



# ***Sales Skills Index***<sup>TM</sup>

## **QUESTIONNAIRE**

# TTI Success Insights® Sales Skills Index™

## Response Instructions

Below you will see 67 sales situations, each situation containing 4 choices of action.

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

**Note:** This instrument will take approximately 45 minutes to complete.  
Please make sure you can finish this instrument in one sitting.

*While responding, rank the strategies in the order you would actually undertake handling each sales situation.*

- 1. You have completed your presentation and were told that you'd know something in two weeks. In two weeks you discover your prospect bought from a competitor. Where did you make your mistake?**
  - You did not create enough value for your product or service.
  - You gave too much information and confused the buyer, forcing her to look elsewhere.
  - You sold on need, but failed to close or gain commitment.
  - You failed to develop sufficient trust.
  
- 2. After engaging in initial conversation, you sense that it's time to move into the sales presentation. You should:**
  - Begin by discussing the features and benefits of your product or service.
  - Ask for permission to ask questions.
  - Begin telling the prospect how your products can solve her problems.
  - Ask questions that will lead the conversation back to your purpose for being there.
  
- 3. Of all the people in the initial sales relationship, the most important one is the:**
  - User of your product or service.
  - Decision maker.
  - Internal advocate.
  - Salesperson.

4. **During the presentation, the prospect makes a statement about your product or service that is clearly inaccurate. You should:**
- Say “I would like to set the record straight.”
  - Ask “Where did you get your information?”
  - State that his misunderstanding is a common misconception or misunderstanding about your product and then clarify.
  - State that your offering is so sophisticated it is easy for some misunderstandings to occur, and then discuss how that can happen.
5. **Very early in your presentation, the prospect says, “How much is it?” You should:**
- Tell him the price.
  - Ask the prospect what he expects the price to be.
  - Ask the prospect what kind of budget he has to work with.
  - Advise the prospect you will be discussing the price once you cover the benefits he will receive.
6. **During your presentation, you learn the prospect is using a competitor’s product and you know the competitor can’t deliver. You should:**
- Ask the prospect what she likes about the competitor’s product.
  - Ask the prospect what improvement she would make if she could make changes in the product she’s using.
  - Ask questions that reflect symptoms of potential delivery problems.
  - Point out your product design superiority.
7. **In talking with your prospect, you discover she is new in the position and is unaware about the past, as well as immediate or future needs. You should:**
- Ask “Who else is involved in making this decision?”
  - Ask “What time frame will you be considering for making a decision?”
  - Ask questions to discover if she has met with your competition or other vendors with similar products or services.
  - Offer to partner with her and assist her in gaining knowledge at a more rapid pace.
8. **You approach your prospect and discover the person you are seeing is not in a position to make any type of buying decision. You should:**
- Continue to sell in order to develop an internal advocate.
  - Give your presentation to create a need and awareness of your product.
  - Learn who can make decisions and make an appointment to see that person.
  - Have the prospect invite the decision maker to attend your present meeting.

- 9. The first time you ever actually see a prospect face to face or deal with her company, you should:**
- Ask a series of questions to learn about the organization.
  - Spend time developing rapport and trust with the prospect.
  - Spend time talking about your company's position in the marketplace.
  - Use testimonial letters to prove your credibility.
- 10. Immediately upon successfully completing a sale, you should:**
- Seek referrals.
  - Try to sell additional products or services.
  - Congratulate and reinforce the buyer on the decision.
  - Tell the prospect how you are going to follow-up.
- 11. If your prospect says, "I need to do some research regarding you and your company." You should:**
- Provide a list of organizations and individuals with whom he can check.
  - Offer to help him seek the information.
  - Ask specifically what he would like to research.
  - Offer to have satisfied customers contact him.
- 12. After you have been with a prospect for 45 minutes, and she says, "We're done. I'm out of time." You should:**
- Attempt to close the sale.
  - Ask for a date and time to return and complete your presentation.
  - Ask the prospect if you could have a few more minutes.
  - Ask the prospect what additional information she needs.
- 13. You and your prospect have invested sufficient time with your presentation and your prospect says, "Everything looks good to me." You should:**
- Ask what looks best to her.
  - Ask what you have to do to get started.
  - Complete the order and leave.
  - Summarize the benefits and close.
- 14. A prospect offers negative remarks about your competitor, a supplier whose product he is using and with whom he is having some invoicing problems. You should:**
- Agree with the prospect's experience and tell him why your product is better.
  - Agree with the prospect and point out that you have also heard these from others.
  - Say "I understand how those problems might occur. Let me show you how our invoicing works."
  - Point out additional problems your competitor's product has that he has not experienced yet.

