



# Collaborative Conversations Survey

## Do your conversations count as much as they need to?

When you have competence (skill) and confidence (internal drive) to take the necessary actions to make each conversation count, you will:

- Move buyers through the sales process more quickly
- Stop price discounting
- Close more deals
- Connect and build long-term, repeatable business with your buyers

## Survey Instructions

1. Read the statement and then rate yourself using the scale of 1 – 6.
2. Total each component's score (3 questions).
3. On pages 4-7, review your results with helpful tips to strengthen your conversations that count.

### The Scale: (1) Not True ... (6) Always True

<b>Preparation - Wait</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
1. I eliminate distractions before connecting with a buyer or making a call.	<input type="checkbox"/>					
2. I complete an "inspection" of my materials and myself prior to connecting.	<input type="checkbox"/>					
3. I prepare for every possible sales conversation.	<input type="checkbox"/>					

**Total →**

## The Sales Conversation

<b>Initiate</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
4. I begin each conversation with a sincere greeting.	<input type="checkbox"/>					
5. I always explain or recap why we are meeting.	<input type="checkbox"/>					
6. I ask questions that get the other person talking.	<input type="checkbox"/>					

**Total →**

<b>Investigate</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
7. I ask open-ended questions to invite answers from others.	<input type="checkbox"/>					
8. I paraphrase what the other person has stated.	<input type="checkbox"/>					
9. I qualify that my buyer is open to a recommendation before moving into a product/service presentation.	<input type="checkbox"/>					

**Total →**



<b>Facilitate – Conversations</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
10. I always match my solution to the specific problems, opportunities, wants, and needs of the buyer.	<input type="checkbox"/>					
11. I adapt my presentation to the person and situation.	<input type="checkbox"/>					
12. I always explain WHAT I offer followed by why it is valuable to Them.	<input type="checkbox"/>					
<b>Total →</b>						
<b>Facilitate – Objections</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
13. I always ask for concerns or objections.	<input type="checkbox"/>					
14. I never let my ego get in the way of understanding and working through concerns collaboratively.	<input type="checkbox"/>					
15. I listen to objections without interrupting.	<input type="checkbox"/>					
<b>Total →</b>						
<b>Then Consolidate</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
16. I always ask questions to determine if the buyer is ready to make a decision before asking the decision question.	<input type="checkbox"/>					
17. I end every conversation by asking for a decision or commitment.	<input type="checkbox"/>					
18. I always identify the next steps.	<input type="checkbox"/>					
<b>Total →</b>						
<b>Communication</b>						
<b>Tribal Types</b>	<b>(1) Not True</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6) Always True</b>
19. I strive to understand other people's needs, styles, and customs.	<input type="checkbox"/>					
20. I adapt my message to the "language" and preferences of the person.	<input type="checkbox"/>					
21. I pay attention to communication signals such as tone, body language, and pace.	<input type="checkbox"/>					
<b>Total →</b>						



