

RAISE YOUR SALES IQ!

PRESENTED BY THE TAKE ACTION SALES ACADEMY



WAYNE FREDIN



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In October 1992 while at a business convention one of the speakers challenged us to take a few minutes and write down our personal mission statement. Here is what I wrote back then...

My purpose is to contribute to the personal and financial well being of any person who wishes to benefit from what I offer and I commit to myself and them I shall always be ethical, open, honest and sincere in what I do and how I fulfill this purpose.

My first career was as an Army Officer. I graduated from Royal Roads Military College in 1980. I believe in Service before Self. The Military ingrained in me the importance of having and being true to my Values and Authentic Leadership. With a combined 25 years of Regular and Reserve service over the past 40 years I retired in 2011 as a Lieutenant Colonel

In my 30 plus years of selling.....

I have sold everything from multi-million dollar technical solutions to low ticket consumer products...

I have led national and international business to business sales teams..

I have built and led large network marketing teams..

I have been on literally thousands of sales calls..

I have organized and conducted hundreds of sales training events with very small to very large groups..

I am not telling you this to impress you but rather to impress upon you that I have proverbially been there, done that and have the scars and T-shirts to prove it!!!



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Symptoms of a Sales Career off Course

Far too many sales people have used these questions or statements to describe their situation.

Does any of this sound familiar?

“They don’t teach selling in school”

The school of hard knocks takes too long and can beat you up. Learn how to turn Decades into Days and become a Sales Genius!

“I thought I’d be further ahead by now!”

You are not alone. Learn great ideas and techniques you can immediately put to use to Accelerate Your Success!

“I really need to make more commissions. My base is just not cutting it!”

Picture and think about how you will feel when you buy that house, take that dream vacation or give back and help friends or family through a tough time. Learn to Master the Activities that drive Results and Commissions!

“I did everything right and just lost a deal so what could have I done differently?”

Learn how to present a compelling offer your customer cannot say NO to and Close More Deals.

“Sales is really hard!”

Learn to have Fun With Failure and Rejection and Turn Sales Lemons into Lemonade

“It would be great if I could have a steady diet of sales training and coaching to keep me focused and on track to ever increasing results and income.”

No sales person has ever said that but stick around and learn some great hacks to GET ON TRACK!

Introduction and Background

So let me ask you a question. If you had to give yourself a score for your Sales IQ between 1 and 100 what number would you pick? ***Write your Estimated Sales IQ here***

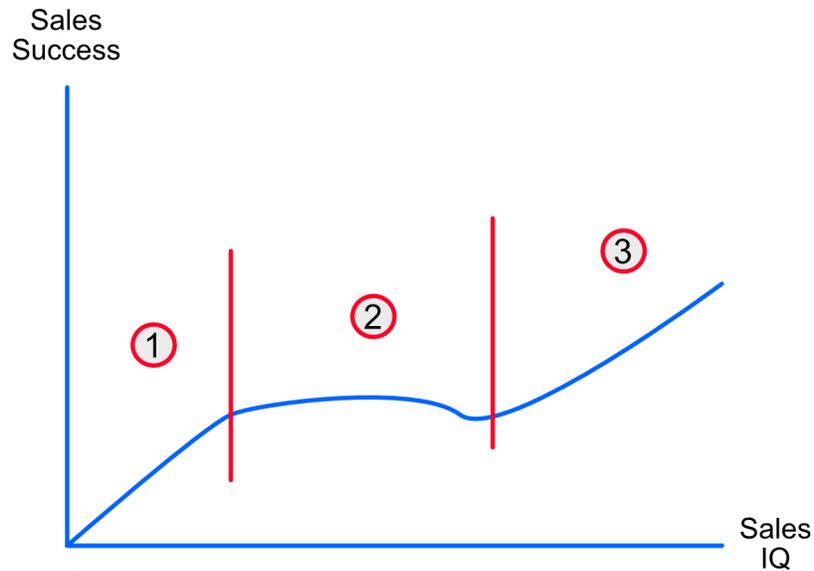
Why is your Sales IQ important? The higher your Sales IQ, the greater your potential to be successful in a sales role. Sales IQ, like knowledge, only matters if you use that knowledge.

Notice I mentioned a sales role? I personally describe myself using the good – better – best metaphor. I am a good salesperson but there are many who are much better. I am a better sales leader. I am best at training and coaching. The lesson here is don't make the mistake of assuming that because you are good at one role, you will automatically be good at another.

Would you agree that Wayne Gretzky is one of the best ever hockey players? Isiah Thomas was a great basketball player with 2 NBA titles and 12-time All Star with the Detroit Pistons. How were they as coaches? Not great if you look at their records. Gretzky's coaching record was 143–161–24 and Thomas's was 187-223. Steve Kerr was a teammate of Michael Jordan's and a pretty good player in his own right but no superstar, yet he is one of the most successful NBA coaches. Then there are Pat Burns and Pat Quinn. Pat Burns never played in the NHL and Pat Quinn was a journeyman but no star, yet they were both acknowledged as great coaches!

So back to the underlying hypothesis. It does not matter what role you have, the higher your Sales IQ, the greater your potential to be successful in that role. Does it not make sense to know what makes up your Sales IQ and what actions and steps you can take to raise yours?





Does it Really Matter?

This is quite typical of what your Success looks like over time and relative to your Sales IQ.

1. Ignorance on Fire (Unconscious Competent). When you start a new job or new role, do you agree you almost always get off to a fast start? Whether it is early success that you generate from your personal or professional network or whether it is your infectious enthusiasm, it is quite common to have some early wins and feel like you have this covered! The truth is you may not even know yet what you do not know, whether it is about your products or your process or your customers and more. Regardless, you are getting results and things are going great. The Ignorance on Fire stage usually lasts a few weeks to a few months. If you are an exceptionally gifted or natural salesperson, it carries on long term but this is definitely not the norm.

2. Knowledge on Ice (Stagnant Competent). At some point your success flattens and, in many cases even dips. This can be very scary as it often has job implications. You intellectually know what you are supposed to do, and you may even be doing some of it but probably not everything you could. Maintaining the same work habits with the same level of training, skills and abilities is not enough. This becomes a decision point for both you and your boss and how you respond and react to this challenge will define you, at least in this role. You could take the path of least resistance and look for another job, touting your Ignorance on Fire results as indicative of your skills and abilities to go to the next level when in truth it is not actually true. Unless or until you make changes, history will repeat itself and you will

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simply go back to Stage 1 then move to Stage 2 then what? Move again?

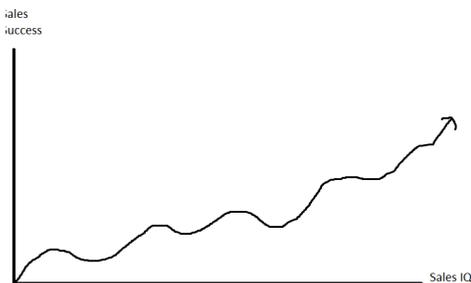
Wayne's 4 Pillars

Back To Basics

Just One More

**Plan Meticulously,
Execute Flawlessly**

**Best Paid Hard Work,
Worst Paid Easy Work**



3. Knowledge on Fire (Conscious Competent). To break out of Stage 2 you must, with design and purpose, Raise your Sales IQ. Improve your skills and abilities and become Knowledge on Fire! Become a true sales professional. Master your profession and continue to work on this daily. One of the 4 Pillars is called **Just One More**, and this speaks directly to the idea of minor but constant improvement. This does not mean you won't have times when your success flattens or even dips but you will have established habits and patterns that will allow you to what I call '**Measure, Manage, Adapt and Adjust and ultimately Overcome**'.

Ignorance on Ice (Unconscious Incompetent and Conscious Incompetent). This last one is brought up as a warning. It is not represented on the chart. If you are either of these, you are doomed from the start. There are lots of jobs where you really just need to show up and go through the motions to get a pay cheque. These are typically low wage positions. If you think that Sales is one of these you are sadly mistake. Another of the 4 Pillars is that Sales is the **Best Paid Hard Work and Worst Paid Easy Work** you will ever do! Are you afraid of hard work? Go ahead and check it out yourself; top paid sales professionals make solid 6-figure incomes.

The reality is your sales success will probably look more like the chart to the left. You will continually see ups and downs. As you to improve your Sales IQ you will see the lows not as low and highs even higher.



What is The Mastery Continuum?

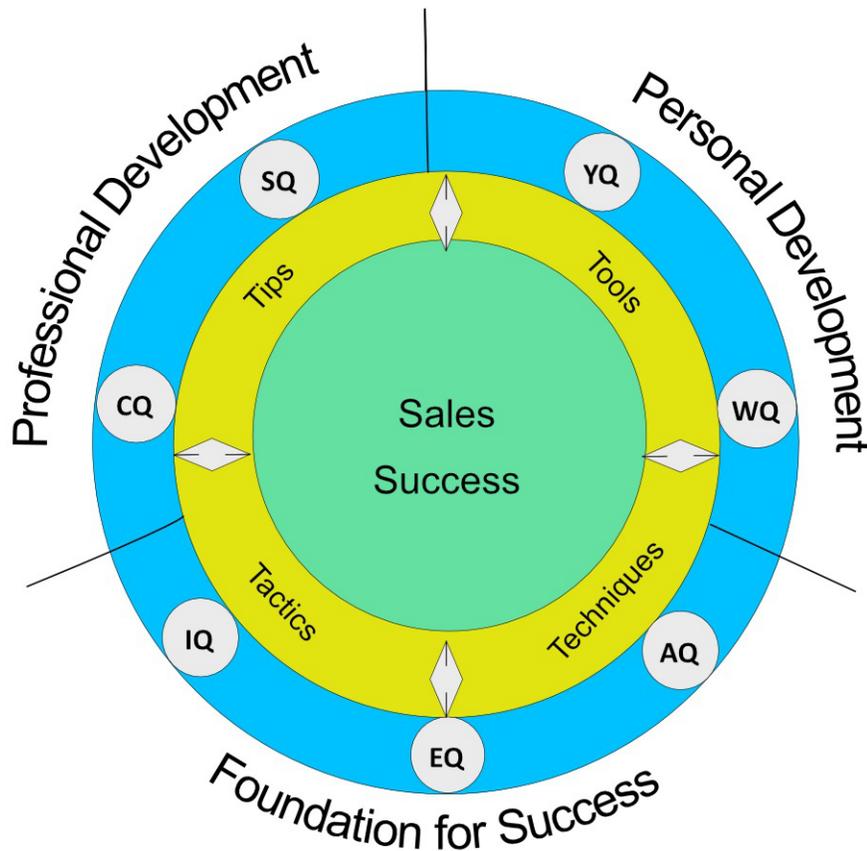
You need to Master your Profession but what is Mastery? Here is a novel way to look at Mastery and why it deserves your time and attention. There are 3 steps to true Mastery.

