

Senior Living Sales Self- Assessment Characteristics

Circle the number that is closest to how you see yourself.

		Never	Rarely	Some- times	Fre- quently	All the Time
1	Differentiate our campus from the competition?	1	2	3	4	5
2	Follow up/follow through after sales call?	1	2	3	4	5
3	Think about planned steps to keep momentum moving forward?	1	2	3	4	5
4	Have a positive attitude?	1	2	3	4	5
5	Believe in our services?	1	2	3	4	5
6	Confident in my sales skills?	1	2	3	4	5
7	I am an enthusiastic person?	1	2	3	4	5
8	Positive Body Language i.e., Smiles, lean into conversations, eye contact etc.?	1	2	3	4	5
9	Have a sense of trust in others at campus to cover while out on external business calls?	1	2	3	4	5
10	Sense of urgency to make things happen?	1	2	3	4	5
11	Take notes of key words, ideas, concerns, and personal data?	1	2	3	4	5
12	Ability to make time for external business calls daily/throughout the week?	1	2	3	4	5
12	Knows how to ask for action - and does?	1	2	3	4	5
14	Use a prepared or standardized sales presentation?	1	2	3	4	5
15	Prepare questions for the meeting and develop a compelling agenda?	1	2	3	4	5
16	Capture/articulate the customer's value proposition and/or business challenge?	1	2	3	4	5
17	Demonstrate concern for the customer?	1	2	3	4	5
18	Possess insightful information on the key decision maker and their business?	1	2	3	4	5
19	Stay sensitive to the prospect's needs?	1	2	3	4	5
20	Have the tools (collateral materials, etc.) to go out and make effective calls?	1	2	3	4	5
21	Feel trained to make effective sales calls?	1	2	3	4	5
22	Knowledge about our health-related services?	1	2	3	4	5
23	Knowledge about our company?	1	2	3	4	5
24	Knowledge of competitors and our SWOT related to competition?	1	2	3	4	5
25	Summarize benefits as part of the close process?	1	2	3	4	5
26	Being prepared/organized to make sales calls?	1	2	3	4	5
27	Responsiveness to their questions, follow up topics, etc.?	1	2	3	4	5
28	Start with broader "need" questions vs. getting right into details?	1	2	3	4	5
29	Do not make assumptions - spend time/focus finding about their needs?	1	2	3	4	5
30	Knowledge of senior living sales steps that create a "next step" action?	1	2	3	4	5

		Never	Rarely	Some- times	Fre- quently	All the Time
31	Add value through insights/new ideas?	1	2	3	4	5
32	Tie solutions to customer's business objectives in a measurable way?	1	2	3	4	5
33	Addresses issues effectively?	1	2	3	4	5
34	Build questions based on previous responses?	1	2	3	4	5
35	Listen for and probe for clarity on vague words?	1	2	3	4	5
36	Listen carefully and am encouraging?	1	2	3	4	5
37	Recap current problems identified from prior calls?	1	2	3	4	5
38	Use open-ended questions throughout the discovery process?	1	2	3	4	5
39	Use Pre-Call message with specific objectives and outcomes?	1	2	3	4	5
40	Control the selling situation?	1	2	3	4	5
41	Keep the visit/topics relevant?	1	2	3	4	5
42	Set a tight agenda for the meeting and how time would be spent?	1	2	3	4	5
43	Utilize collateral material to meet their need vs just giving information out?	1	2	3	4	5
44	Having a sense of timing during presentation as to when to present collateral materials?	1	2	3	4	5
45	Able to recover (turn negative situations around)?	1	2	3	4	5
46	Convey credibility throughout the call or visit?	1	2	3	4	5
47	Conveys trust that we can deliver what we promise?	1	2	3	4	5
48	Able to rapport on personal information along with business information?	1	2	3	4	5
49	Involve contacts such as receptionist, other staff, to gain personal insight to customer?	1	2	3	4	5
50	Customize our capabilities to their specific needs and priorities?	1	2	3	4	5
51	Develop a business relationship during a sales call?	1	2	3	4	5
52	Express empathy when customer's feelings are involved?	1	2	3	4	5
53	Rapport topics/questions based on previous call notes and research?	1	2	3	4	5
54	Use customer's language?	1	2	3	4	5
55	Ask the prospect what they would like to accomplish?	1	2	3	4	5
56	Preface questions to encourage more open responses?	1	2	3	4	5
57	Ask relevant questions that advance the sale/business relationship?	1	2	3	4	5
58	Ask for referrals?	1	2	3	4	5
59	Know how to effectively deal with opposition?	1	2	3	4	5
60	Focuses on what is most important to the person you are selling to?	1	2	3	4	5

Refer to "Score Sheet" to assess your score.

Instruction Sheet - Senior Living Sales Self- Assessment Characteristics

The 60 questions give a broad approach to how you approach sales. Use this guide as a tool to focus on promoting your strengths and use as a guide for developing new skills.

Step 1: Add up you totals in each group of 15 and then the total of all questions.

Sum of Questions 1 – 15 _____ Questions 16-30 _____ Questions 31-45 _____ Questions 46-60 _____ Total All Questions (range 60 – 300) _____

Step 2: Mark Quadrant on Score Sheet and at bottom with total score. Follow “blue arrows” to intersect your score.

Step 3: Analysis – Use this tools as a guide to where are you strongest and where is there room for growth?