<b>Competence or Internal Driver Components</b>						
<b>Belief in Self</b>	(1) Not True	(2)	(3)	(4)	(5)	(6) Always True
22. I believe in my ability to be successful.	<input type="checkbox"/>					
23. I possess the skills I need to be successful.	<input type="checkbox"/>					
24. I provide value to my customers.	<input type="checkbox"/>					
					<b>Total →</b>	
<b>Belief in Role</b>	(1) Not True	(2)	(3)	(4)	(5)	(6) Always True
25. I believe that my role is important to my company's success.	<input type="checkbox"/>					
26. I know that what I do matters to my customers.	<input type="checkbox"/>					
27. I find satisfaction in my role.	<input type="checkbox"/>					
					<b>Total →</b>	
<b>Belief in Value</b>	(1) Not True	(2)	(3)	(4)	(5)	(6) Always True
28. I have a strong belief in the value of the product/service we offer.	<input type="checkbox"/>					
29. I am able to clearly communicate the benefits of my solution.	<input type="checkbox"/>					
30. The cost for what I offer is small compared to the value it provides.	<input type="checkbox"/>					
					<b>Total →</b>	
<b>Goal Transparency</b>	(1) Not True	(2)	(3)	(4)	(5)	(6) Always True
31. I have at least 3 current, specific, written goals.	<input type="checkbox"/>					
32. I set deadlines for achieving my goals.	<input type="checkbox"/>					
33. At least one other person is aware of every goal I have written.	<input type="checkbox"/>					
					<b>Total →</b>	
<b>Initiative</b>	(1) Not True	(2)	(3)	(4)	(5)	(6) Always True
34. I complete my high-priority activities every day.	<input type="checkbox"/>					
35. I do more than is required.	<input type="checkbox"/>					
36. I have completed professional development in the last 6 months (relevant book, class, or workshop).	<input type="checkbox"/>					
					<b>Total →</b>	
<b>Emotional Intelligence</b>	(1) Not True	(2)	(3)	(4)	(5)	(6) Always True
37. I remain calm when things don't go my way.	<input type="checkbox"/>					
38. I am self-directed and control how I think and act.	<input type="checkbox"/>					
39. I never let my feelings stop me from taking action on what I need to do.	<input type="checkbox"/>					
					<b>Total →</b>	



# Results

You've completed an assessment of your Competence and Confidence components that make each conversation count – for you and your buyer.

Are you ready to review your results and how they affect your conversations?

The total possible score for each component is 18. Review the legend below and then see the definition and tips for each specific component below.

How did you do?

## Your Total Score

### for each Component

### Result

**16 – 18**

Great job! This component is a strength for you!

**13 - 15**

Room for greatness. Though you score 80% or higher, there is room for you to be more competent or confident in this component.

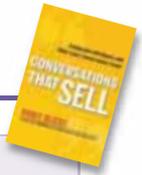
**12 - or less**

Opportunity awaits. Developing this component will benefit you and your buyer.

## Skill or Competence Components

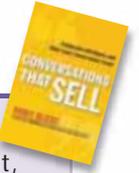
Skill components are the items that can be observed, learned, and practiced.

Component	Definition	Tips to Develop Component
<b>Preparation</b>	Take a mental pause before engaging with the buyer. Breaking your preoccupation prepares you to be present and productive in the call. This allows you to be efficient and purposeful with the precious time spent with the buyer.	<p><b>Tip you can implement Today:</b></p> <p>Prepare for every conversation with a focus on Them (the buyer). Research the buyer, identify the desired outcome of this conversation, write your conversation outline, and then break your pre-occupation before picking up the phone or walking into their place of business.</p> <p><b>Conversations That Sell book Tip:</b></p> <p>Read Chapters 3 and 12 for tips and a tool to efficiently prepare and make the most of each conversation which saves you time and energy.</p>
<b>Initiate</b>	Start the conversation by helping the buyer break their preoccupation and begin building trust and rapport. Ask relevant introductory questions to engage the person and foster a more open conversation, earning the right to move forward in the conversation.	<p><b>Tip you can implement Today:</b></p> <p>Before each conversation, consider that what you are going to say needs to answer the following questions for the buyer: Who are you? What is this all about? Is it about Them or you? Write and practice a 1-2 sentence introduction that is focused on what THEY will get from you and your solution/time together.</p> <p><b>Conversations That Sell book Tip:</b></p> <p>A powerful 3-Step Start is outlined in Chapter 6. Match this with the information on Tribal Types in Chapter 4 to start collaborative conversations that are focused on Them so that you seamlessly move into the sales conversation.</p>