1. **Intellectual Mastery.** Can you read or watch something once and remember quite a bit of it? You have intellectually absorbed the information and are good to go. The reality is Intellectual Mastery is okay but it is not what is going to take you to the next level. Remember the episode of The Big Bang Theory titled The Cornhusker Vortex? Leonard wanted to join Penny and her friends watching College Football. To prepare, he studied the rules of football and as a genius he easily memorized the game. Watch the 3 minute clip below to understand Intellectual Mastery. Penny defends him by saying 'he is really really smart"! <https://www.youtube.com/watch?v=-YNW7IQgOlg>
2. **Emotional Mastery.** This is what happens when you apply Intellectual Mastery. By actually doing it you create an emotional link. What you are really doing is getting to where you say – **I CAN DO THAT!** There was a 6 episode show on NBC in 2015 called I Can Do That. *Entertainers Cheryl Burke, Joe Jonas, Nicole Scherzinger, Ciara, Jeff Dye and Alan Ritchson compete to prove that they can learn new skills, showcase their talents and complete surprise challenges. The celebrities put on a show featuring unique and breathtaking acts in hope of proving that they "can do that!"* Check it out at <https://www.nbc.com/i-can-do-that>
3. **Physical Mastery.** 'Repetition is the Mother of Skill'. Let's say you want to become a golfer. You watch and/or take lessons and away you go. This can be a very humbling experience. The same is true for any skill-based sport. Intellectual and Emotional Mastery will get you started but how you finish will be completely dependent on how quickly you get to Physical Mastery. Look at the GOATs (Greatest of all Time) for any sport. What separates them from the rest is not just their natural gifts and abilities but rather their relentless pursuit of perfecting the basics. Another of the 4 Pillars is **Back to Basics!** Michael Jordan reportedly shot over 1000 shots every day. Professional golfers hit hundreds or even thousands of ball a day. This is not just about practice and repetition; it is about *Mastering the Basics* over a consistent period of time by emotionally connecting to each and every practise shot as if it was to win the game or tournament or whatever. That is how you create Physical Mastery.

The Mastery Continuum

Intellectual → Emotional → Physical





Sales IQ is part science and part art.

Sales IQ = IQ + EQ + AQ + WQ + YQ + SQ + CQ
 where each Q is a unique 'Quotient'

IQ	EQ	AQ	WQ	YQ	SQ	CQ
Intelligence	Emotional	Adversity	Wisdom	You	Sales	Customer
Foundation for Success			Personal Development		Professional Development	

Everyone has heard of IQ. Some have heard of EQ and AQ. The rest have been 'coined' for to define, explain and understand Sales IQ which includes 3 segments as follows

IQ + EQ + AQ - Foundation for Success
WQ + YQ - Personal Development
SQ + CQ - Professional Development

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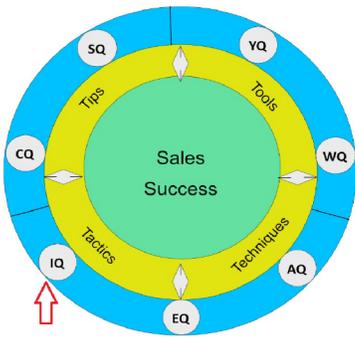
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The Foundation for Success = IQ + EQ + AQ

The common 'Qs' that apply to everyone are IQ, EQ and AQ. Together they create your Foundation for Success. This will introduce you to these quotients and get you thinking about them in the context of your overall Sales IQ.

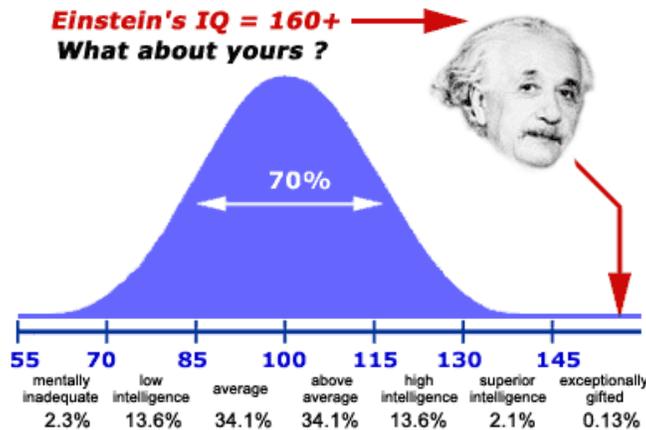
IQ - Intelligence Quotient

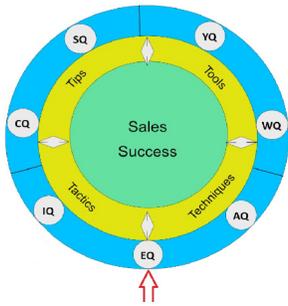
Wikipedia defines it as "a total score derived from a set of standardized tests or subtests designed to assess human intelligence". IQ testing has been around for over a century and today there are many ways to get tested including online. The scientific community is split on whether you can change your IQ or not. Any changes you make are relatively small overall and the majority will still land you in the 70th percentile below.



Wikipedia reports that 'In a survey of 661 randomly sampled psychologist and educational researchers, Mark Snyderman and Stanley Rothman reported a general consensus supporting the validity of IQ testing. Almost all respondents picked out abstract reasoning, ability to solve problems and ability to acquire knowledge as the most important elements.' There is really nothing you can do to increase your IQ - it is what it is! So unless you are a genius and if your IQ represents up to 10 points against your total Sales IQ, there is no way you or any of us will score 100.

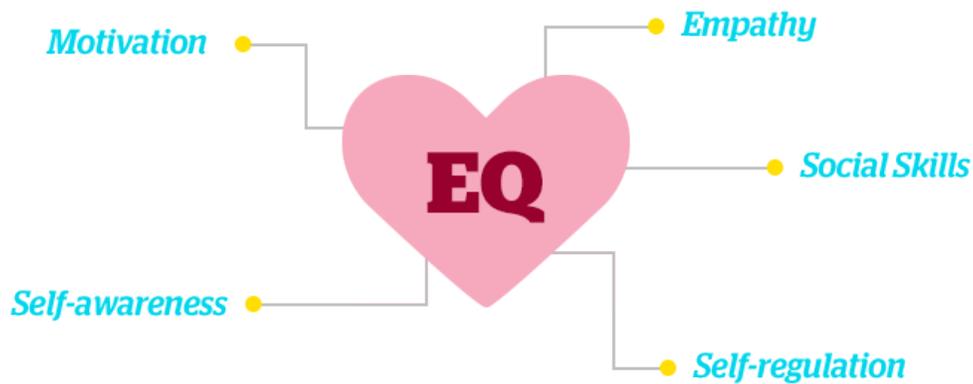
Based on the chart below or if you know your IQ from testing, what score would you give yourself for IQ between 1 and 10?





EQ – Emotional Intelligence

This is another Quotient that is well defined in science and literature. Many companies conduct EQ workshops and training. In very simple terms the higher your EQ, the more self aware you are and the better you are able to control your emotions and behavior in **real time**.



Think about EQ this way. The human brain has evolved over 10s of thousands of years but remember the brains primary responsibility. It is not to make you happy or successful, it is to keep you alive. You have heard of the Fight or Flight Response; it is a physiological reaction that occurs in response to a perceived harmful event, attack, or threat to survival.

The really cool thing about EQ is you can actually raise yours if you understand and practise some simple ideas and techniques. When I was a young officer in the Canadian Airborne Regiment, I used to tell my soldiers we only had 2 speeds, namely Stop and Panic and the first thing you should do when you Panic is Stop! I had no idea at the time I was actually an EQ coach. The idea of 'Don't React but Respond' is the basis of most EQ strategies.

How does this relate to Sales IQ since you will very seldom find yourself in a true Fight or Flight Response situation? It comes down to what are typically called '**triggers**'. At one extreme are survival triggers and at the other are social interaction triggers. How you react or respond to these triggers can have a huge impact on your ability in sales to close and win business, whether you like it or not. This is a really good graphic on the extremes as they relate to different personality styles (we will come back to these later!)

Low Emotional Intelligence		High Emotional Intelligence
Aggressive Demanding Egotistical Bossy Confrontational		Assertive Ambitious Driving Strong-Willed Decisive
Easily Distracted Glib Selfish Poor Listener Impulsive		Warm Enthusiastic Sociable Charming Persuasive
Resistant to Change Passive Un-Responsive Slow Stubborn		Patient Stable Predictable Consistent Good Listener
Critical Picky Fussy Hard to Please Perfectionistic		Detailed Careful Meticulous Systematic Neat

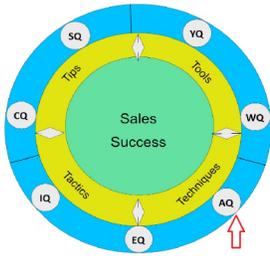
To raise your EQ and Sales IQ you first need to be self aware enough to understand your triggers and develop a strategy or method to reprogram yourself **in the moment**. As an example, one of my triggers is being accused of exaggerating or even worse lying. I have come to realize this can really set me off and turn what was a good conversation (whether social or business) into an argument in a heartbeat. I have learned to Stop, take even just one deep breath to gain control and then either ignore the accusatory comment or tone and respond in a non argumentative way. If you also tend to wear your emotions, you have to be very mindful of your body language and facial expressions in the process. Physiology control is key to EQ management!

There are dozens of online resources to learn much more about EQ. As a minimum take the time to figure out what your triggers are, especially as they relate to your sales role. Practise a strategy on how to deal with them when they happen. Remember to think about interactions and triggers not just with customers but with your colleagues and coworkers. Your relationship with your team can often be just as important as the interactions you have with customers.

Now that you know what EQ is what is your score from 1 to 10?



