



# The Salesperson's Skill and Attribute Self-Assessment

Circle the answer that most closely corresponds to your typical behavior. Total the numerical value for all answers and rate yourself. Review your answers and prioritize five areas for change.

	FALSE	SOMETIMES	TRUE
1. <b>COMMUNICATION:</b> I communicate verbally, by phone or by letter very well.	1	2	3
2. <b>LISTENING:</b> My listening skills for collecting information and understanding what I hear are excellent.	1	2	3
3. <b>KNOWLEDGE COLLECTION:</b> I enjoy collecting information about customers and new products.	1	2	3
4. <b>PEOPLE:</b> I enjoy working with people and learning more about them.	1	2	3
5. <b>SUPERVISION:</b> I work best with little supervision.	1	2	3
6. <b>TIME MANAGEMENT:</b> I manage my time well.	1	2	3
7. <b>GOALS:</b> When involved, I set goals.	1	2	3
8. <b>POSITIVE ATTITUDE:</b> I am always positive.	1	2	3
9. <b>SELF-MOTIVATION:</b> I think of myself as self-motivated.	1	2	3
10. <b>PERSEVERANCE:</b> Once I start something, I follow through until completed.	1	2	3
11. <b>SUCCESSFUL IMAGE:</b> I project an image of success through my attire, behavior, self-confidence and manners.	1	2	3



# RETAIL MANAGEMENT ASSOCIATES

- |  |   |   |   |
|--|---|---|---|
| 12. <b>IDENTIFY POTENTIAL CUSTOMERS:</b><br>I instinctively identify prospective customers.                                    | 1 | 2 | 3 |
| 13. <b>DEVELOP SELLING STRATEGIES:</b><br>I know how to develop effective selling strategies to turn prospects into customers. | 1 | 2 | 3 |
| 14. <b>DEVELOP EXISTING CUSTOMERS:</b><br>I know how to service existing customers to gain new business and referrals.         | 1 | 2 | 3 |
| 15. <b>COMMITMENT:</b> I have a strong commitment to becoming a sales professional.  | 1 | 2 | 3 |

**TOTAL OF EACH COLUMN** \_\_\_\_\_

**GRAND TOTAL FOR ALL COLUMNS** \_\_\_\_\_

**COMPARATIVE  
TOTALS FOR A NEW SALESPERSON**

Above Average 35 to 45  
Average 25 to 35  
Below Average 15 to 25

**DESIRED AREAS FOR CHANGE AND PERSONAL GROWTH**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_