# Formative Exercise 5A

# Selling Skills Questionnaire

## Intructions

1. **What** 3 questions should you ask to identify a prospective customer?
2. **What** are the methods that you can use for ‘prospecting’?
3. **What** detailed questions can you ask to draw up a profile of the ‘prospect’?
4. **Describe** what you should know about your company, product and product worth sufficiently to sell the product?
5. Company:
6. Product:
7. Product worth:
8. **Describe** the barriers that could occur in the selling presentation, as well as how you can overcome them.
9. **Describe** the buying signals that you can possibly observe whilst dealing with a customer.
10. **List** the 10 closing techniques of following up on a sales deal. **Evaluate** each technique/way by describing the positive and negative outcomes.

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| **Closing Techniques/Follow Through Ways** | **Pro’s** | **Cons** |
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| **First Attempt** | | **Second Attempt** | | **Third Attempt** | |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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