

What Works for Me in Selling?

Created by: _____ Date: _____ Review dates: _____ & _____

This worksheet will help you discover and develop more of the skills and strategies that work for you while selling. Please answer the following questions, and place answer in numerical order on the next page.

**"He who knows others is learned.
He who knows himself is wise."**

–Lao Tse

1. What is my main selling strength?
2. What is my main selling challenge?

3. Who is my best customer? Why?
4. Who is my worst customer? Why?

5. What is my best selling skill?
6. What is my worst selling skill?

7. How did I get my biggest customer in the last 12 months?
8. How did I lose my biggest customer in the last 12 months?

9. What do I love about selling?
10. What do I dislike about selling?

11. When am I most confident while selling?
12. When am I least confident while selling?

13. What type of relationship helped me increase sales in the last 12 months?
14. What relationship lost sales in the last 12 months?

15. What is my main competitive advantage?
16. What is my least competitive advantage?

17. What do my customers like most about me?
18. What do my customers like least about me?

19. Who do you like being around the most when selling?
20. Who do you like being around the least when selling?

If you would like discuss this exercise or would like to put it to use, contact me at Steve@SurgicalSalesSolutions.com to arrange a free tele-meeting. There is no obligation to work with me beyond this and it gives you an opportunity to sample our services.

What Works for Me in Selling?

What Works For Me in Selling

1. _____
3. _____
5. _____
7. _____
9. _____
11. _____
13. _____
15. _____
17. _____
19. _____

What Doesn't Work For Me in Selling

2. _____
4. _____
6. _____
8. _____
10. _____
12. _____
14. _____
16. _____
18. _____
20. _____

Take these answers into consideration when you start or continue you sales - business plan for the future. Remember to do **more** of the things that work for you, than against you.

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