AQ – Adversity Quotient



According to Wikipedia, ‘an adversity quotient (AQ) is a score that measures the ability of a person to deal with adversities in his or her life. The term was coined by Paul Stoltz in 1997 in his book ***Adversity Quotient: Turning Obstacles Into Opportunities***. Learn more about this at <https://www.peaklearning.com/aq/>

The AQ is one of the probable indicators of a person's success in life and is also primarily useful to predict attitude, mental stress, perseverance, longevity, learning, and response to changes in environment.’ Here is a 3 minute clip YouTube by Stolz on why AQ is important. <https://youtube.com/watch?v=M2RtDvtRkq8> A salesperson’s ability to deal with Adversity correlates to their ability to succeed and flourish. Here is another great article on AQ which calls it Adaptability with an embedded Ted Talk link <https://www.bbc.com/worklife/article/20191106-is-aq-more-important-than-intelligence>

Where EQ is about control in real time, AQ is about how you deal with adversity on an ongoing basis and when it piles up over time. To improve your AQ you really need to focus on what Stolz refers to as CORE as outlined below.

Now that you know what AQ is what is your score from 1 to 10?

Dimension	What it is?	What it determines?
Control	<i>To what extent can you influence what happens next?</i> I have always said if you can Control something you MUST, if you can Influence something you SHOULD and if you can do neither than simply IGNORE it.	Resilience, Health and Tenacity
Ownership	<i>How likely are you to step up to improve the situation?</i> Ownership is all about taking Responsibility and accepting Accountability. These represent two of the three legs of what I call the 3 legged stool of Leadership with the third leg being Authority.	Accountability, Responsibility, action and Engagement
Reach	<i>How far will it reach into and affect everything else?</i> This is critical because adversity can be like a cancer; untreated it will ultimately kill the body. It is critical you understand the knock-on or long term impacts of doing nothing and take appropriate action to prevent this from happening.	Burden, Stress, Energy and Effort. It tends to have a cumulative effect over time.
Endurance	<i>How long will it take to get past this situation/adversity?</i> Although each situation can be unique and you can get past it with time and effort, you must realize that adversity will typically be a constant and will come in different shapes and sizes. Your ability to deal with one situation should give you the confidence to deal with what follows but your greatest character trait may be what Stolz calls GRIT	Hope, Optimism and willingness to Persevere.



Success is the Result of Good Judgment

Good Judgment is the Result of Experience, and

Experience is the Result of Bad Judgment!



For things to Change you Have to Change!

For Things to Get Better you Have to Get Better!

Personal Development = WQ + YQ

This is about breaking new ground! Building on the Foundation for Success, this Personal Development segment of the formula is critical to your Sales IQ.

WQ – Wisdom Quotient

A detailed internet search confirmed this is not defined anywhere and is something that you can dramatically impact, especially over time. You have most likely seen the quotes to the top left. Remember you cannot change your IQ but you can change your WQ!

Wisdom is formally defined as the quality of having experience, knowledge, and good judgment. How many times have you wondered 'If only I knew then what I know now?' How often have you met someone and thought 'they are wise beyond their years?'

Conventional wisdom suggests there are no shortcuts to becoming more wise. It takes time and it takes experiences and you must have both working in tandem. Simply getting older does not necessarily make you wiser; think of all the people often referred to as 'old fools' or the adage 'you cannot teach an old dog new tricks'. The quote above suggests that to become wiser, you have to have had a 'less than positive' experience or failure, learned from it and then applied those lessons to your next experience.



Turn Decades into Days!



E-Learning HACK [https://
deanandtonylive.com/
reservation?source=reservation
&a=2599](https://deanandtonylive.com/reservation?source=reservation&a=2599)

Do just 2 things

- 1. Follow the Pillar called **Plan Meticulously and Execute Flawlessly.***
- 2. **Measure, Manage, Adjust and Adapt.** Use each experience to refine what you are doing and then do it again and again or what some call **Rinse and Repeat!***

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Conventional wisdom aside, there is a shortcut that will allow you to Turn Decades into Days! Have you ever asked this next question? When someone is on the road to success and you try to point out all the potholes they are going to encounter, why do they feel the need to ignore your advice until they stumble over a few? It goes back to the 3 levels of [Mastery](#). Even though they have Intellectual Mastery on the 'potholes' they do not yet have Emotional or Physical Mastery.

So what does it mean to turn Decade into Days? Quite simply, you need to get to Physical Mastery on the broader topic of self education through online training as quickly as possible! What the heck does that mean? According to an article published in Forbes on July 31, 2018, Global Industry Analytics, a market research firm, projected in 2015 that E-Learning would climb to \$107 Billion a year and it did. They now say this market will grow to **\$1 Billion a Day** by 2025.

So what that really means is if you want to shortcut your way to wisdom, find an online program that works and take it yourself. Turn Decades into Days by jumping past the experience stage. Learn the lessons from those who went before and apply them to your situation.

Now that you know what WQ is what is your score from 1 to 10?



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YQ – You Quotient

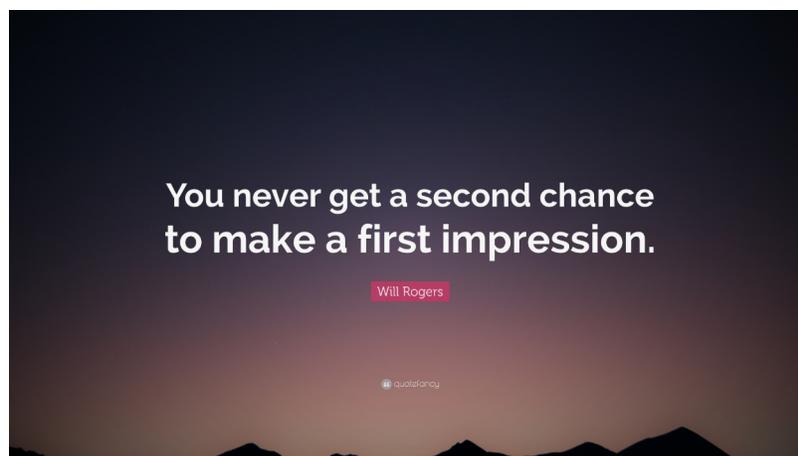


Like WQ, this is newly minted, but once you understand what it is and how you can affect it, you should agree it is important as part of your Personal Development and your Sales IQ. At it's simplest, your YQ is a value of how you present yourself but it can be broken down into 2 different things including

1. How you Present yourself, and
2. How you Communicate

How You Present. 'How you present yourself' was almost labelled as your GQ. Since GQ Magazine has been published for almost 90 years and still has a circulation of almost a million monthly, that would have been inappropriate. What is interesting is there is a metaphorical parallel between what is described here and the magazine. The magazine focuses on fashion, style, and culture for men, though articles on food, movies, fitness, sex, music, travel, sports, technology, and books are also featured. What you need to focus on is this; are you Presenting yourself in the best possible light at all times?

'Presenting' yourself includes a couple of things. In the Army it was called Dress and Department. Are you coming across as confident, believable, credible and trustworthy? Much of this ties into the next segment on how you communicate but it also ties back to both your EQ and AQ? For example, if you just 'crashed and burned' on your last call, are you allowing that to negatively influence your next call? Are you motivated by Desperation or Inspiration? Just some food for thought. Remember the adage depicted below:



You know this is such an all encompassing subject there are many books and courses available just for this. For a lot of the people salespeople interact with, that first impression is absolutely critical and unfortunately many people just do not present as well as they could. Think particularly about how you are dressed and groomed. You will learn later something called **'Talk in Their Terms'** which refers to how you should strive to talk to other people. In this case it can be tweaked to be **'Present in Their Terms'**. Some tips on this subject include

- Part of how you present yourself is BE ON TIME or even a couple minutes early. This is a huge pet peeve of mine. When someone is late for a meeting with me, especially someone trying to sell me something, they start with one strike against them before they utter a word!
- If you are doing virtual video or in person meetings, dress to at least the standard they adhere to. If in doubt dress up and not down. Dress also includes grooming. Be sensitive to how you look.

A simple example. You are calling on a senior executive. On the company website page about the Executives, they are all professionally dressed in business suits. You have not met this individual before so how do you dress and look? I would suggest that if you are a man, it would be best to wear a business suit and if not wearing a tie have one in your pocket. A women would be fine in a lady's business suit. If you show up a few minutes early and notice while waiting at reception that everyone is wearing ties, ask where the restroom is and put on your tie.

- What about your Social Media profiles and posts? Do they Present you well? Employers and Customers routinely check you out before and after meetings!
- Be aware of what are called Unconscious Biases. These are defined as *learned stereotypes that are automatic, unintentional, deeply ingrained, universal, and able to influence behavior*. Many progressive companies now run courses on this to make their employees more self aware but this is still uncharted territory that can bite you in the butt when you are least expecting it.

How You Communicate. This can be one of the most critical aspects of any sales interaction, whether in person, virtual or via phone or email or social media. You also have to understand the power of both verbal and non verbal communications.



Non Verbal Communications. There is tons of research and massive numbers of resources you can study just on this subject alone. This will keep it simple, just to introduce you to what you need to be aware of. The next section will get more specific on some of this. To understand what is included in non verbal communications refer to the image below.

Forms of nonverbal communication

- **Eye Contact**
- **Facial Expressions**
- **Posture**
- **Haptics or Touch**
- **Gestures**
- **Personal Space**



Here is the tricky part about non verbal communications; it does not really matter how you interpret yours, it really matters how other people respond or react to your non verbals. Let me give you a personal example that happened years ago but changed me forever. I am actually a bit of a social introvert. I am very comfortable in social settings where I know lots of people but when I am in a group where I only know one or two people and they are busy or engaged with others, I am happy to sit in the corner and just watch what is going on. My wife commented after one party we attended that I looked like our dog had just died; without realizing it, when I simply sit relaxed, my body language is typically ‘closed’ and my facial expression is usually unhappy or even angry. Once I learned this I make an effort, when I am sitting alone, to appear relaxed, open and happy. It makes a huge difference on how people in the room respond. Often folks will come to me to start a conversation instead of being kept away by my non verbals.

Thinking back to your EQ and your triggers, this can be very compelling. Remember the triggers most often subconsciously affect your physiology which includes your body language. Your ability to maintain control and project correctly in meetings with customers and colleagues can be critical to success.