**Skill or Competence Components** (continuation)

Component	Definition	Tips to Develop Component
<p><b>Investigate</b></p>	<p>Identify and explore problems, opportunities, wants, and needs (POWNs) of the buyer with intelligent and impactful open-ended questions. Listen to the responses and build the discovery with them.</p>	<p><b>Tip you can implement Today:</b> Identify the information that needs to be discovered and discussed by you and the buyer. Write 3-5 open ended questions to discover this information. Then confirm your buyer is open to a recommendation before moving to a solution recommendation.</p> <p><b>Conversations That Sell book Tip:</b> Chapter 7 outlines the 4-Point model and a focus on POWNs to open your sales opportunities beyond surface wants and needs which differentiates you from your competition.</p>
<p><b>Facilitate – Presentation of Solution</b></p>	<p>Collaboratively educate the buyer on your solution and its fit and value for their situation. Build the value of what you offer by connecting it to What's in it for Them (WiifT) and back to what you learned during the Investigation.</p>	<p><b>Tip you can implement Today:</b> Write a list of 5 features (Whats) of your solution. Then for each What, ask "So What?" and write the response to each What. Then ask "So What?" again of your response. By asking 3-4 times you'll reach the ultimate benefit with the most impact for What's in it for Them connections.</p> <p><b>Conversations That Sell book Tip:</b> Chapter 8 introduces an easy-to-follow Whats to WiifTs formula to add value to the discussion of the features of your solution, increasing the buyer's engagement and the perceived value of your solution.</p>
<p><b>Facilitate – Working Through Objections</b></p>	<p>Work through objections, concerns, or difficult questions with the buyer collaboratively.</p>	<p><b>Tip you can implement Today:</b> Think about the two objections you hear most often. Then identify two questions you can ask earlier in your conversation to draw that information out in a more collaborative way.</p> <p><b>Conversations That Sell book Tip:</b> Chapter 9 includes additional tips and examples to help you stop conceding price and terms as you ramp up your effectiveness in working <i>through</i> objections with the Stop, Drop, and Roll technique.</p>
<p><b>Then Consolidate</b></p>	<p>Bring closure to the conversation by tying the pieces together for a commitment to action or decision, and then identifying follow-up activities and next steps. This leaves no loose ends hanging and saves everyone time and effort later.</p>	<p><b>Tip you can implement Today:</b> Be crystal clear on the action or decision you want from the buyer before each conversation and then ask for it!</p> <p><b>Conversations That Sell book Tip:</b> Chapter 10 helps you consistently close-up and close-out your conversations. With the Decision Readiness Check, you'll be securing the commitment to action or a decision and clearly mapping out what's next to speed up your sale. After all, if you don't ask, they may not offer.</p>
<p><b>Communication Flexibility</b></p>	<p>Adapt your communication, working style, and conversations to the different types of people. Provide more or less detail, communicate in the mode they prefer, and instead of communicating in the way YOU find most relevant, communicate in the way They find most relevant.</p>	<p><b>Tip you can implement Today:</b> Pay extra attention to the pace, word choice, and focus of the buyer. Adapt how you ask questions – with either 'thinking/analytical' words or 'feeling/emotional' words and explain information to be most relevant to them.</p> <p><b>Conversations That Sell book Tip:</b> Chapter 4 introduces you to Tribal Types by explaining buying customs, language, and strategies for more effective sales conversations.  Chapter 12 provides strategies for effectively selling with each Type and building better relationships, opening sales opportunities, and providing more value.</p>



## Confidence Components

The Confidence components are internal. Though actions can give insight into the strength of the component, only the person knows the real story.

