

NEEDS ANALYSIS PROFILE

I. About You and Your Business

A. What products or services do you market? _____

B. Who do you market your products or services to? _____

C. How do you market your product or services? _____

D. How do you track your performance? _____

E. How do you keep track of your prospects? _____

F. What method of selling do you use? _____

G. How do you measure budget against actuals? _____

NEEDS ANALYSIS PROFILE - page 2

H. What ways can you do a better job? _____

I. What steps in your sales cycle can be improved? (From prospecting to close.) _____

J. How do you think you can be more productive? _____

K. How do you measure productivity? _____

L. How do you correct negative sales behavior? _____

M. How do you want communication skills improved? _____

N. What kind of goals do you set? _____

NEEDS ANALYSIS PROFILE - page 3

O. What kind of results are you getting? _____

P. How good are your planning, organizing and directing skills? _____

Q. Can you be seeing more prospects? _____

R. Are closing percentages adequate? _____

S. Are you living up to your individual marketing plans? _____

T. How do you stack up against the competition? _____

U. Where do you find your prospects? _____

NEEDS ANALYSIS PROFILE - page 4

V. How do you select the ones you think will qualify? _____

W. How do you close them? _____

X. How much in sales dollars do you need to break even? _____

Y. How are you compensated? _____

Z. What percent of sales do you invest in sales training for yourself? _____

II. Contact Information

Name: _____ Email: _____

Company: _____ Address: _____

Title: _____ City: _____

Phone: _____ State/Province: _____

Time to Call: _____ Zip/Postal Code: _____

Committed now

In 1 month

In 3 months

In 6 months