- 15. During a face-to-face meeting, asking the question “How many facilities do you have” is an example of:**
- Being poorly prepared for a sales call.
  - Trying to get information that will allow you to present a solution.
  - Part of the information gathering process.
  - A good way to get the prospect talking about his potential problems.
- 16. In making a contact via phone, your prospect’s assistant says, “Ms. Johnson is not currently accepting phone calls from potential vendors.” You should:**
- Send an email and try to get the information in front of the prospect.
  - Attempt to gather information related to the prospect’s activities, acquaintances and interests.
  - Try to develop rapport with the administrative assistant.
  - Ask the assistant how and when Ms. Johnson gathers information on new products or services.
- 17. You arrive early for an appointment and learn your prospect will not be available at your prearranged appointment time. You should:**
- Use your cell phone to contact your next appointment relative to adjusting time.
  - Mentally rehearse your sales presentation.
  - Carry on a conversation with the receptionist.
  - Observe your surroundings for key bits of information.
- 18. Early in your meeting with the prospect, he appears disinterested and says nothing. It is awkward and uncomfortable for both of you. You should:**
- Start your presentation.
  - Ask questions to draw the prospect into the presentation.
  - Ask the prospect if he has some concerns.
  - Make sure that you have adequately informed the prospect who you are, whom you represent and why you are there.
- 19. The prospect’s secretary says to you, “Mr. Evans is not interested in new products like yours at this time.” Your reaction should be to:**
- Discover what his schedule may be for looking at new products in your category.
  - Learn why he is not looking at new products.
  - Determine if someone else in the firm investigates new products in your category.
  - Ask questions to see if there are any problems that you might solve with your product.

20. **During your presentation, the prospect continually asks for your “absolute best price.” You should:**
- Ask “Where does our price need to be?”
  - Say “I can only provide you the best price when I know if our product or service will meet your needs.”
  - Present your best price.
  - Get further information related to the prospect’s needs so you can provide precise pricing information.
21. **When a prospect says, “We don’t normally make decisions at this time of year;” you should:**
- Ask “What time of year are budget decisions made?”
  - Ask “What factors go into making a decision?”
  - Determine the time frame for gaining another appointment.
  - Ask questions to gather additional information.
22. **Upon entering a prospect’s office, the prospect immediately blurts out, “Show me what you’ve got.” You should:**
- Comply and show him what you are presenting.
  - Ask him what he is presently using.
  - Find out if he has a real need.
  - Tell him who you are and why you are there.
23. **You send literature to a prospect. In placing your call to gain an appointment, your primary objective should be:**
- To determine if prospect received and read your literature.
  - To set the appointment.
  - To determine prospect’s level of receptivity to seeing you.
  - To provide sufficient information for prospect to make a positive decision to see you.
24. **Upon contacting a prospect, he says, “I want to talk to you... I believe you have exactly what I’m after.” On the basis of this comment, you should:**
- Find out what makes the prospect believe that this is the exact product he is after.
  - Discover how much he knows about your product or service and where he learned this information.
  - Make an appointment to immediately give a demonstration.
  - Make an appointment to further qualify the buyer.

- 25. During your presentation, you understand there are others involved in the buying decision. You should:**
- Ask what role they are going to play.
  - Ask your prospect what influence she has on the other people.
  - Attempt to see all of the others.
  - Present your product and make an appointment to come back to meet with the others.
- 26. You have identified a prospect's primary need for your product. You are invited to come back and make a group presentation. You should:**
- Determine who will be involved in the next meeting.
  - Solicit comments as to the expectations of the other members of the committee based on what you have presented thus far.
  - Repeat your presentation to the group.
  - Ask additional questions that will allow you to tailor your presentation to meet the prospect's most pressing needs.
- 27. Near the end of your sales presentation, the prospect states that she is not sure that what you claim about the performance of your product is true. You should:**
- Assure her that you never lie.
  - Present testimonial letters from satisfied users.
  - Ask questions to discover more about her concerns.
  - Continue to present the key benefits.
- 28. You're running short of time, have tried to close the sale and the prospect says, "I want to think about it." You should:**
- Ask the prospect what he wants to think about.
  - Summarize key benefits and close by giving the prospect reasons for making a decision now.
  - Attempt to close while creating urgency.
  - Ask the prospect how much time he needs to think about it.
- 29. You present your price and the prospect says, "Your price is too high!" What do you do?**
- Ask the prospect to explain what he means.
  - Offer discounts.
  - Compare your value to the competition.
  - Ask "Where does our price have to be to earn your business?"