Component	Definition	Tip to Develop Component
<b>Integrated Beliefs</b> <b>Belief in Self</b>	Belief in my skills and abilities to be successful in this profession.	<p><b>Tip you can implement Today:</b></p> <p>List 3 positive comments you have heard from your buyers in the last month. Be sure to collect the thank you's and positive comments others send you, and read them weekly to build your confidence.</p> <p><b><i>Conversations That Sell</i> book Tip:</b></p> <p>Chapters 1 and 11 provide more information to help you identify why and how your beliefs impact your activities. By digesting Chapter 11, you'll be able to identify how you can strengthen your belief.</p>
<b>Belief in Role</b>	Belief that my profession provides value to others.	<p><b>Tip you can implement Today:</b></p> <p>Think about the people you know who have a job because of your efforts in selling the solution.</p> <p>If there weren't salespeople, how would buyers get solutions? Would they be able to sort through the information, details, and clutter to make a confident decision?</p> <p><b><i>Conversations That Sell</i> book Tip:</b></p> <p>The Introduction and Chapters 1, 2, and 11 explore how important sales professionals are. They are central to achieving winning outcomes for the buyer, your company, and you – the Win<sup>3</sup>.</p>
<b>Belief in Value</b>	Belief that my product and/or service provides value.	<p><b>Tip you can implement Today:</b></p> <p>List 2 of your products/solutions – 1 you find easy to sell, and 1 you find difficult to sell.</p> <p>Write the benefits for each. What do you notice? What can you do or who can you talk to in order to identify additional benefits for the difficult to sell solution?</p> <p><b><i>Conversations That Sell</i> book Tip:</b></p> <p>Chapters 8 and 11 add perspective on why you sell some products more than others. When you increase your belief in the value of your solution, you will naturally sell more.</p>
<b>Goal Transparency</b>	Goals are written, specific, and measurable. They are easily seen and detected by self and others.	<p><b>Tip you can implement Today:</b></p> <p>Clarify your goals. Write the outcome, date, and two actions you can take in the next seven days. Post this where you can see it each day.</p> <p><b><i>Conversations That Sell</i> book Tip:</b></p> <p>Chapter 13 explains the goal achievement process which is the roadmap to clarifying the target, planning for achieving it, and involving those who have a stake in you and the outcome. Goals become easier and the likelihood of attaining them increases.</p>

**Confidence Components** *(continuation)*

Component	Definition	Tip to Develop Component
<p><b>Initiative</b></p>	<p>Self-directed personal energy that is exhibited every day. Proactively doing more than what is expected.</p>	<p><b>Tip you can implement Today:</b></p> <p>“Eat your frog,” as author Brian Tracy says! Complete the task that you most dread or will be most difficult to complete early in the day. This action releases the energy spent on avoidance the rest of the day.</p> <p><b><i>Conversations That Sell</i> book Tip:</b></p> <p>Chapters 11 and 13 provide information and tips to help you take action that leads you to where you want to be with a focus on what is most important – you and your buyers.</p>
<p><b>Emotional Intelligence</b></p>	<p>The awareness of and ability to manage one’s emotions in a healthy and productive manner. Being able to roll with the ups and downs of sales.</p>	<p><b>Tip you can implement Today:</b></p> <p>Identify your emotional triggers. Then answer reflective questions to identify whether they help or harm your efforts.</p> <p>What do you want to do or avoid? Why? What impacts your willingness to do all the necessary activities? Why?</p> <p>What are you afraid of? Why? How does that affect your results?</p> <p><b><i>Conversations That Sell</i> book Tip:</b></p> <p>Chapters 1, 2, 3 and 11 provide tips that will help you to view the emotions around sales and the activities needed to be successful more objectively.</p> <p>Strengthen your Emotional Intelligence and the productivity gains that follow will lead you to quicker results.</p>



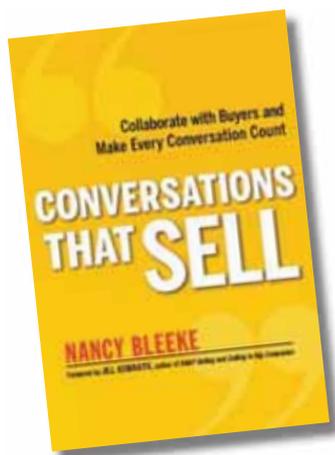
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## Do Your Conversations Count?

### Check out the book that will help you:

- Have conversations that help the buyer take action or make a decision
- Prepare for a collaborative sales conversation focused on What's in it for Them
- Identify sales opportunities and the factors that drive buyers to act
- Adjust your conversation to the Type of buyer—Achievers, Commanders, Reflectors, and Expressers
- Address buyer's problems, opportunities, wants, and needs
- Work through objections (no one wants to be "handled") without price discounting
- Advance and close sales

## Conversations That Sell: Collaborate with Buyers and Make Each Conversation Count



Click on the link to learn more –

<http://www.conversationsthat sell.com>

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### The Sales Pro Insider mission:

Make each conversation count to build performance, profits, and people



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