



Sales Aptitude Assessment Questions

The following questions are to determine what type of sales person you are and where you fit in our sales organization. We want to make the right decision for the both of us and enjoy a good working relationship.

NAME _____ GENDER _____

COMPANY _____ POSITION _____

TELEPHONE () _____ DATE _____

- Please answer the questions as honestly as possible. Think about your answers before answering. Please choose 1 answer per question that best fits your sales style.

QUESTION # 1

As a sales person, what do YOU sell FIRST on a sales call ?

- 1 - The fine reputation of the company you work for
- 2 - The great service or product you are selling
- 3 - The reasonable price for the product or service
- 4 - Your personality, your style, yourself

QUESTION # 2

When talking about the \$\$ amount of the service or product you're selling the WORD YOU would use is :

- 1 - Cost
- 2 - Price
- 3 - Investment
- 4 - Total

QUESTION # 3

When you QUALIFY a customer you :

- 1 - Find out if they are who they say they are
- 2 - Find out if their credit is good
- 3 - Find out what they want
- 4 - Find out what they need and what they can afford



QUESTION # 4

In general MOST people buy a PRODUCT because they :

- 1 - Need it
- 2 - Want it

QUESTION # 5

In a RETAIL type sale, which greeting would be best to greet a customer ?

- 1 - May I help you
- 2 - Are you looking for something special
- 3 - Shake their hand and introduce yourself
- 4 - None of the above

QUESTION # 6

In general MOST people buy a SERVICE because they :

- 1 - Need it
- 2 - Want it

QUESTION # 7

What is a sales OBJECTION :

- 1 - It's when you can't answer a customer's question
- 2 - It's the way customers react to a poor sales presentation
- 3 - It's an excuse not to buy
- 4 - It's usually the first step in closing the customer

QUESTION # 8

Customers make OBJECTIONS because :

- 1 - They are insecure about buying your service or product
- 2 - They didn't like your sales pitch
- 3 - You didn't do a good job of selling the customer
- 4 - You're selling the wrong product or service



QUESTION # 9

When you have actually CLOSED a sale you :

- 1 - Sign the contract
- 2 - Deliver the product or service
- 3 - Get the customers word they will buy
- 4 - Get the payment

QUESTION # 10

Which word below would SCARE a RETAIL customer the most ?

- 1 - Investment
- 2 - Purchase
- 3 - Contract
- 4 - Buy

QUESTION # 11

After you ask a CLOSING question, you should :

- 1 - Immediately list all the reasons they should buy
- 2 - Emphasize the good price and quality
- 3 - Leave them alone to make a decision
- 4 - Say nothing and wait for an answer

QUESTION # 12

If you were selling the LAST product in stock and the customer complained it was SLIGHTLY damaged you would :

- 1 - Tell the customer you would order another one for him
- 2 - Tell them it's the last one, take it or leave it
- 3 - Say if they are serious, you will see about a discount
- 4 - None of the above



QUESTION # 13

Customers give off BUYING signs. Which example is NOT a buying sign :

- 1 - They ask more questions
- 2 - They say the price is too high
- 3 - They ask if it comes in another color or size
- 4 - They say they will make a decision tonight.

QUESTION # 14

When a customer wants to THINK it over, you should :

- 1 - Give them the time they need to make a good decision
- 2 - Tell them it's the last one in stock and it may be gone soon
- 3 - Ask them if there is an unanswered question in their mind
- 4 - Thank them for coming in and give them your business card

QUESTION # 15

As an experienced salesperson, which of the following do YOU think is MOST important item to know in a sales presentation :

- 1 - The price of the goods you're selling
- 2 - The wholesale cost of the product or service
- 3 - The correct way to read and respond to a customer
- 4 - Everything you can about the product or service

QUESTION # 16

What is COLD CALLING ?