**30. Early in your presentation your prospect says, "I'll listen, but I'm not going to buy anything right now... no matter what!" You should:**

- Advise the prospect you are not there to sell anything, but to discover if he has a need for your products.
- Proceed with your presentation hoping when the prospect needs your product, or is ready to make purchases, he will know of your existence.
- Say "I'm not going to ask you to buy anything today."
- Probe to discover why the prospect is not interested in buying anything.

**31. You have completed your presentation and have asked the prospect to buy. The response is, "I want to look around." What should you do?**

- Ask what else she wants to look at and when she will be looking.
- Summarize and close again.
- Reiterate your competitive advantage in the marketplace.
- Seek to discover what the real reason for her delay may be.

**32. Customers who say they have a cash flow problem:**

- May be using it as an excuse for not buying from you.
- Are asking you for a solution to finance the purchase.
- Are giving you information about the terms under which they will buy.
- Are asking you to finance their purchase.

**33. Competition forces salespeople to:**

- Know their competition better.
- Know their marketplace and customers better.
- Create greater value.
- Better understand their product, the competition and the need to improve their sales abilities.

**34. The more competition a product has, the more a salesperson needs to:**

- Expand product knowledge.
- Work harder.
- Master selling skills.
- Network with existing customers.

**35. Potential customers may be afraid of:**

- Making a wrong decision.
- Speaking up and identifying their true objection.
- Saying yes.
- Paying too much for a product or service.

- 36. When a salesperson cuts price, it causes potential customers to:**
- Be suspicious of the salesperson.
  - Question the quality of the product or service.
  - Question if the product or service is obsolete.
  - Question why the price was higher in the first place.
- 37. Keeping accurate sales records:**
- Helps salespeople sell better.
  - Provides a basis for follow-up and repeat business.
  - Is of value primarily to management.
  - Is necessary in today's competitive environment.
- 38. When a prospect asks a question to which you don't know the answer, you should:**
- Admit that you don't know the answer but will get it.
  - Call someone who knows the answer.
  - Review your literature to find the answer.
  - Ask the prospect how important knowing that answer is to the purchasing process.
- 39. Sales tools and aids should be used to:**
- Develop interest.
  - Establish credibility.
  - Present information.
  - Create a favorable image.
- 40. First impressions are important to the sales process because:**
- Trust must precede purchase decisions.
  - People buy from people they like.
  - A bad first impression will cause the prospect not to listen to our presentation.
  - First impressions are lasting impressions.
- 41. When prospects continually fail to return your messages or reply to your emails, you should:**
- Keep contacting until you are able to get through.
  - Leave more voice mail messages.
  - Continue to work with the gatekeeper to find a time when the prospect will be available.
  - Discover another person who can help to get you in front of the prospect.

- 42. A prospect states, “You have 15 minutes to give your presentation.” However, you need at least 30 minutes. What should you do?**
- Ask for another time when you can come back.
  - Proceed to do additional qualifying to discover whether there is a need for a presentation.
  - Invest the available time developing rapport with the prospect and not worry about making a presentation at this time.
  - Refuse to give a presentation, saying that an abbreviated program would short-change both your product and the prospect.
- 43. You have made your presentation to a qualified buyer and have also received favorable internal support from the prospect’s technical experts. However, your buyer is overruled by a superior who wants to buy from your competitor. You should:**
- Try to arrange a meeting with your original prospect and her superior.
  - Attempt to see the superior directly and personally.
  - Try to arrange for a meeting with technical staff, prospect and the superior.
  - Try to get technical experts to support your product’s superiority.
- 44. The prospect says “Your price is fine, but I have a serious question about durability.” You should:**
- Physically show the prospect how durable your product is.
  - Ask “What is it about the durability that concerns you?”
  - Have the prospect talk with a customer who has had good experience with durability.
  - Ask “What role does durability play in your decision?”
- 45. You have presented your prospect with what you consider adequate data about your product. However, the prospect continues to defer making a decision. You should:**
- Try to deal with each issue one by one and then close the sale.
  - Go ahead and try to close.
  - Stop your presentation and offer to come back another time.
  - Ask the prospect why she is hesitant to make a decision.
- 46. While prospecting for new business, you meet a prospect who says, “We’ve done business with your firm in the past and, frankly, we dropped you as a vendor.” You should:**
- Ask “How long ago did it occur?”
  - Ask “What was the reason for that decision?”
  - Ask “How receptive would you be to discussing ways to rebuild our relationship?”
  - Ask “If we could solve the problems associated with the past would you consider us as a vendor again?”

