

Closing Sales Survey

General

On a scale from 1-10, with 10 being the highest and most effective, how would you **rate your level of effectiveness** with regards to successfully closing sales?

What would you or your manager say are the **five most important skills** for you to **improve** on to successfully close more sales?

- 1.
- 2.
- 3.
- 4.
- 5.

Which of these would you say is certainly your **“weakest” skill**?

What are some of the **most common excuses/barriers** received from prospective customers for not signing your proposal for new **conversion** business? List the five most popular.

- 1.
- 2.
- 3.
- 4.
- 5.

What are some of the **most common excuses/barriers** received from existing customers for not signing your proposal for new **penetration** business? List the five most popular.

- 1.
- 2.
- 3.
- 4.
- 5.

What are some of the **most common excuses/barriers** received from existing customers for not signing your **renewal** agreements? List the five most popular.

- 1.
- 2.
- 3.
- 4.
- 5.



A Strong Opening

On a scale from 1%-100%, what percentage of time during a proposal meeting with your customer do you intentionally deliver a **strong opening statement** (that was previously created) to highlight the theme of your solution and help focus the attention of your customer on the most important benefit of your proposal?

If your percentage is below 90%, what would you say is the **#1 reason for not creating and delivering a strong opening statement**?

List the **top three statements** used when positioning your proposal as the solution to your customers' business:

- 1.
- 2.
- 3.

What are some of the **benefits for creating and using a strong opening statement** when positioning your solution to your customer? Please list five benefits.

- 1.
- 2.
- 3.
- 4.
- 5.

What are some **obvious disadvantages for not creating and using a strong opening statement** when positioning your solution to your customer? Please list five obvious disadvantages.

- 1.
- 2.
- 3.
- 4.
- 5.

A BIG Vision

Think back at the last five to ten proposals you presented to your customers. If your customers were asked if you provided them with a **BIG picture**, one that boldly challenged them to consider your company as their **exclusive solutions provider**, what percentage of them would respond with a definitive, "Yes...it was clear, they wanted ALL of our business and they asked for it right from the start." Write the numbers for each sales resource:

A Clear Path

If they were asked if you provided them with **a clear path of where your proposal was headed** during the first five minutes of your sales call, what percentage of your customers would respond with a definitive, “Yes...it was very clear and I knew where they were going right from the start!” Write the numbers for each sales resource:

Connecting the Dots and Sharpening the Focus

What percentage of time would these same customers respond to the following statements: The sales executive demonstrated:

- “A realistic **cost-savings** analysis.”
- “A realistic **time-savings** analysis.”
- “How their solution **made my job easier.**”
- “How their solution **benefited multiple departments.**”
- “How their solution would **benefit my customers.**”
- “How their solution would **help us differentiate ourselves from our competitors** and or **increase market share.**”

Customer Objections

What are the **top three objections** given to you by customers for not signing your agreement?

- 1.
- 2.
- 3.

How do you **regularly respond** to each of these three objections?

- 1.
- 2.
- 3.

Customer Delays

What are the **top three excuses for delays** given to you by customers who do not immediately reject your agreement?

- 1.
- 2.
- 3.

How do you **regularly respond** to each of these three delays?

- 1.
- 2.
- 3.

Planning to Win

What percentage of time do you include and **present a detailed implementation plan** to your customer while reviewing your agreement in person?

What is your **#1 reason for not including an implementation plan**?

After successfully signing an agreement with your customer, **how many business days** on average go by before you meet with your customer again?

What would you say are the **top three reasons for delays in your customer implementation plan**?

Consider your performance from recent customer implementations. In each category below, what percentage of time would they attribute to each category as a whole? The total must not exceed 100%.

- **Exceptional** – Problems were not a factor. The sales executive stayed on plan with their promise.
- **Good** – We experienced some problems that caused delays but they helped us through each one.
- **Fair** – We were not completely satisfied or completely dissatisfied with their performance.
- **Poor** – Our experience was unsatisfactory and we are still working through some problems today.

Closing sales is as much an art as it is a science. You must blend a generous mix of proven principles with a touch of modern creativity to arrive at your desired destination—a successful close.