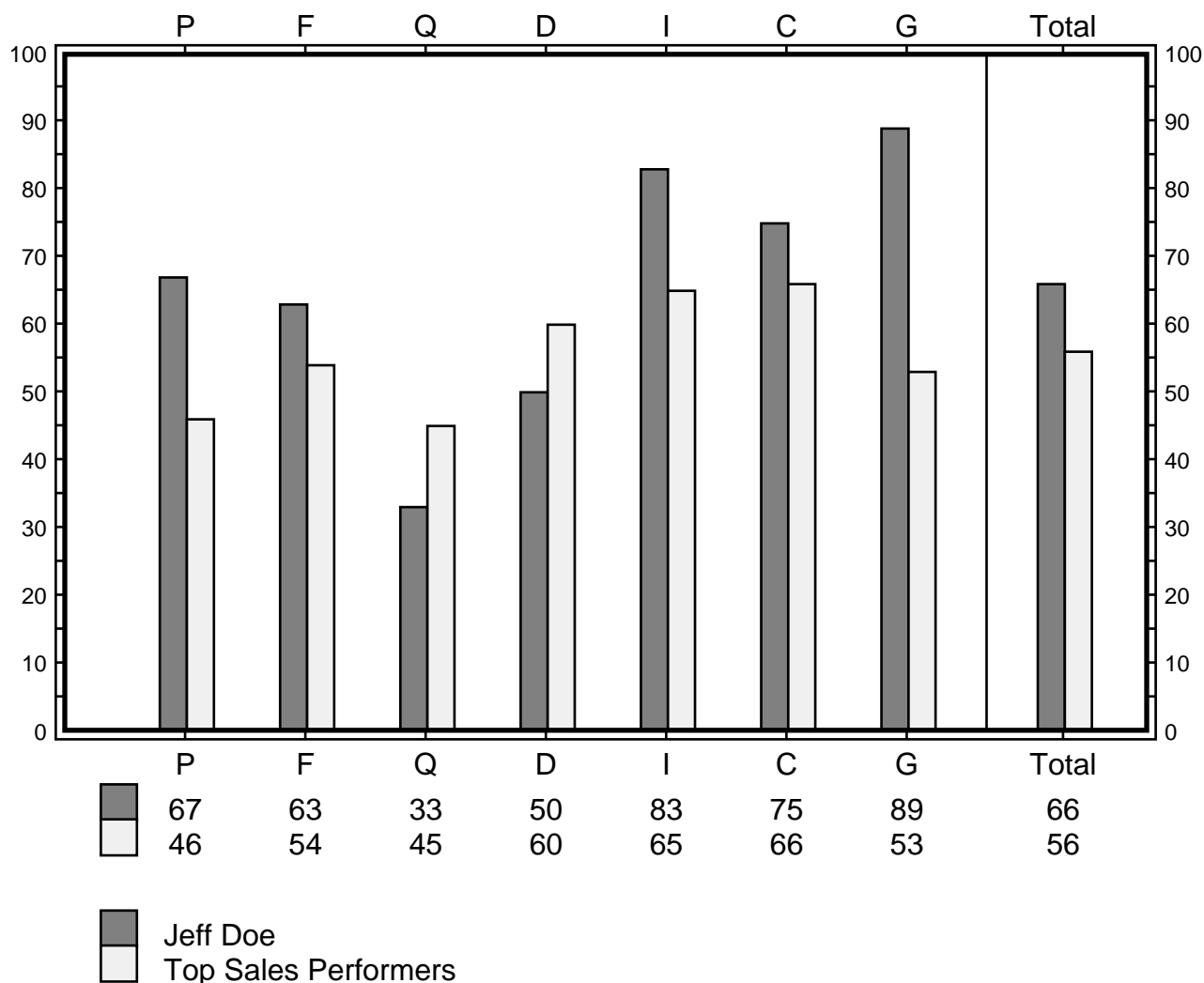




# SALES STRATEGY INDEX™

## PRIMARY EFFECTIVENESS RATING

The following graph illustrates YOUR understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area the stronger your specific understanding of what is required to be successful in the sales process.