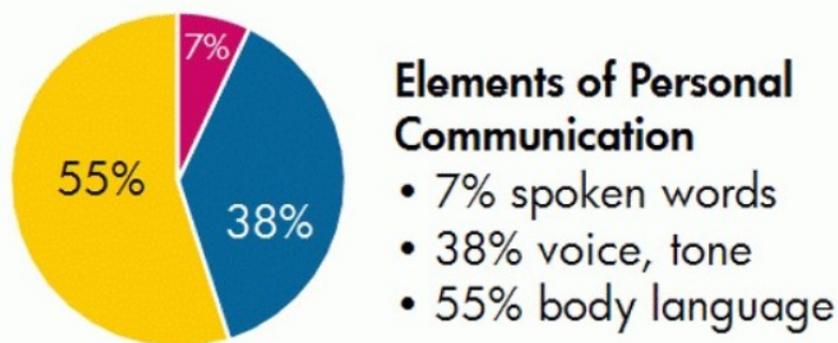
Verbal Communications. This runs the full gamut. What is your speech pattern? How loud do you talk? How fast do you talk? Are you even a talker? Are you a good listener? A great tip - *Are you really listening or just waiting to talk next?*

Perhaps the most important advice you must accept about verbal communications is this – if you are not able to adjust your style, tone, pace, volume and all the rest to match the person or persons you are speaking with, you are effectively limiting your true ability to communicate. It comes down to this one simple fact. **People like to be with people who are like them.** That deserves repeating. **People like to be with people who are like them.** The easiest way for you to create rapport with people is by being aware of both their verbal and non verbal communication styles and modifying yours to match or mirror theirs. As you can see, very many of the ‘quotients’ associated with Sales IQ are interconnected in some form or fashion.

Don’t forget about your Presentation skills and abilities; these represent the combination of your verbal and non verbal communications skill and abilities. Many people who are highly effective communicating one on one or in small groups are terrible at the front of the room. Whether they are giving a formal presentation using aids like a whiteboard or a PowerPoint or simply leading a discussion to a group, they simply cannot do it well. On the flip side, many outstanding ‘presenters’ are very uncomfortable in a one on one situation. Again, there are lots of courses you can take to get better and more effective at this but to improve your Sales IQ, this is one thing you should work very hard on all the time.

To reinforce this whole discussion have a look at this next graphic.

Now that you know what YQ is what is your score from 1 to 10?

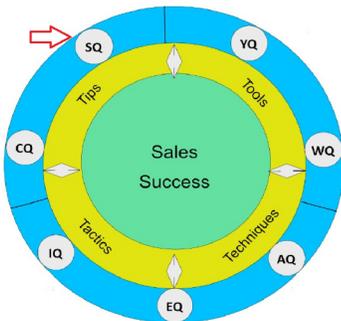


Source: Professor Albert Mehrabian
University of California Los Angeles



Sales Truth #1

**Selling is only 2 things:
Find Someone to Talk To
Talk to Them!**



Sales Truth #2

**You Cannot Control Your
Results
You Can Control the
Activities that Lead to
Results!**

Professional Development = SQ + CQ

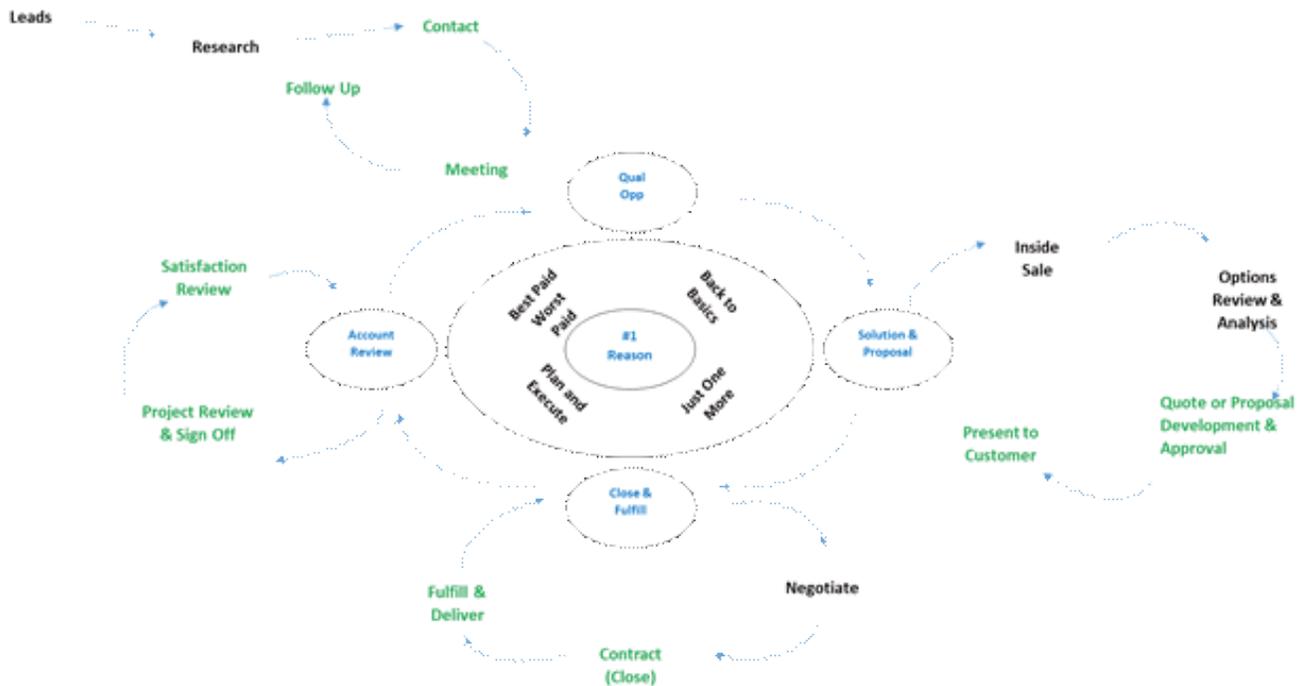
More new ground! This is where we really get into the salesy part of the Sales IQ formula. If you have been tracking the math so far you will realize this section represents **50 of the total 100** points available. This is just so important it is almost indescribable.

SQ – Sales Quotient

This is your existing general sales skills and your knowledge and understanding of your company specific sales process, products and services. Be honest when you evaluate yourself. The reality is a lot of salespeople completely overrate their skills and abilities. Few comprehend SQ and realize how complex it can be, especially to the level of Physical Mastery.

General Sales Skills. Review the following diagram that shows a generic sales process. This process can be modified or adjusted to fit any type of sale from Business to Business (B2B) or Business to Customer (B2C) or Direct Sales and Network Marketing (DS). Review the process to extract a number of core skills (activities) including

- a. Prospecting
- b. Conducting customer research
- c. Communication and Presenting – your YQ
- d. Team collaboration
- e. Team leadership
- f. Finding solutions
- g. Quote/Proposal/RFP development and writing
- h. Value Propositions
- i. Negotiating and Closing
- j. Contract Management
- k. Customer/Account Management



These are all pretty high level skills. Many of them can be broken down into many more fundamental skills which is why I offer what I call my Fundamental Sales Course. This outline of the course is shown to dispell any myth you might have that sales is easy.

Objective	Segments	Time (minutes)
Introduction	1	4
Setting the Foundation	7	42
Introduce the Process	1	6
Death of a Sales Person (Basic Prospecting)	6	37
When Opportunity Knocks is Anyone Home?	2	12
Build and Present a Solution	5	33
Getting the Order	3	16
Woo Hoo – We Got the Order – Now What?	4	16
Account Review	3	11
Preparation and Planning	5	34
Power Prospecting	4	29
Have Great Meetings	5	30
Closing	5	30
Have Fun with Rejection	3	16
The Harder you Work the Luckier you Get	9	40
Pulling it all Together	4	18
	67	374

Now that you know what SQ is what is your score from 1 to 20 (this one is out of 20)?

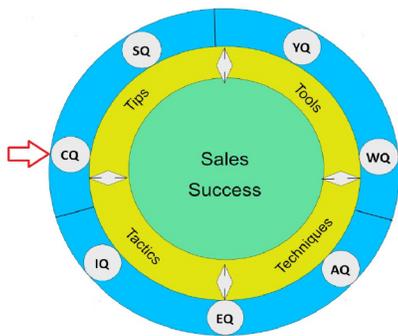
20

Takeactionsalesacademy.com



Take Action Sales Academy
Action Leadership Inc - Empowering Sales Teams to Overachieve

How would you like to know your customer so well that when you make them an offer they are almost compelled to buy from you?



CQ Topics

Creating Rapport Quickly

Understanding Personality Styles

Understanding Learning Styles

Understanding Values Based Buying

Learn how to

TALK IN THEIR TERMS!

CQ – Customer Quotient

If you thought anything up to here was unique, then what follows is both exciting and truly ground-breaking. Much of what is outlined here is commonly available but extensive internet research suggests it has never been all brought together with a single purpose in mind. **Imagine if your customer has to work to say NO when most of the time they have to work to say YES!**

CQ is all about your ability to know your customer so well you can connect with them at a human level. This is not ‘smoke and mirrors’. It is backed by a ton of science. This eBook only introduces the ideas and provides a basic overview, shows you where to learn more and gets you excited about how you can leverage this CQ to ‘stack the deck in your favour’!

Depending on what and how you sell, some of this will simply not apply. If you do not meet your customers in person or virtually with video, it will be more challenging to use some of these strategies. If you only meet your customers once, you should focus on the simplest aspects to gain an edge. At the other extreme, if you are a full blown relationship based account executive where you regularly meet with your customers, then you will want to be ‘**all in**’ on all of this.

There are people who do this naturally or instinctively. They have incredible relationship skills and connect with people almost instantly in a way the majority of us could only dream about. If you are one of those folks this is still for you; imagine if you actually used these strategies and techniques **ON PURPOSE AND WITH PURPOSE!**



Relationship Continuum

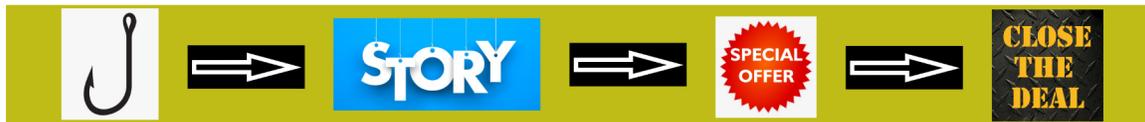
Skeptical → Rapport → Likable → Believable → Trusted

The quality of your relationship with your customer significantly affects your ability to win. Depending on what and how you sell drives how far along the Relationship Continuum you need to go. Transactional sales like high value retail may only need Rapport but Likable would be better. B2B account executives need to get to Trusted as quickly as possible.

