



Setting Selling Skills Goals

INTRODUCTION: Every time you interact with customers, you should be using your best selling skills. But from time to time, it's a good idea to take a few minutes to evaluate just how well you're doing and set a few goals. Do you need to polish up your selling skills? Answer the questions below to see areas where you're doing well and areas where you could use some improvement, and use these results to set a few goals for the coming months.

SURVEY: Rate the following statements on a scale of 1 to 5, with 1 being "Strongly Disagree" and 5 being "Strongly Agree."

	Strongly Disagree				Strongly Agree
I always greet every customer I see with a smile and ask them how I can help them.	1	2	3	4	5
I know regular customers by name, and greet them by name when I see them.	1	2	3	4	5
I always thank customers for visiting our store.	1	2	3	4	5
If we don't have a product in stock that a customer needs, I always suggest a different product or offer to order it for them. I also report this to a manager so we can consider stocking it.	1	2	3	4	5
If a customer raises an objection to completing a purchase, I try to answer that objection and save the sale.	1	2	3	4	5
I always work to sell projects rather than products.	1	2	3	4	5
I suggest add-on items whenever possible.	1	2	3	4	5
I always wear the store uniform and make sure my appearance is clean and neat.	1	2	3	4	5
If I've helped a customer find what they need, and if it appears I've answered all of their questions, I find a way to ask them if they'd like to make their purchase.	1	2	3	4	5
I'm always aware of items that are on sale so I can point them out to customers.	1	2	3	4	5

GOALS: Below, list three goals you'd like to set for yourself. Remember that it's best if goals are attainable and measurable.

1. _____
2. _____
3. _____