

# Profiling Your Sales Personality **Factfinding: Creating Desire**



Reflect back to determine how frequently your organization practices each of the following best practices and check the corresponding box. When finished, add the point value of all your responses and use the scale at the bottom to determine your organization's effectiveness in this particular area.

**ALMOST ALWAYS      OFTEN      SOMETIMES      SELDOM      ALMOST NEVER**

1. I consistently utilize open-ended, feeling questions during the factfinder.					
2. I get the prospect to visualize their future goals and dreams.					
3. I consciously avoid judging a prospect's values when they are not similar to my values.					
4. I avoid taking the path of least resistance in the factfinder when I know it is in the prospect's best interest.					
5. I do an effective job of building rapport and reducing the prospect's relationship tension during the factfinder.					
6. I challenge prospects when their intentions are not aligned with their actions during the factfinder.					
7. I use clarifying questions to ensure I understand exactly what the prospect is saying.					
8. I effectively increase the prospect's desire/motivation to solve their problem during the factfinder.					
9. I use the prospect's exact words from the factfinder to challenge them when their actions are misaligned with their intentions.					
10. I schedule the closing appointment at the conclusion of the factfinder.					
11. I am effective at digging deep and getting to the core of a prospect's issues or concerns.					
12. I am effective at finding the prospect's energy and hot buttons around certain issues.					
13. I take the time to discuss certain issues when a prospect's perception is unrealistic or inaccurate.					
14. I verbally paraphrase my understanding of the prospect's situation at the conclusion of the factfinder.					
15. I get the prospect to identify their priorities at the conclusion of the factfinding meeting.					
16. I send a written letter to the prospect following each factfinding meeting to recap and highlight the meeting.					
17. I gauge the prospect's level of commitment at the conclusion of the factfinder.					
18. I get a financial commitment at the conclusion of the factfinder.					
19. I avoid getting defensive or emotionally charged during the factfinder.					
20. I avoid making assumptions about the prospect's situation.					

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5 POINTS EACH      4 POINTS EACH      3 POINTS EACH      2 POINTS EACH      1 POINT EACH

**TALLY TOTALS**

**GRAND TOTAL**