How Self Aware Are You?

Before we get into the 4 different topics, it is really critical that the first thing you do is make sure you know who you are and where you fit into these different strategies. This is really important. If you want to have meaningful and connected conversations with other people and especially your customers, you need to know how your 'profile' impacts those interactions and communications. That is really the meat and potatoes of this whole CQ thing!

Process Continuum



The simplest sales process is only 4 steps, namely **HOOK->STORY->OFFER->CLOSE**. It must be done in order. If you have not set the Hook, you cannot tell the Story. Without the Story, you cannot make the Offer. Without the Offer, you cannot execute the Close. Doing it out of order is like **READY->FIRE->AIM** which does not work either! *Without a great Hook, you are really dead in the water.*

connect listen
mirror
identify respect
rapport relate
explain build

Creating Rapport Quickly

Regardless of what or how you sell, the first few seconds you engage with a customer are critical. Without some level of rapport, you really do not have 'permission' to make your pitch or presentation and make your offer. Wikipedia defines rapport as 'a close and harmonious relationship in which the people or groups concerned are "in sync" with each other, understand each other's feelings or ideas, and communicate smoothly'. If you just proverbially **SHOW UP AND THROW UP** or the minute you connect with a potential customer you start your pitch, most people will simply shut down, walk away, hang up or all of the above.

Rather than try to explain this, it is recommended you watch this 24 minute video from a liveevent by Tony Robbins. <https://www.youtube.com/watch?v=dENi7K2IX4U>

Rapport Skills

• Matching



Body posture, gestures, breathing, blink rate.
Voice tone, volume, tempo.
Words key words, predicates.
Common experience

• Mirroring



Body posture, gestures.

• X-over mirroring

Body gestures, rhythms, breathing blink rate, gender postures.

Be subtle, have respect, avoid mimicry and utilise your natural talents.



Understanding Personality Styles

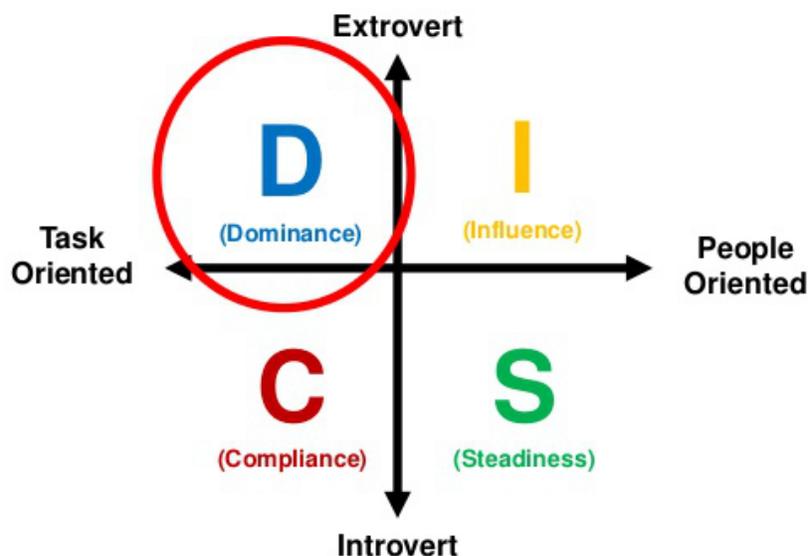
According to Wikipedia, 'personality style has been defined as "an individual's relatively consistent inclinations and preferences across contexts." Personality can be defined as a dynamic and organized set of personal traits and patterns of behavior'.

It is quite likely the majority of you have taken some type of course or test to determine your style. A lot of employers will use these as part of the hiring process to determine if your style and behavior fit with their expectations for the position. The only formal test I have done (twice) is DISC which stands for Dominant, Influence, Steadiness and Compliant. The report is fascinating to review as it is 70 pages and not only tells me what my behavioral style is but how I should interact with other styles. You can get yours for as little as \$72.00 so check it out at

DISC PROFILE LINK

Personality Theories

DISC Personality Theory



Wayne's DISC Profile Takeaways

I cannot share my 70 page profile but what I want to do is highlight a few key takeaways about how you would use your knowledge of me to keep me engaged in a conversation. I am sort of 'outing' myself here but what better way to make a point. In the report this is over 10 pages.

Create a Positive Climate

1. Provide choices and let Wayne make the decision
2. Allow Wayne to direct the efforts of others
3. Accept Wayne's need to compete and win
4. Direct more attention to getting results rather than discussing emotions
5. Accept Wayne's need for variety and change

How to Communicate with Wayne

1. Be direct and to the point without much social chatter
2. Listen to Wayne's comments or feedback before moving to next subject or point
3. Watch for Wayne to only be attentive if he agrees with you (selective perception)
4. Ask Wayne to confirm you and he agree with any outcomes or decisions
5. Respond to questions with specific information in a non-defensive manner

How to Compliment Wayne

1. Use brief and direct factual statements
2. Focus on achievements and any specific leadership abilities
3. Compliment Wayne's ability to take risks and set precedents

How to Provide Feedback to Wayne

1. Focus on obstacles to achieving success and how to overcome them
2. Keep feedback factual, neutral and non-judgmental

How to Deal with Wayne in a Conflict Situation

1. Wayne will tend to use direct possible aggressive approach
2. Acknowledge Wayne's perspective and opinion, then calmly restate your point



There are very many different personality type theories out there. My wife recently went through a one-day program with her work team that used the Myers-Briggs approach. This is one of the most common and you can learn all about it at <https://www.myersbriggs.org/> For the purposes of this eBook, it is just too complex for what is needed by salespeople. It has 16 different 'types' and you would almost need to be a trained psychologist to be able to use it effectively. To realize this point, see the very busy graphic below! (Too much info - WOW).

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type. For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

<p>1. Are you outwardly or inwardly focused? If you:</p> <ul style="list-style-type: none"> • Could be described as talkative, outgoing • Like to be in a fast-paced environment • Tend to work out ideas with others, think out loud • Enjoy being the center of attention <p>then you prefer E Extraversion</p>	<p>1STJ Reserved, inner-directed, serious, realistic, systematic. Handwriting and thoroughly with careful practical judgment.</p>	<p>1SFJ Warm, sensitive, gentle, responsible, program, through. Decided creature who may have held on to others.</p>	<p>1NFJ Idealistic, organized, insightful, dependable, cooperative, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.</p>	<p>1INTJ Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.</p>	<p>3. How do you prefer to make decisions? If you:</p> <ul style="list-style-type: none"> • Make decisions in an impersonal way, using logical reasoning • Value justice, fairness • Enjoy finding the flaws in an argument • Could be described as reasonable, level-headed <p>then you prefer T Thinking</p>	<p>3FTJ Basic your decisions on personal values and how your actions affect others</p> <p>3FISF Value harmony, forgiveness</p> <p>3FINTJ Like to please others and point out the best in people</p> <p>3FINTJ Could be described as warm, empathetic</p> <p>then you prefer F Feeling</p>	
<p>2. How do you prefer to take in information? If you:</p> <ul style="list-style-type: none"> • Focus on the quality of how things are • Pay attention to concrete facts and details • Prefer ideas that have practical applications • Like to describe things in a specific, literal way <p>then you prefer S Sensing</p>	<p>2ESTP Objective, logical, analytical, spontaneous, reserved, independent. Enjoy abstract, skilled in understanding how mechanical things work.</p>	<p>2ESFP Gentle, sensitive, outgoing, helpful, flexible, realistic. Seek to create a pleasant environment that is both beautiful and practical.</p>	<p>2ENFP Sensitive, creative, idealistic, energetic, strong logic. Value inner harmony and personal growth, focus on dreams and possibilities.</p>	<p>2INTP Innovative, independent, strategic, logical, precise, reserved. Realistic, imaginative. Original thinkers who enjoy speculation and creative problem solving.</p>	<p>4. How do you prefer to live your outer life? If you:</p> <ul style="list-style-type: none"> • Prefer to have matters settled • Think ideas and deadlines should be respected • Prefer to have detailed step-by-step instructions • Make plans, want to know what you're getting into <p>then you prefer J Judging</p>	<p>4FISFP Innovative, independent, strategic, interesting, original, interesting. Enjoy new ideas and original solutions.</p>	<p>4FINTJ Prefer to know your system open</p> <p>4FISFP See rules and deadlines as flexible</p> <p>4FINTJ Like to improvise and make things up as you go</p> <p>4FINTJ Are spontaneous, enjoy surprises and new situations</p> <p>then you prefer P Perceiving</p>
<p>2. How do you prefer to take in information? If you:</p> <ul style="list-style-type: none"> • Notice the big picture, see how everything connects • Enjoy ideas and concepts for their own sake • Like to describe things in a figurative, poetic way <p>then you prefer N Intuition</p>	<p>2ESTJ Efficient, outgoing, analytical, systematic, dependable, realistic. Like to know how and get things done in an orderly fashion.</p>	<p>2ESFJ Friendly, outgoing, realistic, considerate, organized, practical. Seek to be helpful and please others, enjoy being warm and protective.</p>	<p>2ENFJ Caring, enthusiastic, realistic, organized, diplomatic, responsible. Like to help and encourage others, enjoy being in a team.</p>	<p>2INTJ Strategic, logical, efficient, outgoing, ambitious, independent. Skilled organizers of people and large-scale projects.</p>			

