



Paradigm Associates, LLC

What Do You Need To Do To Improve Your Sales and Profitability?

This personal sales profile will help you to get a laser focus on what you need to improve in order to increase your sales immediately and forever!

Howard Litwak, CBC

Regional Director- Paradigm Associates, LLC

Think, Strategize, Lead, Train, and Sell Differently

518-664-5033

HLitwak@ParadigmAssociates.US

www.ParadigmAssociates.US

www.HowardLitwak.com (blog)

One of the toughest things to do when you are wearing the hat of “VP of Sales” or professional seller is to accept your reality as it is and not how you want it to be. You can get there, but first you have to confront the truth as it is now.

It is only by coming to terms with reality that performance can improve.

This profile will make you face what you may be pretending not to know and the truths you shouldn't hide from.

You may pinpoint specific parts of your sales process reality that you find undesirable. It is with this awareness that you can start to make changes.

This profile is based on over 20 years of experience as a professional seller.

Don't delude yourself. Make the truth your friend. Confront the questions on the next few pages. Take your time and think through the questions carefully. This exercise will offer you an amazing opportunity for improving revenue if you take it seriously and act on what you discover.

Make sure to complete the relevance and application page at the end to start you on the path to taking action.

Once completed, I would be happy to review your results with you and provide a strategy session which will provide you with actionable steps you can take immediately! Just call or email me at 518-664-5033 or HLitwak@ParadigmAssociates.US

PERSONAL SALES PROFILE

Note: Legend is a scale from 1 to 10 as follows:

9-10	Always
7 - 8	Most of the time
5 - 6	Sometimes
3 - 4	Rarely
1 - 2	Never

1. I have both long term and short term sales goals with a plan for making them happen by a specific date. 1 2 3 4 5 6 7 8 9 10
2. I have a tracking system which shows me the progress I'm making towards reaching my goals. 1 2 3 4 5 6 7 8 9 10
3. I have placed limitations on myself by accepting the way things are in my business and believe that things can't be changed. 1 2 3 4 5 6 7 8 9 10
4. I am focused and have direction to where I can get sales and how I will get there. 1 2 3 4 5 6 7 8 9 10
5. I am motivated to work each day. 1 2 3 4 5 6 7 8 9 10
6. My prospects can sense my commitment to myself and my career. 1 2 3 4 5 6 7 8 9 10
7. I am well organized and manage my time effectively. 1 2 3 4 5 6 7 8 9 10
8. I am effective at networking and prospecting. 1 2 3 4 5 6 7 8 9 10
9. Having prospects tell me they are not interested bothers me. 1 2 3 4 5 6 7 8 9 10
10. I can easily turn around negative, resistant prospects. 1 2 3 4 5 6 7 8 9 10
11. When prospecting, I have no trouble getting past the screener. 1 2 3 4 5 6 7 8 9 10
12. I get enough referrals and introductions to maximize my billings. 1 2 3 4 5 6 7 8 9 10
13. I am comfortable using the phone in a selling situation. 1 2 3 4 5 6 7 8 9 10
14. I easily establish rapport with new prospects. 1 2 3 4 5 6 7 8 9 10

PERSONAL SALES PROFILE (CONTINUED)

