

Profiling Your Sales Personality Closing Skills Assessment



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 have a consistent process for case preparation prior to the closing appointment.					
2. I identify the prospect's "hot buttons" around certain issue prior to the close.					
3. I anticipate potential objections and how I will overcome them prior to the close.					
4. I utilize a written agenda to set the stage at the closing meeting.					
5. I summarize and recap the previous meeting at the beginning of the close.					
6. I update the spouse on the topics discussed during the previous meeting if they were not present.					
7. I actively involve the prospect during the closing presentation.					
8. I take the time to receive feedback from the prospect throughout the close.					
9. I use the prospect's specific words and phrases from the factfinder when connecting the solutions to their situation.					
10. I allow opportunities for the prospect to learn through self-discovery.					
11. I avoid using technical language, jargon, and acronyms during the close.					
12. I incorporate analogies into my closing presentation.					
13. I incorporate testimonials and third party stories during the close.					
14. I utilize visual explanations to enable the prospect to envision the benefits of the solutions I am proposing.					
15. I make a connection between the specific benefits of product features.					
16. My enthusiasm reveals my conviction for the solutions I recommend.					
17. I challenge prospects when their actions are misaligned with their intentions.					
18. I set the stage for the follow up contact at the conclusion of the meeting.					
19. I update the prospect on the status of any referrals received in the factfinder.					
20. I identify names and/or categories from the factfinder to feed for prospecting purposes at the end of the close.					
©2021 HOOPIS PERFORMANCE NETWORK	5 POINTS EACH	4 POINTS EACH	3 POINTS EACH	2 POINTS EACH	1 POINT EACH
TALLY TOTALS					
GRAND TOTAL					