerable overcoming stalls and objections
	Some are concerned they are not communicating well enough to close more deals

These issues are probably costing me \$_____ in personal income per year.

On a scale of 1 to 10 what is your commitment to change? _____
(1 being stay the same, 10 taking Action)

This survey is a great way to determine if the challenges we address will matter to you.