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|---|----------------------|
| 15. I have a need for people to like me and approve of the way I do things. | 1 2 3 4 5 6 7 8 9 10 |
| 16. I establish goals and objectives for each sales call. | 1 2 3 4 5 6 7 8 9 10 |
| 17. I anticipate the objections that will occur and rehearse how to overcome them. | 1 2 3 4 5 6 7 8 9 10 |
| 18. I know the prospect's reasons for doing business with me. | 1 2 3 4 5 6 7 8 9 10 |
| 19. I find myself assuming and reading between the lines during the sales call. | 1 2 3 4 5 6 7 8 9 10 |
| 20. I have a selling system that I use that allows me to know what should happen and when. | 1 2 3 4 5 6 7 8 9 10 |
| 21. I am in total control of the selling situation. | 1 2 3 4 5 6 7 8 9 10 |
| 22. I know why prospects do not do business with me. | 1 2 3 4 5 6 7 8 9 10 |
| 23. I understand the decision making processes of my prospects. | 1 2 3 4 5 6 7 8 9 10 |
| 24. I identify the key decision makers with my prospects. | 1 2 3 4 5 6 7 8 9 10 |
| 25. I involve other team members in the sales process. | 1 2 3 4 5 6 7 8 9 10 |
| 26. I can say what I am feeling in an assertive manner even though the prospect may not like it. | 1 2 3 4 5 6 7 8 9 10 |
| 27. I find myself spending too much time with a prospect that I end up not doing business with. | 1 2 3 4 5 6 7 8 9 10 |
| 28. I am a master at asking the right questions without upsetting anyone. | 1 2 3 4 5 6 7 8 9 10 |
| 29. I understand why people do the things they do, act the way they act, and say the things they say. | 1 2 3 4 5 6 7 8 9 10 |
| 30. I do a lot of proposals that do not turn into business. | 1 2 3 4 5 6 7 8 9 10 |
| 31. I get in front of the key decision maker without any problem. | 1 2 3 4 5 6 7 8 9 10 |

PERSONAL SALES PROFILE (CONTINUED)

32. I am very comfortable discussing fees with my prospects. 1 2 3 4 5 6 7 8 9 10
33. When faced with a very difficult selling situation which makes me feel pressure, I tend to bail out or cave in. 1 2 3 4 5 6 7 8 9 10
34. I never hesitate or feel uncomfortable asking for the business. 1 2 3 4 5 6 7 8 9 10
35. I understand the difference between a stall and an objection and treat them accordingly. 1 2 3 4 5 6 7 8 9 10
36. I am closing sales with the fewest number of calls possible. 1 2 3 4 5 6 7 8 9 10
37. I know when I am being lied to and what to do about it. 1 2 3 4 5 6 7 8 9 10
38. My prospects only do business with me because I make a good presentation. 1 2 3 4 5 6 7 8 9 10
39. I seem to instinctively know when the prospect begins to agree with me. 1 2 3 4 5 6 7 8 9 10
40. I have the ability to anticipate when the prospect will start to raise an objection to what has just been said. 1 2 3 4 5 6 7 8 9 10
41. Many people tell me that I am a good listener. 1 2 3 4 5 6 7 8 9 10
42. In general, most people feel comfortable with me. 1 2 3 4 5 6 7 8 9 10
43. I have the ability to know when to stop talking. 1 2 3 4 5 6 7 8 9 10
44. My clients consider me to be perceptive in thought and action. 1 2 3 4 5 6 7 8 9 10
45. I believe that I can learn a lot about the situation dynamics by “reading” body language. 1 2 3 4 5 6 7 8 9 10
46. I do not have trouble resuming my presentation after being interrupted. 1 2 3 4 5 6 7 8 9 10
47. When I encounter stalls and objections that become roadblocks for me, I invite another person into the process. 1 2 3 4 5 6 7 8 9 10
48. I understand why a prospect should do business with me and incorporate these reasons into my presentation. 1 2 3 4 5 6 7 8 9 10

PERSONAL SALES PROFILE (CONTINUED)

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|---|----------------------|
| 49. I make a concerted effort to understand my prospect's concerns. | 1 2 3 4 5 6 7 8 9 10 |
| 50. I present logical arguments and give evidence of our effectiveness. | 1 2 3 4 5 6 7 8 9 10 |

SELF-DESCRIPTION PROFILE

INSTRUCTIONS: Circle the number that represents what you feel best describes you for each quality.

