

Diagnostic Survey

To help determine if our training can help you or your organization, please complete the following questionnaire.

Rate each statement on a scale of 1-5 as to its negative impact on your business. 1 is no problem, 5 is a severe problem. When referring to “customers” below, they can be either internal or external. Place an X in the box.

| <i>Issue/ Challenge</i> | <i>How bad is the problem?</i> | | | | |
|---|--------------------------------|------------------|---------------------|-------------------|---------------------|
| | 1 No | 2 Low | 3 Medium | 4 High | 5 Severe |
| <i>Section 1—Communication Skills</i> | | | | | |
| 1. Our customers are unhappy with us or find us difficult to work with. | | | | | |
| 2. We want to please our customers, but we tend to over commit and then have problems when we can't meet the expected deliver. | | | | | |
| 3. We have difficulty overcoming customer's negative perceptions due to past events. | | | | | |
| 4. We make assumptions as to what our customers want and this leads to confusion, extra work and/or upset customers. | | | | | |
| 5. We are uncomfortable asking questions to get clarification on issues and instead do what we think should be done. | | | | | |
| 6. We do not follow-up effectively with our customers. | | | | | |
| 7. We don't know how to effectively establish rapport quickly and easily with someone new. | | | | | |
| 8. We don't know how to leverage our personality and behavioral styles as well as understanding others when communicating with colleagues or customers. | | | | | |
| 9. We don't know how to address tough questions and objections. | | | | | |
| 10. We have difficulty getting colleagues and customers to make and keep commitments. | | | | | |
| 11. We have difficulty eliciting information with questions. We're more comfortable "telling" rather than listening. | | | | | |
| 12. We have difficulty getting people to feel urgency and make decisions or get closure. | | | | | |
| 13. We don't get to the heart of issues with our colleagues/clients. | | | | | |
| 14. We have difficulty dealing with irate or demanding customers. | | | | | |
| 15. We tend to feel awkward and frustrated when communicating with others—especially someone new. | | | | | |
| 16. We don't like confrontation so we tend to give in to our customers. | | | | | |
| 17. We tend to make assumptions regarding work requests which often lead to wasted effort or costly redo's. | | | | | |
| 18. We have difficulty delivering "bad news" or discussing sensitive topics with colleagues/clients. | | | | | |
| <i>Section 2—Persuasion/Sales Skills</i> | | | | | |
| 19. We have difficulty persuading and convincing customers about an issue. | | | | | |
| 20. We struggle cultivating relationships with new customers. | | | | | |
| 21. We have difficulty getting buy-in from internal management/team. | | | | | |
| 22. We don't understand nor do we use an effective selling process when | | | | | |

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| trying to sell ourselves, our ideas, our company products or services. | | | | | |
| 23. We are uncomfortable in a “selling” role. | | | | | |
| 24. We tend to present all of our technical knowledge without fully understanding the customer’s real needs. | | | | | |
| 25. We tend to give customers a lot of information without asking for any commitment in return. (“Un-paid” consulting) | | | | | |
| 26. We don’t do a very good job qualifying opportunities as to the needs, wants, problems and motivating factors for action. | | | | | |
| 27. We try to tell our customers/colleagues what they should do as opposed to helping them discover it. | | | | | |
| 28. We have difficulty controlling the selling process—knowing what is going to happen next. | | | | | |
| 29. We have difficulty differentiating ourselves from the competition. | | | | | |
| 30. We get a lot of “think it overs” and we spend a lot of time and energy “chasing” them. | | | | | |
| 31. We have difficulty separating a real opportunity from a resource drain. | | | | | |
| 32. We struggle getting add-on business from existing clients as well as referrals to new opportunities. | | | | | |
| 33. We have difficulty dealing with “No’s” and Stalls. | | | | | |
| 34. We don’t know when to give up on an opportunity. | | | | | |
| 35. We tend to not put tough issues on the table early in the sales process and they then come back to “haunt” us. | | | | | |
| 36. We have difficulty applying win-win negotiating techniques and strategies. | | | | | |
| 37. Our sales cycle is too long—we have difficulty getting prospects to make decisions. | | | | | |
| 38. We lack a consistent approach for developing new business. | | | | | |
| 39. We are uncomfortable calling on decision makers who are high up in an organization. | | | | | |
| 40. We have difficulty discussing budget/ money and it often becomes a deal killer. | | | | | |