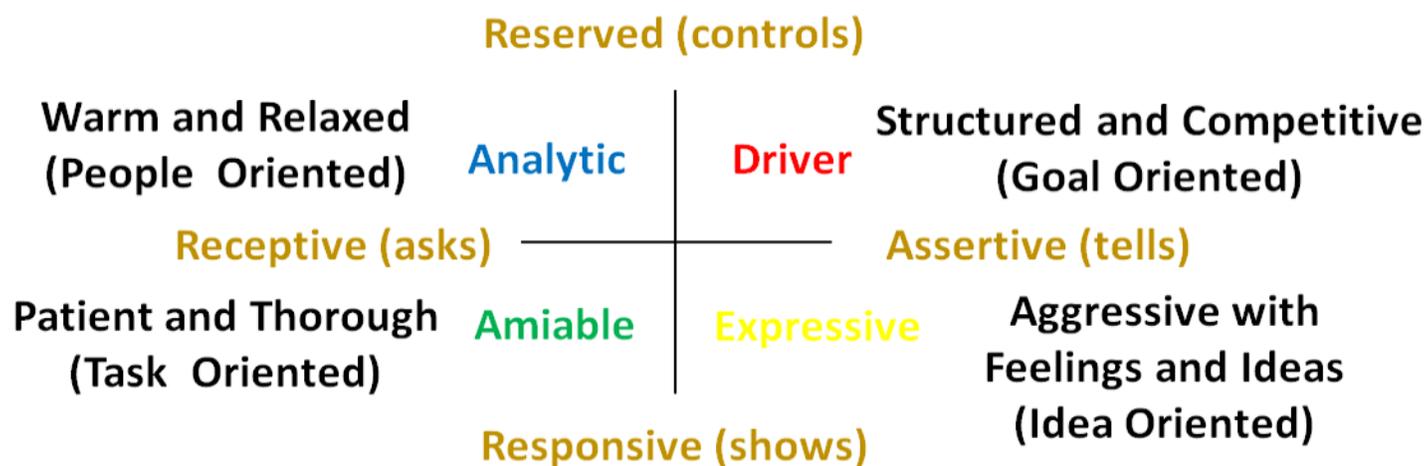
Merrill-Reid Styles. Just after I joined SHL Systemhouse in 1989, I attended a two-day course on a personality type approach that I absolutely fell in love with. It was simple to understand and more important, simple to share. My wife and I immediately went through it together and quickly figured out her style. With that, we were able to put in place strategies for improving our communication and relationship and now married 39 years and going strong!

The next graphic looks complicated, but it is not.

- 4 basic styles of Driver (Red), Expressive (Yellow), Amiable (Green) and Analytic (Blue).
- Drivers tend to be Structured, Competitive and Goal Oriented – they like Action and Results
- Expressives tend to be Aggressive with Feelings and Ideas and are Ideas Oriented – they like the big picture, the vision
- Amiables tend to be Patient and Thorough and are Task Oriented – they like to consider feelings and the people side of change
- Analytics tend to be Warm and Relaxed and are People Oriented – they like data
- The upper half (Analytic and Driver) are Reserved and like to be 'In Control'
- The lower half (Amiable and Analytic) are Responsive and 'Show It'
- The left half (Analytic and Amiable) are Receptive and tend to 'Ask'
- The right half (Driver and Expressive) are Assertive and tend to 'Tell'

So without any more information – what Style are you?





Here are a couple other fun things about the model

Opposites do Attract. I am a hard core Driver. My wife is a solid Amiable. This shows perfectly why my wife and I have been married for almost 39 years. On the flip side, we have really close friends where the lady is a Driver. She and I agree if we were a couple, the good times would be not just great but incredible and the bad times would be really, really bad.

Effect of Pressure. If you are put under pressure, you will tend to move one quadrant clockwise. Really push you and you will move two or more. Pressure makes a Driver become Expressive. Really push and you become an Amiable. At the extreme, you can go all the way to Analytic but that is very rare.

Perhaps you are asking **‘So What’**? If you know your style and you know the style of the person you are interacting with, you can modify your style to go beyond simple Matching and Mirroring to much more. Here are a couple of simple examples.

1. If your decision maker is a Driver, you want to present your Value Proposition in terms that focus on helping them achieve their Goals or Objectives. Demonstrate your competitiveness and show options. Be assertive, brief and to the point. Talk quickly and emphatically. Tell them what they need to do to move ahead but give them the room to make the decision.

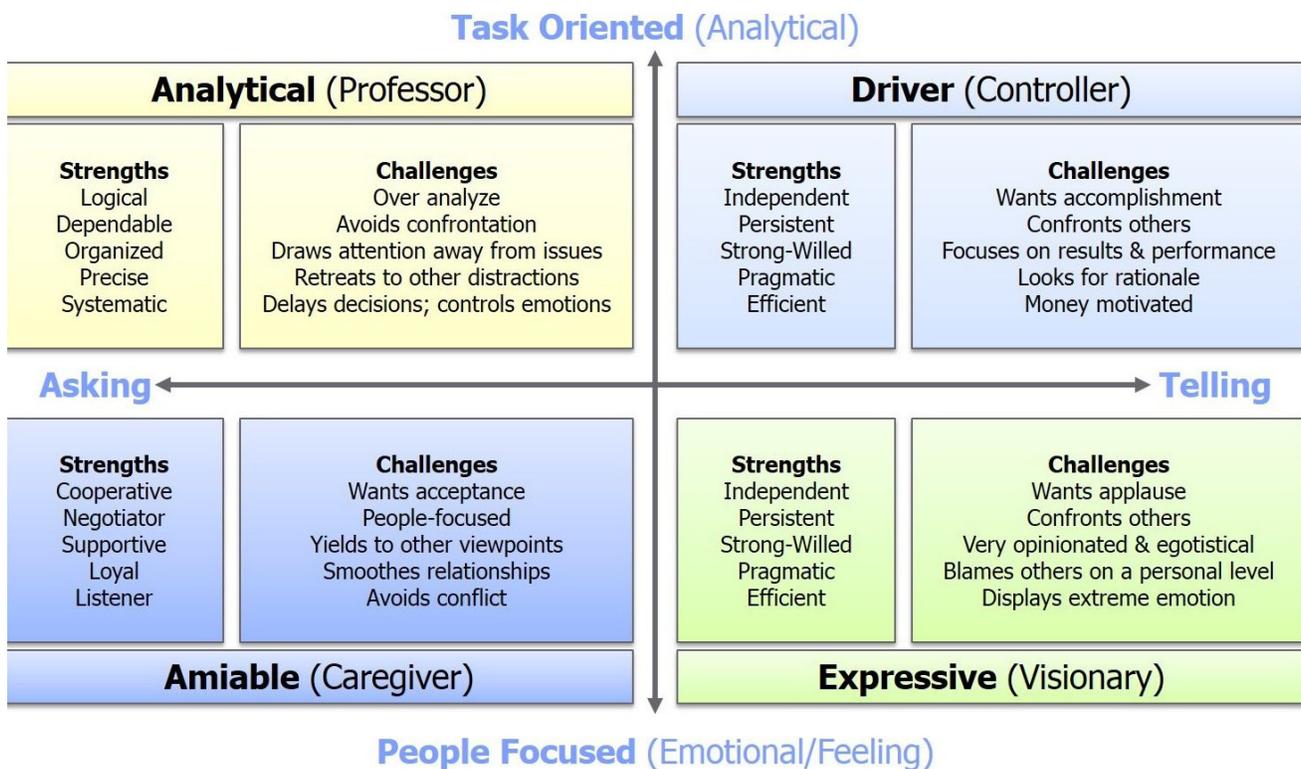


2. If your decision maker is an Analytic, realize these are the most difficult to get to a decision. They often feel they cannot make a decision without all the facts and data. Be a resource and if this is technical and you are not, have a technical support resource available. Ask them for their thoughts and ideas. Take your time and don't push too hard. Try to be relaxed and engaging. Be totally focused on the matter at hand. Avoid small talk, jokes and anecdotes but have testimonials, white papers and endorsements available. Structure the value proposition to focus on the key benefits and principles that led to this product/solution recommendation.

Here is where the dots start to connect. In the section on EQ, there is a graphic that shows these 4 styles and shows how they act when they are either 'triggered'. **Take a look**. A Driver goes from Aggressive (Low) to Assertive (High). If they are moving towards a low state, adjust your style or communications to try to move back into high state. How powerful would this be?

For more info on the 4 styles go to <https://crestcomleadership.com/2015/11/24/4-personality-types-that-all-leaders-should-learn-to-recognize/>

And remember it is not who you are but rather who they are and how you adjust your style.



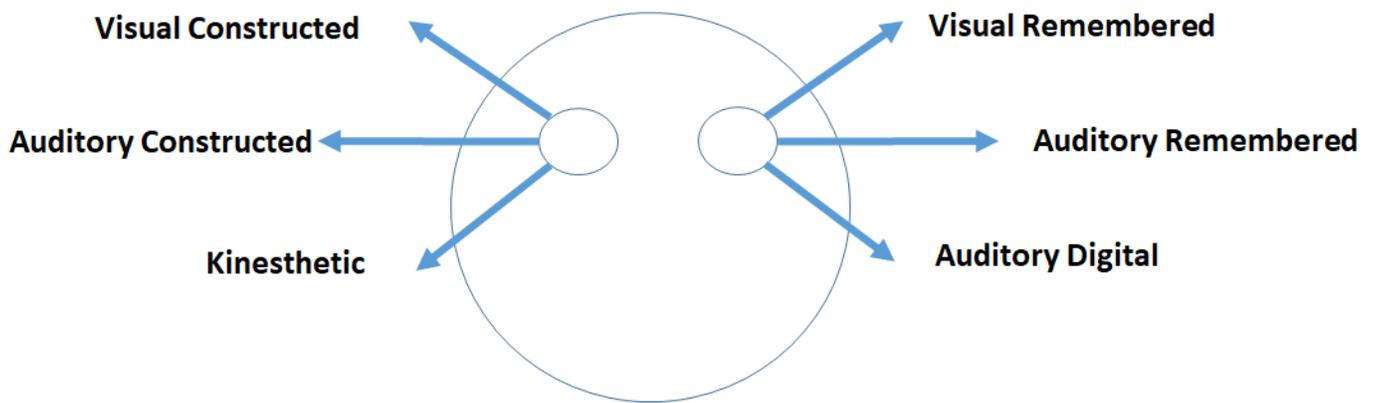
Understanding Learning Styles

Most have heard of the three common learner preferences; Visual, Auditory and Kinesthetic – otherwise known as VAK. Originally developed by Walter Burke Barbe, theories around VAK learners propose that every individual has a sense through which they learn best.

Quite simply **‘The Eyes are the Key to the Soul’**. This one is a lot of fun. All you need to figure out someone’s learning style is to be observant. Watch, listen and learn. This is much easier if done face to face but even over the phone a person will give some very strong cues as to what their dominant style is based on what they say and how they speak.