		DESCRIPTION									
		POOR					EXCELLENT				
1.	I tend to view most problem situations as an opportunity for growth rather than as pitfalls to be avoided.	1	2	3	4	5	6	7	8	9	10
2.	I begin each day filled with optimism.	1	2	3	4	5	6	7	8	9	10
3.	I possess a high degree of self-confidence.	1	2	3	4	5	6	7	8	9	10
4.	I profit from mistakes, and have little fear of failure.	1	2	3	4	5	6	7	8	9	10
5.	I am a person who creates opportunities rather than waits for them.	1	2	3	4	5	6	7	8	9	10
6.	I am very creative in finding solutions to all types of problems.	1	2	3	4	5	6	7	8	9	10

7. I believe the majority of people are willing to be helpful when they are asked. 1 2 3 4 5 6 7 8 9 10
8. I possess a clear concept of what I want to get out of my life. 1 2 3 4 5 6 7 8 9 10
9. I live my life with a strong sense of purpose and direction. 1 2 3 4 5 6 7 8 9 10
10. I expect to be a highly successful individual. 1 2 3 4 5 6 7 8 9 10
11. I have very little tendency to worry and have self-doubt. 1 2 3 4 5 6 7 8 9 10
12. I regard myself as a decisive and definitive individual. 1 2 3 4 5 6 7 8 9 10
13. I am a person who takes immediate action rather than procrastinates. 1 2 3 4 5 6 7 8 9 10
14. I have a large reservoir of undeveloped ability on which to draw. 1 2 3 4 5 6 7 8 9 10
15. I always fully complete whatever I begin. 1 2 3 4 5 6 7 8 9 10
16. My self-concept is very favorable. 1 2 3 4 5 6 7 8 9 10
17. I have the motivation and capabilities not to be limited or restricted by my past. 1 2 3 4 5 6 7 8 9 10

18. When I decide what I want, I most often get it. 1 2 3 4 5 6 7 8 9 10
19. I regard myself as a self-starter. 1 2 3 4 5 6 7 8 9 10

Relevance and Application Section

What did you learn from taking this profile that you can use to improve your performance?

What are three ways that you can change behaviors to become a more effective seller?

1)

2)

3)

Supporting Success

Overall, how does your reality now support your success? (Cite specific examples)

Limiting Success

Overall, how does your reality now get in the way of your success? (Cite specific examples)

Now, turn this into ACTION! Based on your new knowledge:

I will start...

I will stop...

I will continue...

About the Author

Howard Litwak is a Certified Business Coach. Prior to joining Paradigm Associates in 2012, he successfully ran his own consulting/coaching practice for 4 ½ years with a client base spanning 30 different industries. He believes that much of his success is driven by his own commitment to ongoing professional development. He uses that to supplement his background as a manager, trainer, and professional seller in Corporate America for more than 20 years.

His expertise includes: Increasing sales and profitability, helping people gain clarity around and execute on priorities through adopting a culture of goal achievement, developing success-oriented attitudes and habits, and creating positive, long term, sustainable behavior changes. Howard has also worked closely with entrepreneurs and executives from organizations whose annual revenues range from \$2-60 million as well as managers from *Fortune 500* companies.

Client results include: A 30% increase in revenue over 2 years, a 50% increase in new hires hitting their goals, an immediate increase in the ability to gain target market clients within 90 days, and noticeably improved communication between partners and staff. In total, his work leads to higher morale, productivity, and achievement of organizational goals.

Howard has the rare ability to handle both the people side and the detail side of projects and issues with equal poise and confidence. When you meet him, you'll immediately see why he has been so successful across so many business sectors. He routinely combines big picture thinking with practical, results-oriented actions. Because he has mastered the art of challenging peoples' thinking in a positive way, clients tell us it is both fun and productive to have him around.

Howard's strong soft skills, such as communication, problem solving, etc, help him earn credibility and gain a critical connection with all levels of people being coached. This makes him an excellent executive level coach.

As a long standing member of Toastmasters International, Howard has received designations in Speaking, Leadership, and Advanced Leadership. He is a skilled public speaker with experience in a wide variety of business and sales related topics.

Howard appreciates that successful individuals never stop learning, and learning organizations constantly do what it takes to avoid mediocrity. He practices what he preaches and has invested in his own development in order to increase his effectiveness as a business coach. He has received certifications as a Group Facilitator, DISC index administrator, Values Index administrator, and Attribute Index administrator.

If you are ready and willing to do what it takes to get better results, Howard Litwak is ready for you! Contact Howard today at 518-664-5033 or HLitwak@ParadigmAssociates.US