

Assessment/Self-Inventory

BUILDING BLOCK ONE

Selling180 Foundation

BUILDING BLOCK TWO

Understanding & Communicating Value

BUILDING BLOCK THREE

Creating Your Own Client Engagement Process

BUILDING BLOCK FOUR

Attracting What You Define

BUILDING BLOCK FIVE

Building the Business

Slow Down

These days we are all guilty of moving too fast, falling victim to the increasing complexity and velocity of our lives. Some of this is the reality of life in the 21st century. Some of this is just habit. Some is defense mechanism; we are afraid to slow down. Sometimes we're moving so fast that a reality check seems too intimidating, and we're afraid of what a good look in the mirror might reveal, both personally and professionally. So we keep going. This exercise is a chance to STOP - to stop doing what you've always done. Unless what you've always done is working just fine. Consider there are some habits and patterns you have that might not be serving you. Maybe there are other ways to approach finding and engaging new prospects, growing business from existing clients, and motivating yourself and those around you.

Carve out five uninterrupted minutes to fill in the assessment below. Don't overanalyze each question. Read it, sit for a second and then go with your initial gut response. Is this a statement that rings true for you or seems far fetched? The more honest you are with yourself up front, the more useful this exercise will be. The questions are formulated to correspond with the primary focus and teaching points of the book, "Barking Up a Dead Horse: Avoiding the Wasted Time and Effort in Business-to-Business Sales."

"A mirror has the quality of enabling a man to see his image in it, but for this he must stand still."
— Kierkegaard

"Not only must you play a role in solving the problem, you must be able to acknowledge and "own" your contribution to the circumstances. In other words, you will be more powerful in solving the problem when you understand how your actions or inactions helped create the problem. The group may share responsibility, but each individual must shoulder his or her piece."
— Connors, Smith, Hickman, The Oz Principle

"Assume responsibility for the circumstances of your life without any of the accompanying guilt. The circumstances of your life, including your health, are yours."
— Wayne Dyer, The Power of Intention

Assessing Your Business and Yourself

Choose relevant questions and answer on a scale of 1-10, 10 being mastery, 1 being struggle mightily.

- _____ I am clear and passionate about my job/career, what I do and why I do it.
- _____ New business development activities energize me.
- _____ There are more than enough clients out there for me; the marketplace is abundant.
- _____ I have a systematic process for finding and developing new business with prospects and existing clients.
- _____ I am working on the right-sized prospective accounts that will fuel sustained growth.
- _____ I am focused and consistent with my new business development outreach.
- _____ I have no trouble getting to the true decision makers within an organization.
- _____ There is nothing uncomfortable or stressful about selling and negotiating.
- _____ I do not doubt the value I bring to my clients and the marketplace.
- _____ I have no doubt about the premium value of my organization and the products/services we provide our clients.
- _____ I clearly understand what kinds of challenges my ideal prospective clients are facing and looking to solve when they seek to hire me.
- _____ I clearly understand what kinds of opportunities my ideal prospective clients are looking to capitalize on when they look to hire me.
- _____ I am able to get new prospects to quickly trust me and open up about their challenges.
- _____ I feel like I am getting the truth and the whole story from new prospects about their business.
- _____ When I'm negotiating with clients and new prospects, there aren't any questions that I am uncomfortable asking.
- _____ I am always curious, looking to solve problems. With new prospects, I have the highest intent to see if I can help.
- _____ I'm open to the possibility that I might not be able to help some prospects, or that they may not be open to my help at this time.

*"If you lead a largely unexamined life,
you will eventually hit a wall.
The key is to investigate the wall inside
yourself, so you can go beyond it."*

Lance Armstrong

- _____ I have turned down business before. I am not afraid to walk away from bad business.
- _____ I never get too attached to deals and don't take "no" personally.
- _____ I have a selling method and philosophy that allows me to feel in control of the negotiating process with new prospective clients.
- _____ I do not get commoditized and pressured to negotiate on price.
- _____ My average sales cycle is the right amount length, never dragging on too long.
- _____ I do not currently have any deals in the pipeline that have stalled.
- _____ I have a high regard for my own personal value and don't tolerate being treated unprofessionally by existing clients or new prospects.
- _____ Business revenue and my personal income are at the level that I want.
- _____ I receive the kind of support I need when working on important, new opportunities. I am not doing it alone.
- _____ I am comfortable asking for help when I need it.
- _____ I feel passionate and energized by my work.
There is no negative affect on my home life.
- _____ I am not afraid to take risks.
- _____ I have no doubt in my ability to reach my short term and long term goals.

