



# Salesmanship Quotient

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## *Self-Assessment Series*

The A to Z qualities of a salesperson has been converted into 26 questions with multiple choice answers. A score above 20 is a “Smart Salesperson” and is bound to perform well in his sales career.

# Awareness Before Change(ABC)



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- Role and Responsibility
- Law of averages
- Personality Types
- Probing
- Storytelling
- Need Analysis Mindset
- "No" is a good answer
- Comprehension
- Adaptability
- Persuasiveness
- Relationship Building
- Networking
- Layers of cognition
- Farming
- Solutions approach
- General Knowledge
- Presentation skills
- Voice quality
- Fear Factor
- Time Sensitivity
- Hunger to perform
- Belief in MIS
- Attitude of Gratitude
- The X-Factor
- Values good things in life
- Proud to be a salesperson

2

The 26 essential qualities of a salesperson are covered as A to Z of a salesperson. It is important for aspiring sales professional to first be aware of the changes to be initiated to be able to be called a salesperson.

1. Which of the following is the role of a salesperson?
  - a) To sell
  - b) To make money for self
  - c) To make sales calls in the right Target Group
  - d) To service the customer
  - e) To seek new customers for the organisation
  
2. Which of the following is an apt responsibility of a salesperson?
  - a) To keep the customer in good humour
  - b) To keep the employers satisfied with their behaviour
  - c) To maximise profitability without circumventing Customer Satisfaction Index and code of ethics
  - d) To ensure that the customer is not cheated
  - e) To sell only when the need for the same exists
  
3. What does the “law of averages” suggest to a salesperson?
  - a) The average of sum total of calls made by a salesperson will be average.
  - b) Law of averages does not apply to sales function
  - c) Irrespective of the quality of salesperson or the product, on making a set of sales calls a salesperson is bound to get an average number of enquiries
  - d) Law of averages has various permutation and combination for salesperson
  - e) An average salesperson is bound to give average results
  
4. Following personality types are seen amongst salespersons:
  
  
5. Which of the following rules apply to probing skills of a salesperson?
  - a) Allow full download, before uploading.
  - b) Ask open ended questions only.
  - c) Ask those questions first, answers to which are stored in the “hard disk “memory of the customer
  - d) Sequence your questions in a logical order
  - e) All of the above
  - f) None of the above

6. A salesperson should practice “storytelling”. This means that he should have the skill
  - a) To beat around the bush
  - b) To build up fictional stories on the spot
  - c) To draw circle , if one has to prove a point
  - d) To tell lies
  - e) To tell the truth
  
7. A salesperson who has a “Need Analysis Mindset” must follow the principle of
  - a) Law of averages
  - b) Look before you leap
  - c) The “From – To” Approach
  - d) The need , want and desire theory
  - e) Law of demand and supply
  
8. The best reply from a customer to a salesperson is
  - a) Yes, I want to buy
  - b) Maybe, I will call you later
  - c) No, I do not want your product
  - d) Definitely not interested in you
  - e) Get lost!
  
9. The power of “comprehension” for a salesperson means that salesperson should be able to
  - a) Speculate
  - b) Apprehend
  - c) Visualise the larger picture
  - d) Debate
  - e) Ask questions
  
10. A salesperson is “adaptable” because he/she can
  - a) Change the customer to think like them
  - b) Change the employer to think like them
  - c) Change frequency to match with that of the customer before converting the latter to the former
  - d) Do anything and everything
  - e) Do not have a character of their own

11. Which of the following statements best describes the “persuasiveness” of the salesperson?
- a) A salesperson is ready to beg, borrow or steal.
  - b) A salesperson has no ego. He will try to sell his product to you no matter how you treat him.
  - c) A salesperson will follow up with you till he feels that you mean a “No”.
  - d) A salesperson persuades you into a sale even if you say “No”
  - e) None of the above
12. To be able to follow the principle of “Relationship Building”, a salesperson follows the formulae of
- a) Sweet smile and polite words
  - b) Never picks up a fight with his customers
  - c) S.W.I.T.S.
  - d) Always tries to become friendly with anyone and everyone
  - e) None of the above
13. A salesperson must “Network” to
- a) Maximise his reach in the market
  - b) Increase popularity in the market
  - c) To seek exposure and knowledge on multiple domains
  - d) Develop positive “word of mouth”
  - e) All of the above
14. What is the most active layers of cognition in a true salesperson?
- a) I know that I do not know
  - b) I know
  - c) I only want to know what the customer knows
  - d) I do not know what all I do not know
  - e) None of the above
15. What is the objective of “Farming” by a salesperson?
- a) To sow the seeds for enquiry generation
  - b) To maximise a very high level of customer satisfaction index
  - c) To add a life time value to a sales enquiry
  - d) To maximise the value of sales in a given transaction
  - e) To outrun competition

16. "The salesperson is always solutions centric".
- a) True
  - b) False
  - c) Maybe
  - d) Depends on situation
  - e) All of the above
17. If the salesperson knows everything about his product or service, when is it important for him to have a good General Knowledge?
- a) To flaunt his knowledge to the customer
  - b) To prove superiority to the customer
  - c) Ability to open a discussion in any topic of the interest of the customer
  - d) To increase grasping power
  - e) To maximise comprehension power
18. To be able to have the best presentation skills, which of the following qualities of a salesperson is most important?
- a) Artistic
  - b) Creativity
  - c) Empathy with customer
  - d) Painting skills
  - e) Software knowledge for creating presentations
19. What is the poverty line for "Voice Throw" of a salesperson?
- a) 5 feet
  - b) 3 feet
  - c) 2 feet
  - d) 4 feet
  - e) 1 feet
20. Which of the following should be a matter of "Fear" for a salesperson?
- a) Ability to speak
  - b) Ability to walk
  - c) Ability to make sales calls
  - d) Ability to read
  - e) Ability to run

21. When should you polish your pair of shoes?
- a) Just before wearing them
  - b) Whenever they get dirty
  - c) While opening them after usage of the day
  - d) No fixed plans
  - e) Never thought of it
22. A salesperson is always hungry to perform. What is the most important food to fulfil this hunger?
- a) Advertisement
  - b) Leads
  - c) Enquiries by making sales calls
  - d) Cross sell
  - e) Eat whatever comes your way
23. What is the role of MIS (Management Information Systems) in the life of a salesperson?
- a) Guides you towards the right direction
  - b) Motivates you to change gears at the right time
  - c) The mathematics of MIS is important for Demand Forecasting
  - d) All of the above
  - e) None of the above
24. What is the X- factor in a salesperson?
- a) The element which goads a salesperson to play the role of a referee
  - b) Answer questions with relevant questions
  - c) Believes that “there is no right answer”
  - d) “No” is music to his ears
  - e) Never allows anyone to compare an apple with an orange
  - f) Explains “Benefits” to the customer. Never “Features” or “Advantages”.
  - g) None of the above
25. Whenever you ask a salesperson any question , he
- a) Replies with a “Yes”
  - b) Replies with a “No”
  - c) Replies with another question which in turn leads to his answer
  - d) Situational
  - e) None of the above

26. Why should a salesperson be proud of his profession?
- a) Provides maximum opportunity for growth in career
  - b) Salespersons are very learned and knowledgeable
  - c) The only profession in which one successfully interacts with Men, Material, Money and Mindset.
  - d) Pride will give more confidence
  - e) To think positively