



The Natural Sales Evolution Audit

Are you keeping up with the latest evolution of selling, or are you a relic of the past? Find out where you stand by taking our Natural Sales Evolution Audit.

To take the test simply circle the most applicable answer then assign a value of 3 if you answer A, 2 if you answer B and 1 if you answer C.

Begin the audit!

- 1.** I have noticed my customers buying preferences change in the last 3 years.
 - a) Yes
 - b) Maybe
 - c) No

- 2.** I review industry and trade magazines and online resources on a weekly or monthly basis to keep up to date with my customers' preferences:
 - a) I always research my industry
 - b) I sometimes my industry
 - c) I never research my industry

- 3.** I use LinkedIn
 - a) 2+ times per week
 - b) 1-2 times per month
 - c) Once a year/I don't have a LinkedIn profile

4. We have loyal customers who solely spend money with us.
 - a) I disagree - customers are constantly being tempted with competitive offerings and their spend is fragmented
 - b) Maybe – however I am more aware of customers being tempted away from us
 - c) I agree - I am confident that they would not look at competitor's products

5. I have realigned my sales process and approach to suit the modern day buyer
 - a) Yes, I am always looking for ways in which I can adapt and find the levels of success that I have been used to in the past
 - b) I know I should realign my approach, but I have not yet started
 - c) I don't need to as my current approach has always worked for me

6. A Value Proposition is:
 - a) An essential sales tool for today's environment as it articulates the value and results my customers get
 - b) A clear statement about what my company does that doesn't really change from year to year
 - c) I don't use one and I'm not quite sure what it is

7. I have attended a webinar in the past 12 months for my own personal development
 - a) Yes
 - b) I have considered it
 - c) No

- 8.** I would describe my questioning skills as
- a) Excellent- I ask interesting, engaging questions, probe often and help customers to discover their own pain during conversation
 - b) Ok, I'm able to find out customer needs
 - c) I focus more on what to say than what to ask
- 9.** Right now, I have absolute clarity on the next 5 deals I will close, how much they are worth and I have a plan for closing them
- a) Yes, I have a very clear picture of the next 5 clients I will close
 - b) I can't say this for sure
 - c) No
- 10.** When pitching to a client, the most important aspect is:
- a) Tailoring my presentation to make it feel it has been designed just for them
 - b) How I look, act and behave – if this isn't right, then they won't trust me
 - c) Getting across our killer USPs – because they provide our competitive advantage
- 11.** I use customer testimonials and case studies in the following way:
- a) Before any call or customer visit I always gather relevant testimonials and case studies to share with prospective customers
 - b) Sometime I use them to prove how we are suitable for the client
 - c) I don't have any testimonials or case studies to use
- 12.** Lead generation is best summed up by the following statement:
- a) I use multiple online and offline platforms for lead generation
 - b) I generate all of my own leads
 - c) I wait for leads to be given to me by my company or marketing department

13. The most important part of my sales success is paying attention to:

- a) My customer
- b) My product or service
- c) Myself

14. When talking or meeting with a new client my priority is:

- a) Demonstrating value & results
- b) Building rapport
- c) Telling them about my product & service and how it differentiates

15. Which of the following would best describe how you feel about evolving your sales approach?

- a) I am always looking for ways in which I can improve as I know there is always opportunity to improve
- b) When I have time I do try to make improvements
- c) I don't need to change my sales approach because my results are fine

16. How do you currently communicate and engage with customers?

- a) I now communicate with customers using multimedia platforms including Webex and Skype
- b) I am waiting for my company to provide training on how to use new multimedia platforms
- c) I communicate with customers via phone and face to face

17. I think more about how I sold in the past than how I will sell in the future

a) Strongly disagree

b) Partly agree

c) Strongly agree

18. How often do you research your own product or service?

a) I research my own product or service on a regular basis. I am always well informed and know the importance of knowing more about my company than my customers.

b) My company lets me know of any changes or updates to my product or service

c) I don't need to research my product or service. I have been selling it for years and know everything there is to know.

19. I think selling conditions:

a) Will be completely different in the future

b) Will be the same in the future as they are today

c) Are the same today as they have been in the last 5 years

20: How would you describe how you sell to customers today?

a) Customers need to be listened to, and they want to deal with people who want to develop and collaborate with them

b) I show them the benefits of buying my product and how it differentiates

c) I sell in the same way I have always done

Congratulations, you have completed the Audit.

Please add up your total score and discover your audit results below

(40 – 60 = mostly As)

Congratulations! You have demonstrated your willingness to be constantly learning and developing your sales approach. You have taken responsibility for your own learning which is a fantastic attribute to have. Sales people who take control of their own development are some of the most highly paid individuals on earth.

You have demonstrated that you are strategically adventurous, bold and creative and even if you lose a deal, you will be remembered for being different. You have shown that you have embraced technology and you have engaged in new communication methods.

You are knowledge-driven, you sell based on value and results, and it seems that you have a deeper understanding of your environment and your client base. Perhaps even more importantly, you have a deep understanding of sales and what it takes to excel in this challenging profession TODAY.

As you assert yourself in the commercial world and seek new sources of information, new learning, and new knowledge, you gravitate to the best content and ideas that can help you increase performance – You will evolve & prosper!

(25 - 40 = mostly Bs)

You realise that selling is evolving and that you really ought to evolve with it. However your test shows either a situational or attitudinal reluctance that could be holding you back from meeting the demands of today's natural sales evolution. Without the necessary action in the next few months, you may find yourself making fewer connections with customers and having less sales success.

Some salespeople will wait around for their employer to send them on a training programme; others will make use of a large variety of free resources (like our Natural Sales Evolution book) and others will seek to be tutored by more experienced and talented heads around them. You need to start taking action and take responsibility for your own success and your personal selling evolution. It's the only way you can know for SURE that it will get done!

As it with any change, it can sometimes appear daunting or that that task is too challenging however please bear in mind that you don't have to make massive changes to be effective. The key, however, is to make that first small change. Implementing just one or two of the tools and methods we have revealed in our book to help drive your success to new levels.

So, what is the first small change you could make? We encourage you to action your sales evolution today!

0 – 24 = mostly Cs

The rules are evolving around us daily at a pace that's leaving many salespeople cut adrift. Based on the majority of your answers we fear that you may get cut adrift and not be able to sell effectively in the next 1-2 years.

Even if you are the best sales person in the world, nothing is staying still. You need to keep changing, adapting and evolving to make sure that you stay "in the know" and ahead of the game. To be successful in sales **tomorrow**, you need to adapt your processes, strategies and approach **today**. If you don't, the consequences are that you'll get left behind.

As always, start by taking a deeper look at your customer. The world of buying has changed which means the world of selling has changed. The evolution of social media and new technologies mixed with a larger macro shift in the world economy means that your customers might be accessing new information, and communicating in new ways.

You can also look at your sales process (questioning, speaking, objection handling), how you get through to decision makers, how your customers can sell for you, how you used LinkedIn and similar technologies – and a whole variety of other current methods of selling.

All of this is covered in Natural Training's ground-breaking book, 'The Natural Sales Evolution', which is focused on the modern day sales environment and how you can adapt to meet the change. Therefore, we highly recommend that you start your personal selling evolution by reading the book. Secondly, please take advantage of the bonus coaching offers worth £1350 within the book so that we can help you to make a successful change and adapt to the new way of selling.

Thank you for taking the Natural Sales Evolution Audit and we wish you every success in your personal selling evolution!

Kind Regards,

The Natural Training Team

- **For a free personal assessment call +44 20 7613 7830**