*"You find peace not by
rearranging the circumstances
of your life, but by realizing who you
are at the deepest level."*
Eckhart Tolle, A New Earth

Ok, you did it. Looking back at the questions and your answers, how do you feel? Really good about your current state, really bad, somewhere in between? Now, add up your score. Write the number here _____.

This following analysis is far from scientific. However, it has proven to be a useful assessment of things such as your current mindset about your job and your overall approach to new business development. Find three key areas for improvement and develop a plan around these to improve your mindset, process and results. Use this as a guide for what areas you focus on mostly in the chapters ahead. The more targeted and clear you are about what you need to improve, the more you will get out of this exercise.

250-300: You are on track or already there You are doing many right things. You have most likely found your niche and solid momentum in your work, and life. As with anything there is of course room for growth. Leveraging your strengths is often the best way to focus your time and attention at this level. Get even better at the things that you already do well. Use this material to give you a few new tools and perspectives for both yourself and other around you that you may be leading. If nothing else, you will find reminders of what you already know and might sometimes forget in the rush of your day to day.

200-250: Relative Mastery Just as Tiger Woods decided at the peak of his stellar professional golf career to rework his technique, consider an overhaul of how you approach new business development. Look at what you might need to change in order to make a quantum leap in your income and overall effectiveness. Consider ways to avoid burnout and re-energize yourself and your efforts to grow your business. Look at any long held beliefs about yourself, your business, and the marketplace that might be limiting your ability for next level achievement.

150-200: Strong You possess a strong foundation of overall business and sales specific experience. There are still inefficient patterns blocking your ability to reach the next level of success and fulfillment. It may be you need to be more disciplined and systematic about your process and approach for developing new business. The biggest challenge at this stage is often becoming more aware of your thought-patterns. Better understanding your emotions (i.e.: avoidance, attachments, fears) will help you be even more effective with your time and energy. It will also help you close more of the right kinds of new business. Willpower and hard work can help you get to this point. It cannot alone take you to the next step of your own growth and achievement – financial, professional, personal. Take a look at the areas where you scored yourself lowest. These are ideal starting points for change.

100-150: Time to commit to change If you fall in this area, you are at risk of losing yourself in what I call “no man’s land,” which leads to going through the motions without any sense purpose or passion behind your actions. You may be unsure of which direction to point your career and where to focus your energy. Major shifts are needed – shifts in your thinking, daily focus and sustained effort. In order to do this, you may need to make a job or career change. If radical changes are out of the question, then a focus on shifts in your thinking about yourself and attitude about your job are a good place to start. If any of this rings true, you would also benefit from a coach, counselor or some kind of peer support/accountability group to assist you in your quest to be more effective at work and fulfilled in your life.

Below 100: Help needed If you scored below 100, you are in the wrong job, career path or company. If you feel that you are in the right work environment, it may just mean that you are in a transition period with a steep learning curve. It might be that you’re having a really bad day (or month) at work. Either way, your current situation and mindset are not sustainable, at least not if you want to be happy, healthy, enjoy your work and make more money. Something needs to change. As you read further, identify the most important shift that needs to happen for you – either in your thinking or your specific approach to your job. Use this material to clarify & focus your plan forward. Enlist others close to you to help support you in this time of transition. Challenge yourself to make changes that are sorely needed.

To achieve real gains from this assessment, you should revisit it in 30 days and see what has improved. This assessment is meant to grow with you. Ideally, you will assess yourself, and your team, every 90 days. Do this consistently for a year and you will see significant changes in both tangible bottom line and intangible results.

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