

SALES CHALLENGES

Sales Professional

Directions: Please number each of the following statements on a scale from 1 through 5. Using the column on the left.

1= Not a Problem

2= Rarely a Problem

3= Frequent Problem

4= Serious Problem

5= Critical, Must Fix!

1-5	COMMON SALES CHALLENGES
	Since the business community has gone more virtual, I'm not getting enough meetings
	I get too many "think it over's" and spend too much time chasing people who aren't going to buy
	I have no one to coach me through difficult sales situations
	I have a hard time reaching prospects to see if they are even interested in what I sell
	I do too much unpaid consulting
	I often have difficulty picking up the telephone and making calls
	I don't have personal goals to keep me on track when things don't go my way
	I have too many things to do and not enough time to do them in
	Competition is making it harder to get the gross margins I should be getting
	I feel pressure when there is a lot of money at stake
	Too many of my prospects want to "shop around" before buying and I get a lot of stalls
	I'm not building my network the way I did before pandemic
	My email outreach is not producing responses
	I don't get enough referrals
	I get a lot of stalls and objections and am not sure how to handle them
	I struggle with the first 30 seconds of a conversation
	I have a lot of deals in my pipeline that are stalled
	I get asked for discounts and concessions and I don't know how to hold the line on my price
	LinkedIn used to be a great way to contact prospects and now, I get ignored
	I don't feel like I have equal business stature in the buyer-seller relationship
	I have so few deals on my pipeline, I feel needy when I'm in front of a prospect
	I don't have enough appointments on my calendar
	I struggle with hidden decision makers that cost me the sale in the end
	I've never been trained on a professional sales process
	I struggle with getting my prospect to take action
	I'm struggline because prospects are working hybrid schedules and I can't seem to reach them
	I struggle with what to say on a voice mail to get calls back

OTHER COMMENTS/ISSUES:

These issues are probably costing me \$_____ in personal income per year.