- 1 - Telephoning an upset customer
- 2 - Calling around to find the best price
- 3 - Calling on a potential new customer
- 4 - Calling the customer after the sale



QUESTION # 17

The very best source of NEW leads is :

- 1 - Old customers
- 2 - Newspaper
- 3 - Friends
- 4 - Cold calling

QUESTION # 18

If YOU were COLD CALLING via phone for a LOW priced product, you would EXPECT to have :

- 1 - 20 new leads a week
- 2 - 50 new leads a week
- 3 - 100 new leads a week
- 4 - 200 new leads a week

QUESTION # 19

Is it BETTER to be working on :

- 1 - One or two REALLY big deals
- 2 - One REALLY big deal and a FEW smaller ones
- 3 - Many small deals and a couple BIG ones
- 4 - A LOT of BIG deals

QUESTION # 20

If a customer asks you a question you CAN'T answer you should :

- 1 - Tell them what you think they want to hear
- 2 - Tell them you will call later with an answer
- 3 - Ask them a question you know they can't answer
- 4 - Tell them you don't know but will find out immediately



QUESTION # 21

What is YOUR view of selling for a living ?

- 1 - It's a good living
- 2 - It's a game, and I like to win
- 3 - It's a challenge, and I like to excel
- 4 - None of the above

QUESTION # 22

Which one of the following would help YOU the most in THIS sales position ?

- 1 - Learn more about this company's products or services
- 2 - Take a good sales course
- 3 - Take a body language course
- 4 - Learn more about the competitors products or services

QUESTION # 23

The BEST way to spend your time waiting in the reception area is :

- 1 - To read a magazine and stay quiet
- 2 - Read the company's brochures and newsletters
- 3 - Check over your sales materials
- 4 - Go over your sales pitch in your mind

QUESTION # 24

The customer has just phoned and CANCELED an order, you would :

- 1 - Call them back and find out the reason
- 2 - Tell the boss so the goods don't sit there
- 3 - Write them a letter to find out the problem
- 4 - Turn them over to customer support



QUESTION # 25

Which is the most important thing YOU do after a sale ?

- 1 - Analyze the sale
- 2 - Call in a few days to thank the customer
- 3 - Call the customer to see if they are satisfied
- 4 - Ask the customer for other potential customers

QUESTION # 26

If you're SELLING 2 out of 5 customers, ARE you doing well ?

- 1 - Yes
- 2 - No
- 3 - It would depend on where you worked and what you sold

QUESTION # 27

The BEST sales approach for YOU is to :

- 1 - Be kind and courteous
- 2 - Dominate and control the sale
- 3 - Let the customer do most of the talking
- 4 - Ask questions

QUESTION # 28

After a NO sales day OR a bad sales day I'm :

- 1 - Depressed
- 2 - Angry at myself
- 3 - Even, not up or down
- 4 - Anxious to do better tomorrow

QUESTION # 29

If selling over the PHONE you would FEEL most comfortable :

- 1 - Being aggressive and read from a prepared script
- 2 - Being natural, relaxed, use your own words
- 3 - Changing styles with different type customers
- 4 - Being low keyed, not very aggressive but factual



QUESTION # 30

A customer shows INTEREST when :

- 1 - They cross their arms
- 2 - They change their tone of voice
- 3 - They sit forward
- 4 - They talk louder

QUESTION # 31

Your company sells a product for four times what it costs to make it.
Is this FAIR to the customer ?

- 1 - Yes
- 2 - No
- 3 - I don't know
- 4 - It depends on where you're selling it and to whom you are selling.