Sales Mindset (Questions 1-15)

Elements include: Sales Attitude; Sense of Urgency; Competitiveness; Taking Notes, Time Management; Asking Questions

Sales Knowledge (Questions 16-30)

Elements include: Sales Training, Sales Knowledge, Sales Urgency; Discovery, Customer Insight; Sales Tools

Sales Presentation (Questions 31-45)

Elements include: Pre-Call Planning; Presentation Skills; Handling Objections; Structure Sales Calls; Adding Value

Building Sales Relationships (Questions 46-60)

Elements include: Building Trust, Building Credibility; Personal Interest; Using Rapport; : Personalization; Handling Objections; Closing Skills

Step 4: Additional Senior Sales Training services.

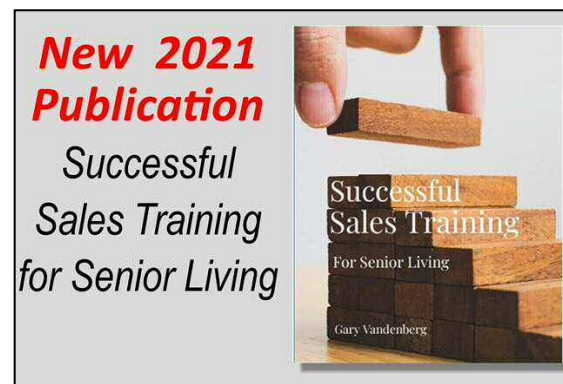
Contact Gary Vandenberg,

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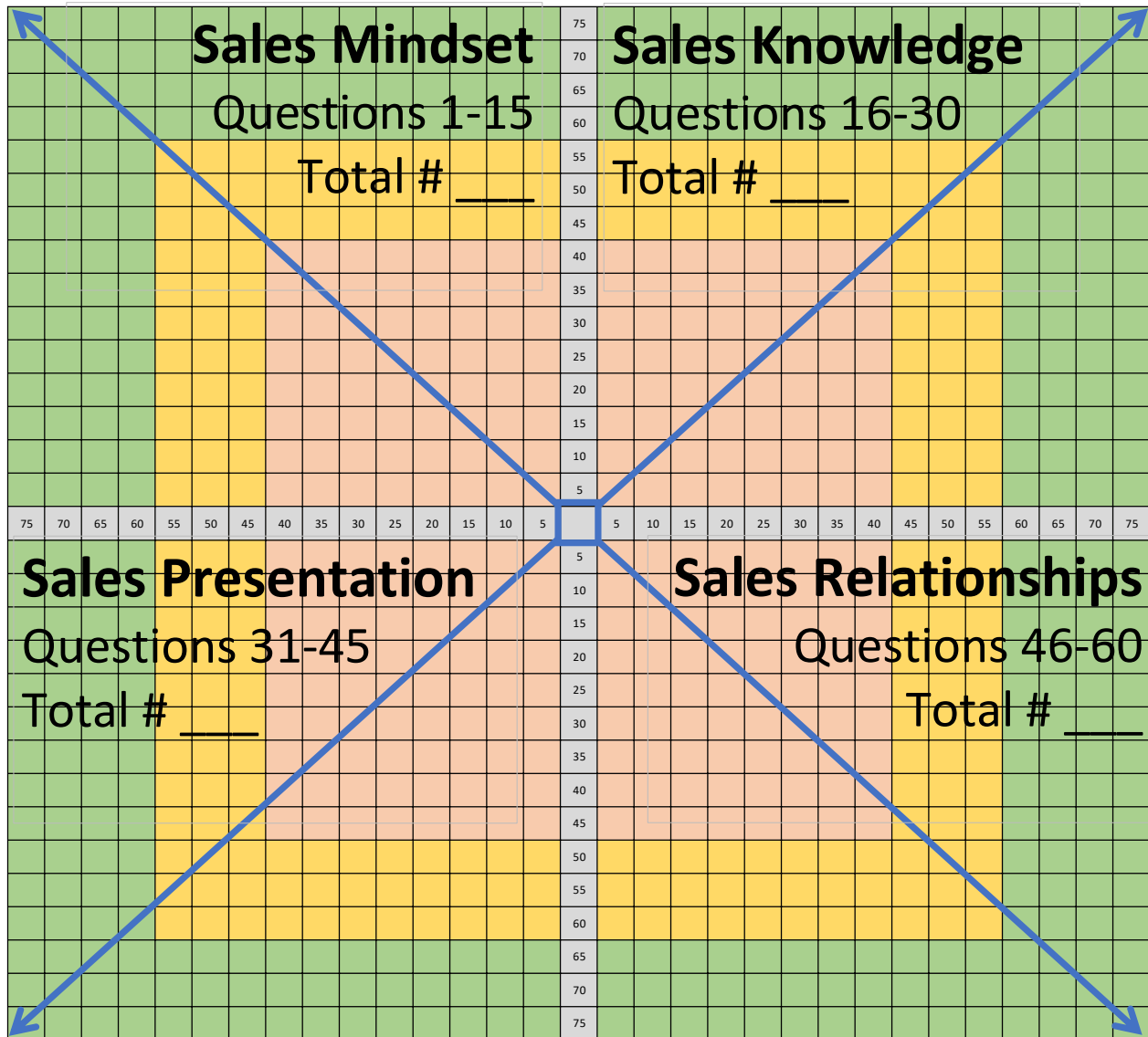
www.healthcaremarketingconcepts.com

for information on sales training,

sales e-books, and additional resources.



Sales Self-Assessment - Enter your score in each quadrant along the blue line



Total of all scores = _____

60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300
Opportunity to Develop Sales Skills																	Good			Good to Great				

Analysis – where are you strongest and where is there room for growth?

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Building Sales Relationships (Questions 46-60)

Elements: Building Trust, Building Credibility; Personal Interest; Using Rapport; Personalization; Handling Objections; Closing Skills