One of the easiest ways to figure out someone’s learning or sense style is to ask a couple of questions. If you are in a social situation ask your friend or acquaintance ‘do you remember what colour your first car or bike or pet was?’ As they answer watch their eyes.

- As they think back to remember, if they look up even if to the left or right, they are most probably Visual. Most people are visual so that is pretty easy.
- If they look left or right as if they are looking to one ear or the other, they are most probably auditory dominant
- If they look down and to their right into themselves, they are most likely kinesthetic
- If they look down and to the left they are most likely auditory digital, which is really a combination of Auditory and Kinesthetic



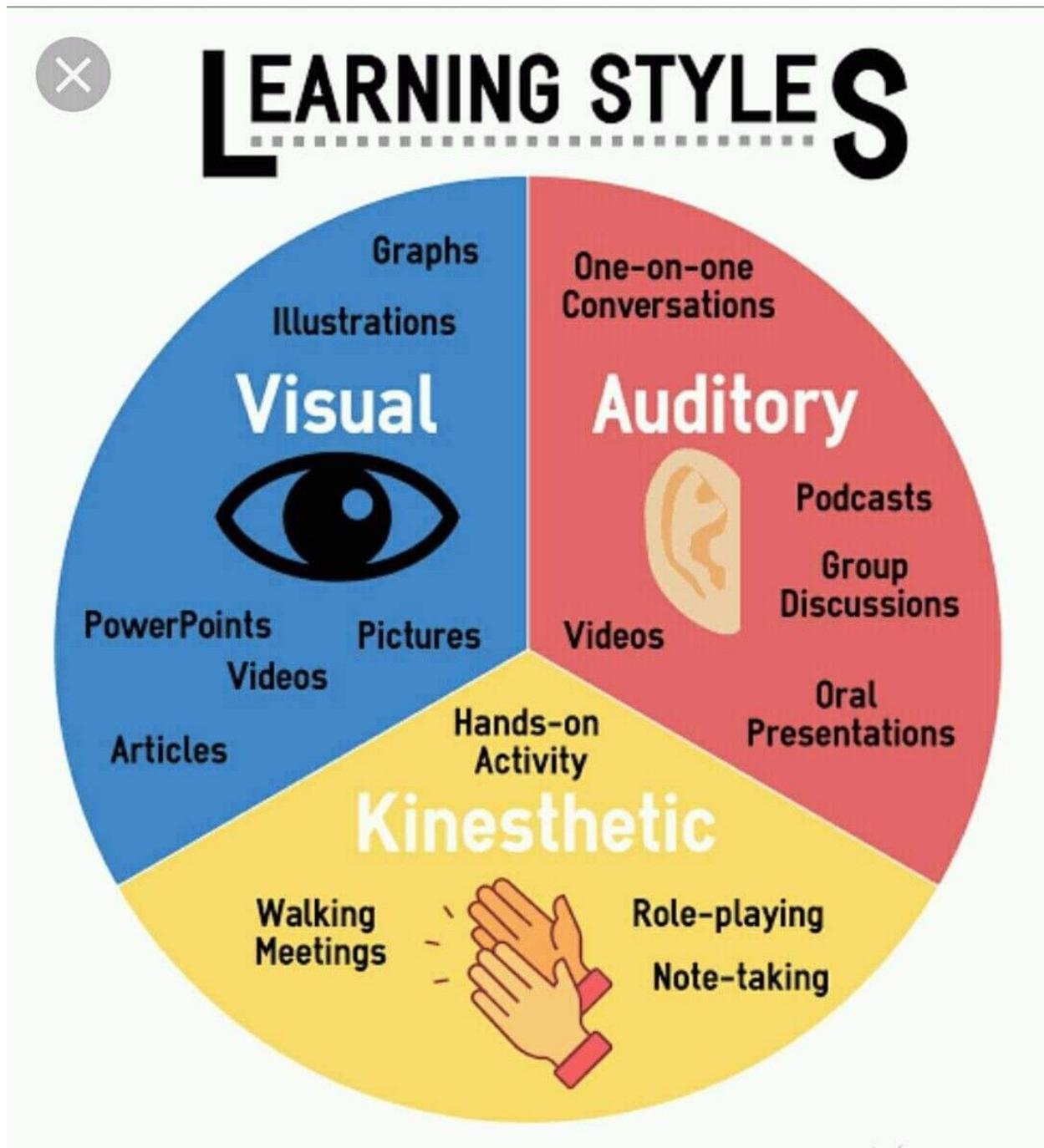
Listen to how they talk. What words do they use? Are they the touchy feely type? The chart below really pulls it all together.

Strategy	Details
VISUAL	<ul style="list-style-type: none"> • See the world in pictures • Speak quickly in visual metaphors <p>I SEE WHAT YOU ARE SAYING</p>
AUDITORY	<ul style="list-style-type: none"> • Selective with words • More resonant voice • Slower, more rhythmic and measured voice <p>SOUNDS RIGHT TO ME</p>
KINESTHETIC	<ul style="list-style-type: none"> • React to feelings • Deep and very slow voice • Physical world metaphors <p>FEELS RIGHT TO ME</p>
AUDITORY DIGITAL	<ul style="list-style-type: none"> • Need to understand why something is important • Uses words like logic, common sense, reason, system, understand, think, analyse <p>DOES NOT MAKE SENSE</p>

So why is this important? As an example. I am totally Visual. I can read and write upside down. Everything for me is a picture or a movie. I honestly believe I have a bit of a photographic memory; I can recall important conversations or meetings in some cases years later. I just replay the movie. This drives my wife nuts because I can even sometimes quote word for word what was said so I don't lose a lot of those 'arguments'. My wife, on the other hand, is Auditory Digital and has zero Visual ability. If I say to her '**can't you see what I am saying?**' she will always say no. I have to ask her '**does that make sense?**' and if I really want to make a point I touch her gently to reinforce my point quite forcefully.



The graphic below does a great job of showing you how to communicate with the 3 dominant styles. If not sure if someone is kinesthetic or auditory digital, default to kinesthetic at first. Again, you need to suppress your style and speak and gesture to them the way they would to you. The good news is this is the easiest of the different CQ styles to learn. Also, since most people are visual, if you are visual and do not adjust your style the odds are in your favour you will be OK.



In 1982, The New York Times discussed the impact the SRI work had on the advertising industry.

NY Times Article

The logo for The New York Times, featuring the words "The New York Times" in a classic, blackletter-style font.

In 1983 the Context Institute published an article with more detail on the different groups defined by SRI.

Context Article

Understanding Value Styles

Whether you agree with it or not or like it or not, all buying decisions are heavily influenced by the buyer's emotions, but are also influenced by their economic and social conditions. Ground-breaking research by Stanford Research Institute dating back to the '70s literally led to massive changes to how consumer-based advertising was done.

The SRI VALS work is copyrighted so care needs to be taken about what is written in this eBook without their expressed permission. It was first heard about at a Sales Conference in the late '80s. It totally changed the way commercials were watched. Once marketing departments and advertising agencies understood the absolute power of this research, it really did change all consumer based advertising. Advertising is now highly targeted to specific groups with defined Values. Have you watched a commercial and asked '**what the heck was that**'? If so then you were not the target of the ad. Conversely maybe you watched an ad and said '**that was really interesting**' or picked up your phone and looked in more detail? Guess what – you were the target! Since the early days, VALS has become more sophisticated. If you would like to learn more and even take an online self analysis to determine your 'group' go to:

Go to SRI VALS



Business Adds a Twist. If you work in a business you do not own, the business likely has its own culture and Values. They may or may not align with your own Values but if they were really wildly apart you would not likely stay with that business. Regardless, there is significant potential for some conflict between the two. Here is an example from when the US and Canada were both engaged militarily in Afghanistan. When companies hire, they look for the applicant to have a stable work record, be loyal and be disciplined. Many Reservists and National Guards members were unwilling to tell HR they were even in the Reserves or National Guard. They feared they would not be hired in case they were called up or volunteered to deploy. In spite of having all the requisite Values for the open position, their Core Value of Patriotism or Service before Self was in direct conflict, so they hid their service at all costs.

Corporate Values. These can be quite easy to learn. Very many companies now publish them on their websites under the About Us or Corporate Responsibility or Corporate Governance sections. They do not typically have a shopping list of Values but focus on their top 3 or 4. Looking at a global mining company site, they state they are committed to responsible mining, health and safety, environmental protection and community well-being.

Personal Values. These are much more difficult to figure out. You really have to be a good listener and good observer. If you can visit with customers in their personal offices at work, you can often glean quite a bit of info based on the photos or certificates they have on display. Use small talk before and after formal meetings to learn more about them. If you are able to socialize with them over a business lunch or dinner or a work sponsored event, this is prime time to get to know your customers better. My experience is the main core Values include

- Patriotism
- Service Before Self
- Family
- Faith
- Truth
- Intelligence often linked to Education
- Community Service
- Philanthropy
- Hard Work
- Loyalty
- Success
- Upward Mobility
- Wealth
- To be Unique
- Anything Linked to Sex



Wounds or Pains. This does not normally apply to companies. Most people have what are often referred to as Pains or Wounds or things they want to avoid. One of the key things Tony Robbins has been teaching for decades is *people will do more to avoid pain than to gain pleasure*. I believe this stems from the fact that most people cannot really tell you what they do want but they can always tell you what they don't want. Keep this in mind as you learn about your customers. These are not just the opposites of Values and can include

- Separation and Divorce
- Being Manipulated
- Lack of Confidence
- Being Ignored
- Change
- Incompetence
- Being Sold
- Rejection
- Being Average



Great Questions. A great question to ask a customer is 'what do you value most as you look to purchase x, y or z?' They will probably tend to answer with Features or Benefits. If they answer you can follow up to learn more. If what you sell is very environmentally friendly, you could ask if this is important to them.

The Secret Sauce! You may be asking why does this even matter? Your success will always be better if you can articulate a strong Value Proposition. If you understand your customer corporate and personal Values, you can design your value proposition to present your offer that connects to some or all of those Values. If you know of any Wounds the customer has, you can frame your Value Proposition to show how this can be overcome.