QUESTION # 32

A customer is looking at the most EXPENSIVE product you offer.
You know they can't afford it. Do you :

- 1 - Tell them the truth and steer them towards something they can afford
- 2 - Don't hurt their feelings, tell them You will TRY to get financing
- 3 - Tell them the cheaper one is actually a better deal
- 4 - None of the above

QUESTION # 33

The BEST way YOU have found to sell a service or product is :

- 1 - On quality and price
- 2 - On what the customer needs
- 3 - On the benefits
- 4 - On what everyone else is buying



QUESTION # 34

The Best way for YOU to have good customer relations is to :

- 1 - Give the customer a good deal
- 2 - Give the customer what they need
- 3 - Have a good customer support group
- 4 - Make the customer THINK you're their friend

QUESTION # 35

The person MOST likely to LISTEN to your sales pitch is :

- 1 - The sales manager
- 2 - The president
- 3 - The comptroller
- 4 - The secretary

QUESTION # 36

The BEST person YOU have found to GIVE your sales pitch to is :

- 1 - The sales manager
- 2 - The president
- 3 - The comptroller
- 4 - The secretary

QUESTION # 37

In general, MOST customers need to :

- 1 - Be pushed into a sale
- 2 - Be lead into a sale
- 3 - Be given time to make a sound decision
- 4 - Be convinced they can't live without it



QUESTION # 38

When selling a client or customer, who should be asking the most questions?

- 1 – You the salesperson
- 2 – The client or customer
- 3 – Neither. You are there to present the product or service
- 4 – The client should ask questions when they don't understand.

QUESTION # 39

Your competitor is charging MORE than you. Do you say your product is :

- 1 - Less expensive
- 2 - Cheaper
- 3 - More affordable
- 4 - A better deal

QUESTION # 40

What TYPE of customer are you MOST comfortable with ?

- 1 - The large corporate companies or professional people
- 2 - The medium size companies or average working people
- 3 - The small size companies or in home sales
- 4 - All of the above

QUESTION # 41

If you have taken a sales course, did it help you ?

- 1 - Make more sales
- 2 - Become aware of mistakes you were making
- 3 - Become more motivated
- 4 - All of the above
- 5 - Never took a sales course



QUESTION # 42

Which would you PREFER to sell ?

- 1 - A low cost product sale
- 2 - A low cost service sale
- 3 - A high cost product sale
- 4 - A high cost service sale

QUESTION # 43

Which compensation plan would YOU prefer ?

- 1 - A high salary with low commissions
- 2 - A good draw with high commissions
- 3 - A mid level salary with year end bonus
- 4 - Paid by the hour

QUESTION # 44

Which would YOU work harder for ?

- 1 - A promotion
- 2 - A company car
- 3 - A raise in pay
- 4 - A longer paid vacation

QUESTION # 45

How did you LEARN your sales skills ?

- 1 - The road of hard knocks
- 2 - Good training by others
- 3 - Reading books on my own
- 4 - All or most of the above
- 5 - I need to learn sales skills



QUESTION # 46

How many years of sales experience do you have ?

- 1 - None TO 1 year
- 2 - 1 TO 3 years
- 3 - 3 TO 6 years
- 4 - Over 6 years

QUESTION # 47

What is the top SALES compensation you have earned in one year ?

- 1 - Under \$25,000
- 2 - \$25,00 to \$50,000
- 3 - \$50,000 to \$100,000
- 4 - Over \$100,000

QUESTION # 48

How much money do you NEED to make each month to JUST pay bills ?

- 1 - \$1,500 to \$2,500
- 2 - \$2,500 to \$3,500
- 3 - \$3,500 to \$4,500
- 4 - Over \$4,500

QUESTION # 49

What is the HIGHEST position you have achieved in sales ?

- 1 - Vice president of sales or above
- 2 - Regional sales manager or above
- 3 - Branch manager or above
- 4 - Have not yet had the chance for a management position
- 5 - I have always been interested in just selling, not management



QUESTION # 50

Which group of sales people are YOU in ?

- 1 - Very aggressive, work hard, steamrollers
- 2 - Aggressive, factual, to the point
- 3 - Somewhat laid back, work smart, not hard
- 4 - Do your job well, and enjoy life
- 5 - None of the above

QUESTION # 51

How many different sales jobs have YOU had ?

- 1 - 1 to 3
- 2 - 4 to 6
- 3 - 7 to 10
- 4 - More than 10
- 5 - None