ESSENTIAL B2B SALES TRAINING QUIZ

Ready to put your analyst hat on? For each of the sales training topics below, check the box that best reflects your current training. At the end, you'll add them up and find out what to do next.

MY CURRENT TRAINING IS...

FOUNDATIONAL SALES BEHAVIORS: *ESTABLISH WHAT IT TAKES TO BE GREAT.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Behaviors that drive results	☐	☐	☐
Behavioral self-assessment	☐	☐	☐

PROSPECT: *KEEP YOUR SALES FUNNEL FULL WITH FEARLESS LEAD GENERATION AND COLD CALLING.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Close rate and pipeline planning	☐	☐	☐
Understanding your target buyer	☐	☐	☐
Knowing the competition	☐	☐	☐
Networking, referrals, and leads	☐	☐	☐
Identifying the decision-maker	☐	☐	☐
Creating a compelling message	☐	☐	☐
Getting past the gatekeeper	☐	☐	☐
Cold calling in person	☐	☐	☐
Cold calling over the phone	☐	☐	☐
Cold calling via email	☐	☐	☐
Leveraging social media	☐	☐	☐
Tracking activities in your CRM	☐	☐	☐
Managing your time	☐	☐	☐

DISCOVERY AND NEEDS ANALYSIS: *BUILD A RELATIONSHIP WITH YOUR PROSPECTS AND GET TO KNOW THEIR NEEDS.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Tailor your needs analysis	☐	☐	☐
Adapating and mirroring communication styles	☐	☐	☐
Open-ended and close-ended questions	☐	☐	☐
Asking relationship-building questions	☐	☐	☐
Understanding the prospect's current situation	☐	☐	☐
Listening actively and probing	☐	☐	☐
Demonstrating empathy	☐	☐	☐
Comfirming and summarizing what you've heard	☐	☐	☐

ESSENTIAL B2B SALES TRAINING QUIZ

MY CURRENT TRAINING IS...

EDUCATE AND POSITION: *DEMONSTRATE OPTIONS WHILE PROVIDING A GREAT CLIENT EXPERIENCE.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Challenging the status quo	☐	☐	☐
Creating effective proposals	☐	☐	☐
Knowing your value proposition	☐	☐	☐
Effective presentation skills	☐	☐	☐
Practicing and getting feedback	☐	☐	☐
Establishing credibility	☐	☐	☐
Giving effective demos	☐	☐	☐
Upselling and cross-selling	☐	☐	☐
Using trial close questions	☐	☐	☐
Recognizing buying signals	☐	☐	☐
How to avoid overcommiting	☐	☐	☐

OVERCOME OBJECTIONS AND CLOSE: *REPEAT AFTER ME: AN OBJECTION IS USUALLY JUST A REQUEST FOR MORE INFORMATION.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Positioning against a competitor	☐	☐	☐
Handling price objections	☐	☐	☐
Overcoming “not now”	☐	☐	☐
Asking for the sale	☐	☐	☐
Navigating through tough negotiations	☐	☐	☐
Getting internal buy-in	☐	☐	☐
Making it easy for stakeholders to buy	☐	☐	☐

FOLLOW UP AND SERVICE: *COMPETE ON THE BASIS OF CLIENT SATISFACTION AND WIN LONG-TERM RELATIONSHIPS.*

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Thanking the client in a personalized way	☐	☐	☐
Managing objections	☐	☐	☐
Evaluating the partnership’s success	☐	☐	☐
Consistently adding value	☐	☐	☐
Responding to an unsatisfied client	☐	☐	☐

ESSENTIAL B2B SALES TRAINING QUIZ

MY CURRENT TRAINING IS...

SALES MANAGER GUIDELINES: ***HOLDING THEIR TEAM ACCOUNTABLE AND IMPACTING THE BOTTOM LINE.***

	VERY EFFECTIVE	NOT EFFECTIVE	NONEXISTENT
Strategic time management for sales managers	☐	☐	☐
Collecting data to measure performance	☐	☐	☐
Conducting observations and ride alongs	☐	☐	☐
Effective one-on-ones	☐	☐	☐
Leading team meetings	☐	☐	☐
Reinforcing great behaviors	☐	☐	☐
Helping your team improve	☐	☐	☐
Setting goals	☐	☐	☐

SO, IS YOUR CURRENT SALES TRAINING PROGRAM LEADING THE PACK, LOOKING FOR A CHAMPION, OR A PIONEER'S DREAMS? FIND OUT WHAT YOUR SCORE MEANS ON THE NEXT PAGE.

TOTAL VERY EFFECTIVE CHECKS	TOTAL NOT EFFECTIVE CHECKS	TOTAL NONEXISTENT CHECKS
X2	X1	X0
=	=	=

ADD UP ALL OF YOUR SUBTOTALS TO GET YOUR FINAL SCORE

IF YOU SCORED...

87-108
LEADING THE PACK

YOU SHOULD:

Optimize, then write a book

Your program is robust and ready to help your sales professionals win. Now it's time to get feedback.

How could it be even better? Are the delivery methods working well? Do sales professionals need any refresher training on past topics?

HOW WE CAN HELP

Modern sales training is consistent and mobile-friendly rather than event-based. It's also tailored to your unique challenges.

We provide custom-built, self-paced microlearning made for busy sales professionals. They can learn on the go and get back to selling.

If any of your content or delivery methods need a reboot, we're here to help.

54-86
LOOKING FOR A CHAMPION

YOU SHOULD:

Prioritize

Ineffective content has been holding you back for too long, and you're ready to step up your company's sales training game.

You've identified the gaps, so now you can prioritize. Where can you get quick wins and immediately make a difference?

This work needs a champion with persistence and grit. Could that be you?

HOW WE CAN HELP

You might benefit from a workshop. It's a service we offer to training and sales leaders who need a gameplan to get their program on the right track.

We'll review what you have today, understand what you want to change, and help you decide what to do next.

0-54
A PIONEER'S DREAM

YOU SHOULD:

Phone a friend

You identified a lot of missing or outdated content. Take a deep breath and see this as an opportunity. When it comes to creating a modern sales training program, sometimes it's easier to start from the ground up.

It's time to roll up your sleeves.

Word to the wise: to get it all done, you'll need the right experts in your corner.

HOW WE CAN HELP

We can help you design a training program that gives your sales professionals the knowledge, skills, and behaviors they need to get results.

Bonus: we'll even help align your stakeholders.

Already have a strategy? We can support your content development and help you get it done in time for launch.