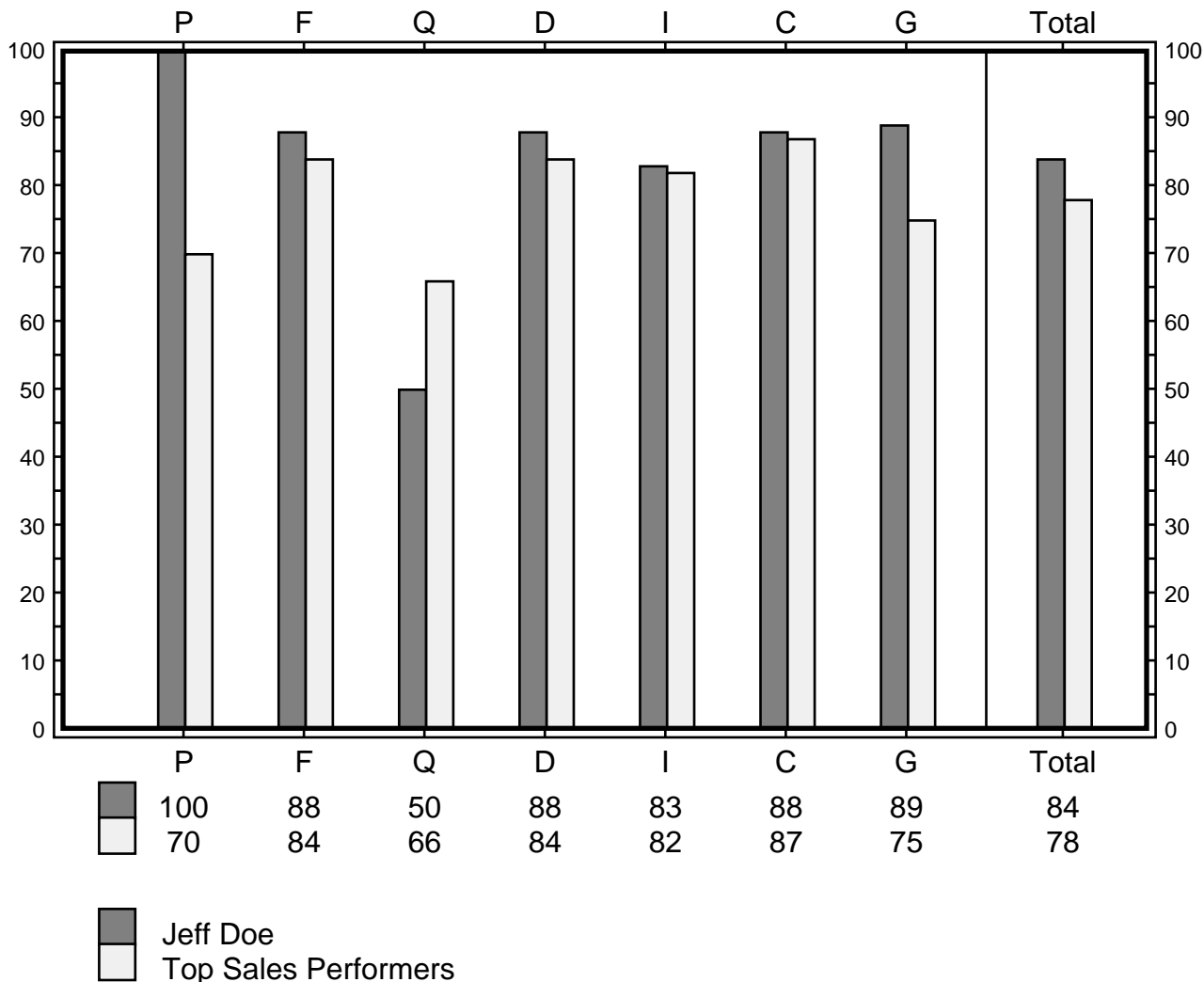
P=Prospecting    F=First impression    Q=Qualifying    D=Demonstration    I=Influence    C=Close    G=General



# SALES STRATEGY INDEX™

## PRIMARY AND SECONDARY EFFECTIVENESS RATING

This graph illustrates your overall knowledge of the most and second most effective sales strategies. The higher your score in any segment, the better your broad understanding of the overall sales strategy required in that step of a successful sale.