Now that you know what SQ is what is your score from 1 to 30 (and notice this one is out of 30)? You can do this a couple ways; you can just give yourself an overall score out of 30 or you can give yourself 1 out of 10 for each of the following

1. How well do you understand personality types and if you have a core book of accounts how well do you know your customers and their styles?
2. How well do you understand learning types and if you have a core book of accounts how well do you know your customers and their styles?
3. How well do you understand Values and Wounds and if you have a core book of accounts how well do you know your customers and their Values and Wounds?



Sell Me!

So to finish this off, you now get to sell to Wayne. You have worked hard on the CQ section and know the first thing you have to do is understand ‘Wayne’. With this, you can structure your Offer and accompanying Value Proposition perfectly so Wayne feels compelled to say YES! Over time you have decided his profile is as shown in the graphic below. You also know a bit about him from chats you and he have had about his [DISC profile results](#).

Review how to work with a [DRIVER](#) or go to the chart on page 27.

Review how to work with a [VISUAL](#) or go to the table and chart on pages 29 and 30.

As you work on your Value Proposition be sure to include words and phrases that align with the Values and demonstrate how to overcome or avoid the Wounds if possible.

Example Script. It can be written in an email, part of a cover letter or Executive Summary to a formal bid or proposal. You can use this to practise for an in person, virtual or over the phone presentation. If doing ‘verbally’ remember to *Talk in Their Terms*. Talk as loud and as quickly as Wayne does. Use very short sentences. Give Wayne time to respond - don’t just run on. Use similar gestures to what Wayne uses. Watch carefully for body language cues and be prepared to adjust on the fly. When done ask for questions. Always ask for feedback or a decision.

Wayne, thanks for the opportunity to present our offer. Our team has worked hard to develop, prepare and show you a compelling solution. We have included optional items for you to review. The detail is attached. I would like to focus your attention to these 5 key items.

- 1. As an existing loyal customer, we can offer you our best competitive pricing.**
- 2. Our recommended solution delivers the specific results and outcomes you have identified as required.**
- 3. Customers feel confident in purchasing from us because of our high quality, sustainably made products that balance form and function.**
- 4. With this contract, you qualify for our dedicated top rated service team that commits to same day support only available to our best customers. You will never have to wait or be ignored.**
- 5. We clearly show your this solution will enhance your Company’s ability to support local Community initiatives.**

Personality Style	Learning Style	Personal Values	Personal Wounds	Company Values
Direct	Visual	Service Before Self Loyalty Hard Work Quality	Being Manipulated Being Ignored Incompetence	Diversity Inclusiveness Community



So What Next? I am working on a tool or app you will be able to use to track your customers and these different styles. Check [TakeActionSalesAcademy](https://www.takeactionsalesacademy.com) regularly or if you are on my mailing list I will keep you updated.



Pulling it all Together

Now that you know how I define your Sales IQ, go to your notes and add up the score you gave yourself for each of the segments:

- IQ (out of 10) =
- EQ (out of 10) =
- AQ (out of 10) =
- WQ (out of 10) =
- YQ (out of 10) =
- SQ (out of 20) =
- CQ (out of 30) =

Your Sales IQ (out of 100)

Summary

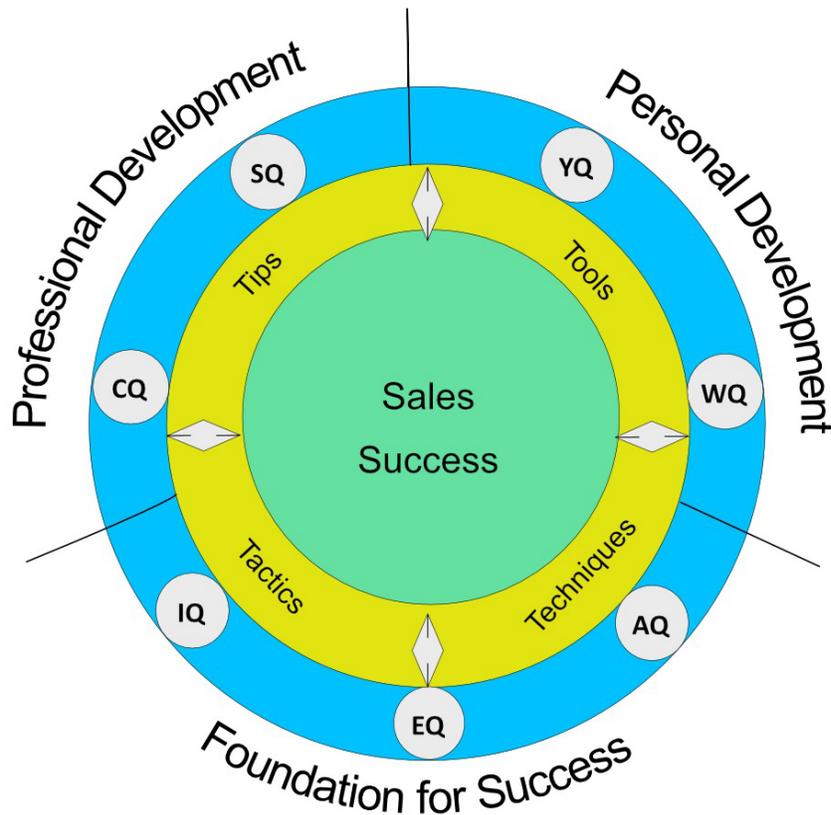
Raise Your Sales IQ is a roadmap you can follow to build your sales business. It gives you a detailed view of exactly where you are now and where you have gaps to be addressed. It does not conflict but rather synergistically links with whatever training and support is provided to you by your company and your sales leader.

Where to start? If you were completely honest in your self evaluation, did it make you feel stressed or overwhelmed? Human nature teaches if the objective seems too far away, the majority of us just give up before even starting. Putting in place a plan for you is really not that challenging; if you would like to have a complimentary call to review where you are and where you want to get to then book some time with me soon.

[Book Time with Wayne](#)

How Sales Coaching Really Works. It is not the place of a coach to tell you what you should do. The role of any coach is to work with you in a way that naturally leads you to look at options and ultimately make decisions that will work for you. They do this together with open dialogue where they ask pertinent questions and offer perspectives and feedback. Perhaps more important are the ongoing follow up sessions where they examine your progress in executing on your decisions. This is how you will get to the Results and Success you are seeking.





Coaching for sales people should focus on Getting Results and Sales Success!

Tools, Techniques, Tactics and Tips Available. For every challenge to be overcome, there are many options available. A good coach will help you identify which is right for you. For example, to learn more about EQ, you may decide taking an EQ course is the right approach. If you want a really good Fundamental Sales Course, the Take Action Sales Academy has a great offer but there are many and you need to take one that best fits your requirements, time and budget.

Remember the 3 different segments that make up your full Sales IQ

Foundation for Success Growth. This is your IQ, EQ and AQ.

Personal Development. This is your WQ and YQ.

Professional Development. This is your SQ and CQ.

Action Plan. One of the 4 Pillars is **Plan Meticulously and Execute Flawlessly.** If you are going to take the time and effort to understand where you are and what you need to do, all the thinking and planning will mean nothing if you do not take action. **A little action creates little results and massive action creates massive results.** It really is that simple.!



Take Action Plan to Raise Your Sales IQ

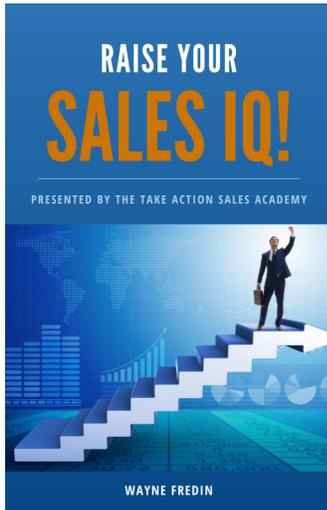
I finish all my training with a Take Action Plan. My challenge to you is to **Take Action** in 5 steps.

1. **What is your Sales IQ?** If not already done, rate your Sales IQ now on a score from 1 to 100. This is only about you and you never have to share it with anyone so don't lie to yourself; rather be brutally honest. It is what it is, but it can change and quickly if you do the next steps.
2. **Priority Focus?** Look where you can get the biggest bang for your time, effort and budget. Which of the 3 segments has the greatest room for growth – Foundation, Personal or Professional Development? Pick just one and get to work on it.
3. **First Step.** From the selected segment, pick the first 'Q' or quotient you want to work on.
4. **Identify Resources.** For the selected Q, take the time to decide exactly what you are going to do. Remember in the discussion of WQ, I showed how you could turn Decades into Days. As you move ahead with this item keep that in mind. Here are a couple examples.
 - If your selected Q is EQ, see if your company offers or will pay for a course. Research to see what is available and present it to your boss. If it is important enough to you, pay for it yourself. For example, Udemy offers a 4-part EQ certification starting at only \$17.99.
 - If your selected Q is SQ you have to make another decision. SQ is the combination of your basic sales skills and your company products, process and procedures. If you feel your sales skills are good for now and you want to focus on the company specific items, this should be simple and cost you nothing except time and effort. If your company does not have formal training then take advantage of the 'appropriate subject matter experts' and learn from them. Have lunch with them and get them to tell you all about this product or that service or this process. Tell your sales leader what you want to do. Get their support and advice.
Hint – sales leaders like it when you come for help before they force you to do things.
5. **Take Action.** Steps 1 to 4 is you **Planning Meticulously** and Step 5 is **Executing Flawlessly**. Keep in mind another Pillar called **Just One More**. This says if you are working to improve any of your Q's you only need to do one more thing today than you did yesterday. Do not try to go from Zero to Hero overnight; it is unrealistic, unachievable and you will most likely just give up. Let the compounding effect of slight improvements every day accumulate over time and you will be astounded with the results.

Don't stop there - once complete do Steps 2-5 again and then again and again!



Concluding Comments



Thank you for your time in not just reading but hopefully Mastering this eBook to help you Raise Your Sales IQ. Remember the 3 levels of Mastery – Intellectual, Emotional and Physical. Reading this once may give you some level of Intellectual Mastery but it will not, by itself, change your Sales Success.

If I can be of any help to you as you chart a path forward, please feel free to reach out to me. The simplest way to do this is to schedule a short call

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Best of
Success!
Wayne

You are welcome to browse my website at <https://takeactionsalesacademy.com> where you will find other free resources and my current offers.

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