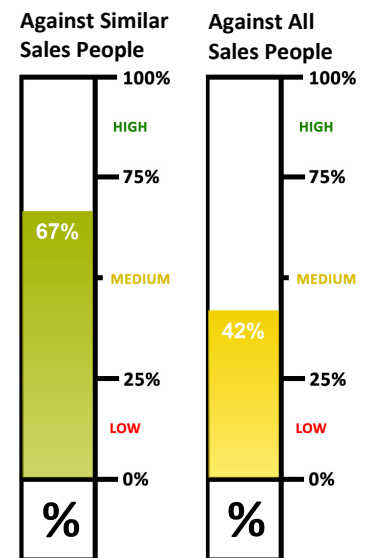


## New Calls/Networking/Prospecting Score

These results are from your overall New Calls/Networking/Prospecting answers:  
Out of 3 questions, you had:

- 1 Most Appropriate Answer(s)
- 1 Second Most Appropriate Answer(s)
- 1 Third Most Appropriate Answer(s)
- 0 Least Appropriate Answer(s)

What makes a salesperson valuable in this category is the ability to seek out and connect with new buyers. It is this function that drives all other sales activity. You will be valued based upon your ability to generate sales where they would not have otherwise occurred. In the past, this was referred to as “cold” calling but the practice has evolved into many forms of contact with potential buyers.



**Question 1 - In a meeting with your customer’s leadership team, you aren’t sure who is really in charge of driving the buying decision. What should you do?** You chose the **third** best answer, which is **Present to everyone on the team as if they were the one who will buy**. The best answer is: **Have them walk you through the step-by-step decision-making process if they buy from you**.

**Rationale:** When you don’t know the name of the key decision maker, usually the best solution is to ask them to walk you through the step-by-step decision-making process if they buy from you. This often will reveal the pecking order of decision makers. If that does not reveal the name of the key decision maker, politely ask who is the primary decision maker. If you’re tactful and respectful, you will probably get the answer.

**Question 2 - How big of a need should you try to solve?** You chose the **second** best answer, which is **Do everything you can for every customer**. The best answer is: **Diagnose their needs and then solve their problems one at a time based on their urgency**.

**Rationale:** If you try to do everything on your first contact you may lose the account. Let their desire for solutions be your guide in addressing their needs.

**Question 3 - Some of the long-term benefits of successful networking include** You chose the **first** best answer, which is **You will build business friendships and relationships**. The best answer is: **You will build business friendships and relationships**.

**Rationale:** Networking contacts that are only sales and referrals are good but not as good as relationships. Not having to cold call is good but not as good as building relationships. You can call people later but if you haven’t built any kind of relationship with them it won’t lead you anyplace. Do they know your name or do they know you? If they know you, you have a much better chance of making the sale and building the relationship.