- 47. Your prospect says “How fast can you deliver?” You should:**
- Check and see when delivery could be arranged.
  - Continue to sell to create more value.
  - Ask “How soon would you like delivery?”
  - Ask “Why is that important to you?”
- 48. You have completed your presentation and your prospect says, “I want to think about it.” You should:**
- Ask “What is it that you’d like to think about?”
  - Ask “How much time do you need? Let me know, and I’ll check back with you.”
  - Say “I can understand that...what do I need to clarify for you?”
  - Say “No matter how much thought you give it, there is not a better service at our price anywhere. What do you think?”
- 49. Immediately upon making your presentation, you are asked for the price of your product or service. Your best response would be to:**
- Ask the prospect what level, volume or amount they would be buying.
  - Stall any discussion of price until you have created value.
  - Ask the prospect how soon they could take delivery.
  - Ask the prospect how important the price will be in the decision.
- 50. During your presentation the prospect says, “I’m perfectly happy with my current supplier.” You should:**
- Tell the prospect your product is much better.
  - Point out the benefits of having more than one source of supply.
  - Ask the prospect what he is most happy about.
  - Ask what changes he would make with his current supplier if he could.
- 51. Your prospect says, “I like your service and it looks good to me; however, I think I need to check it out further.” You should:**
- Ask “What do you want to check out?” Then proceed to close the sale.
  - Ask “Why do you want to do that?”
  - Offer to help the prospect review what he wants to learn.
  - Say “There are some things that always come up the same, no matter how much you review them.”
- 52. Qualifying a prospect is necessary for:**
- Determining which prospects warrant more or less of your time.
  - Deciding which product or service you will recommend.
  - Understanding a prospect’s buying motives.
  - Anticipating objections a prospect may offer.

- 53. You ask the prospect, “Who else is involved in the buying decision?” The prospect states he is the sole decision maker. Later, when you ask the prospect to buy he insists that he must check with two other people. You should:**
- Ask the prospect why he initially told you he was capable of making the decision by himself.
  - Secure permission to make a presentation to the decision makers.
  - Let your prospect meet independently with the other people to present your story.
  - Ask qualifying questions about the other people so you can formulate a new strategy.
- 54. The most effective time frame to respond to Internet generated leads is:**
- Within one day of receipt.
  - Within 4 hours of receipt.
  - Within 3 days of receipt.
  - Anytime within 5 days of receipt.
- 55. What is the proper order of buying motives of prospects?**
- Needs.
  - Features.
  - Wants.
  - Price.
- 56. The best way to communicate with prospects is:**
- Their email.
  - Their Cell Phone.
  - To ask them their preference.
  - Their Telephone.
- 57. When presenting price you should:**
- Give your best price every time.
  - Describe your price (“regular price”, “discount price”, etc.).
  - Explain benefits, then present price, followed by more benefits.
  - Give price as soon as you can.
- 58. In business-to-business sales what is the most up-to-date source of pre-call planning data?**
- Annual reports.
  - Compiled research data on prospect.
  - The newspaper.
  - Prospect’s website.

- 59. “I want to think about it” is:**  
 A rejection of your offer.  
 A stall.  
 A sign of interest.  
 An objection.
- 60. “I need to talk to my boss about this” is:**  
 A sign that you have been talking to the wrong person.  
 A great way for you to get in front of the boss.  
 An objection called “deferring to higher authority”.  
 A good reason to leave and stay in touch.
- 61. The best way to position yourself in the mind of your prospects is as:**  
 A solutions provider.  
 A salesperson.  
 A consultative expert.  
 A features expert.
- 62. Rank the following prospecting strategies from best to worst:**  
 Networking.  
 Tradeshows.  
 Cold calling.  
 Referral selling.
- 63. Pre-call planning for a meeting with a non-referral prospect will allow you to:**  
 Develop an in-depth understanding of the prospect.  
 Give you instilled confidence.  
 Know exactly what their budget is.  
 Know how quickly they’ll make a buying decision.
- 64. The most valuable role of any digital customer or prospect relationship management system is to:**  
 Make sales for you.  
 Keep track of the sales process.  
 Provide data for other departments.  
 Be better organized.
- 65. When making a phone contact with a prospect, the very first thing you should do is to:**  
 Explain why you’re making the call.  
 Ask if they are free to talk at that time.  
 Tell them how great your product is.  
 Present price.

**66. The easiest way for you to be seen as a consultative expert is to:**

- Ask strategic questions relative to prospect's problems.
- Have a memorized sales presentation.
- Tell the prospect how good you are.
- Stay abreast of industry trends.

**67. The most up-to-date way to stay abreast of your industry is to:**

- Read relevant industrial publications.
- Listen to co-workers.
- Play an active role in industry events.
- Rely on rumors.