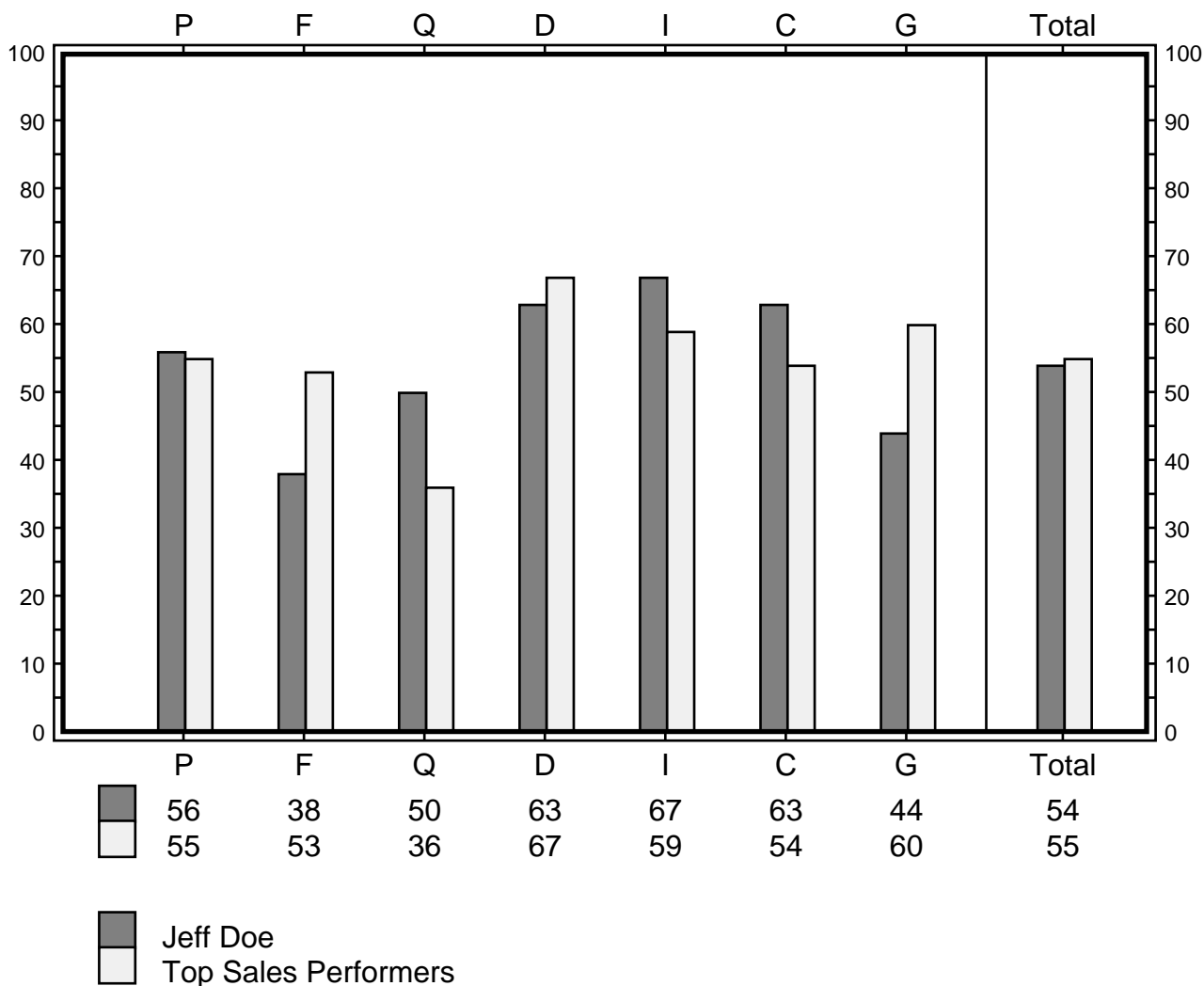
P=Prospecting    F=First impression    Q=Qualifying    D=Demonstration    I=Influence    C=Close    G=General



# SALES STRATEGY INDEX™

## UNDERSTANDING WHAT NOT TO DO

Knowing what NOT to do in a given sales situation can be just as important as knowing what to do. Your understanding of what NOT to do will keep you from building barriers to a successful presentation. A HIGH SCORE indicates that you have a strong understanding of what strategies to avoid when selling.



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