



Sales & Influence Power Assessment Guide





Emotional Connection

1. Can you easily access and share your feelings about something?
2. Do you feel comfortable quickly connecting and getting in rapport with someone else?
3. Do you use words often that cause people to feel things (like courage, spirit, emotions, etc), or do you tend to talk about intellectual concepts?
4. Are you curious about others' needs, wants and desires? In business? In your personal life?
5. Do you make eye contact easily & can you hold it in silence comfortably? With a smile?



Listening Skills

1. Do you find yourself quick to defend yourself, thoughts, feelings or actions?
2. Do you find it easy to hear the intention, fear or concern when someone shares something?
3. Are you often judging when someone else is talking or listening with an open mind? Are you waiting to talk when they are talking?
4. Do listen for a problem to fix, or to the intention behind the expression?
5. Are you trained in NLP and can hear another person's meta-programs, language patterns and beliefs about the world when they talk?



Reaching Critical People

1. Do you have a hard or easy time reaching the real decision makers in your industry?
2. If you get stopped by “gate keepers” or partners (wife/husband, business partner), what is the typical comment you get from them that stops you?
3. Do you see non decision makers as against you, or aligned with their partner(s)?
4. Are you often surprised about who the real decision maker is?
5. Is it easy for you to walk into a room and quickly discover the biggest/most serious players in the room?



Ability To Inspire

1. Do you find people to become lit up and energised around you when you speak?
2. Do people see more opportunity for themselves when you engage with them?
3. Do you feel clear about the difference between educating and inspiring?
4. Are you passionate about something that you want to take out to the world? (A message, gift, advice, journey, change, etc)
5. Are you interested in “championing” someone who is resigned to become energised?



Clarity Of Action

1. Are people clear about how to work with you?
2. Do people often wonder “what’s next” when you are discussing things?
3. Do you focus people on 1 action to take each time?
4. Are you clear about how each person can fit into your world of business & your bigger mission?
5. Are you direct about scheduling time, committing money & holding people to their word?



Comfort With Money & Risk

1. Do you feel comfortable receiving money (and large sums of money) for your work?
2. Are you comfortable asking someone for money - what emotion comes up for you when you ask for payment (or discuss someone paying you)?
3. Do you feel that you relate to money powerfully - and have a good relationship to it (as well as unattached)?
4. Are you ok with taking someone's money and things not working out?
5. Can you find yourself in a place of abundance even if money is tight?



Energetic Resonance & Abundance

1. Do you feel like your life is peaceful and fulfilling?
2. Would you say that you feel balanced and comfortable with what you have in your life?
3. Are you connected to the Universe's abundance, or do you feel scared about having enough?
4. Do you feel there is a place for you in the world, your industry & Universe?
5. Do you find yourself surrounded by positive & happy people? And that you resonate positive & happy states?



Relationship To Pain & Hope

1. Are you ok with feeling pain? Your own - and others?
2. Are you ok putting someone else in pain? (Fear, uncertainty or doubt?)
3. Are you willing to sit in despair, frustration or hopelessness? (yours or someone else's?)
4. Do you feel able to easily assess a better future for someone and help them create a picture of it (in their minds eye or in their heart?)
5. Are you good at creating a world that doesn't exist (in your head) and getting connected to your ability to lead someone to a world that could, but doesn't currently exist?



Comfort With Conflict

1. Do you get nervous or concerned when things get heated up between you and a professional relationship? (or personal relationship?)
2. Are you quick to run, or exit an emotional conflict?
3. Do you look to please people so that the tension stays low?
4. Does aggression make you scared or trigger you? Are you easily someone that becomes aggressive?
5. How are you in emergency situations and staying involved and engaged in highly energised situations?



Comfort With Rejection & Resistance

1. How are you at getting a “no” from someone? Is it hard?
2. Have you been hurt before and now feel unwilling to be emotionally vulnerable to a rejection experience?
3. Do you avoid situations that might end up in possible rejection?
4. Does skepticism and resistance make you feel frustrated or down - or do you get energised by it?
5. How do you feel about being an interruption in someone’s day or life?



Understanding Human Psychology, Drivers & Motivation

1. Are you able to find out people's motivational hot buttons quickly?
2. Do you ask and regularly seek out a specific conversation about what is driving someone?
Do you ask your customers about "why" they are driven to do things?
3. Do you feel comfortable assessing deeper level human needs that are related to unconscious patterning from their childhood?
4. Are you familiar with classic motivational patterning and do you engage your customers in in-depth conversations about how they get motivated?
5. Are you clear about your own motivation and what drives you in your work, life and play?



Comfort with someone else's fear

1. Are you comfortable having a deep conversation about someone's fear during a business conversation?
2. Do you feel comfortable helping someone shift a fear to an opportunity and release it?
3. Do you feel like you have good language tools to identify someone's fears and help them manage them during a sales conversation?
4. Are you ok with sharing your own fears and concerns during a sales or professional conversation?
5. Do you practice sharing the possible elephants in the room, and being transparent about your fears?



Lead Flow Cycle

1. How do you track your leads?
2. Do you know what game you need to be playing to reach the success/revenue you want?
3. How many meetings does it normally take you to get to a yes?
4. What has been your most comfortable forum for meeting new leads for your business or life?
5. Where do you find you are most stopped in the process from meeting someone to them saying yes to working together?



Sales Process

1. Do you have a sales process you follow?
2. Do you understand the emotional stages of a decision during a sale?
3. Are you able to track where your client or partner stops emotionally if they don't say yes to your request or offer?
4. Do you feel like you are looking for the right words during a sales process? Or do you find that you mostly just connect with your client or partner?
5. What is the most common complaint you have about others around why you can't get them to say yes, spend more time with you, or take action on your requests?



Actions to take

- 1) Answer all these questions!
- 2) Discuss with someone close to you
- 3) Identify areas you are going to focus on