

Assessment

Winning the Inner Game of Selling

First Edition

The objectives of this book are:

- To explain the basic principles of sports psychology as they are applied to business
- To describe the similarities between selling and athletics
- To explain the need for mental skills training in sales
- To demonstrate how to create a winning mindset
- To show the importance of winning the inner game first

■ CRISP_{series}

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Assessment Questions for Winning the Inner Game of Selling, First Edition

Select the best response.

1. In sales, as in athletics, mental practice:
 - A. Should follow physical practice
 - B. Should precede physical practice
 - C. Is less important than physical practice

2. The top athlete and salesperson are similar in that both:
 - A. Are more motivated by external rewards than personal satisfaction
 - B. Enjoy stress-free jobs
 - C. Believe they will achieve their goals
 - D. Know that cooperation is unproductive

3. During peak performance, you experience all but one of the following. Select the inappropriate statement.
 - A. You have many competing thoughts.
 - B. Your emotions and actions are in sync.
 - C. You are free of anxiety and tension.
 - D. You are prepared for whatever may occur.

4. In preparing mentally for an upcoming performance, you should visualize successful as well as unsuccessful outcomes.
 - A. True
 - B. False

5. When salespeople combine a winning mindset with behavioral practice, they benefit by:
 - A. Enjoying their work more
 - B. Selling more
 - C. Being more resourceful
 - D. Having a balanced personal and professional life
 - E. All of the above

6. The most effective example of positive self-talk is:
 - A. "I hope to become a great salesperson."
 - B. "I provide great value to my customers."
 - C. "My clients will stop rejecting me."
 - D. "I am no longer stressed by work."

7. Effective communicators:
 - A. Respond or nod to show they are listening
 - B. Strive to understand the other person's perspective
 - C. Keep suggestions and opinions to themselves
 - D. Both A and B
 - E. Both C and D

8. The most effective goal setters write goal statements that specify:
 - A. The actions they will take
 - B. The outcomes they desire
 - C. Their actions and desired outcomes

9. Daydreaming about what you would like to accomplish is:
 - A. Desirable because it prepares you to perform successfully
 - B. Undesirable because it distracts you from practicing new skills
 - C. A good way to relax, but not an essential activity

10. You will have difficulty succeeding in a sales job if you:
 - A. Try to take your personal values to work
 - B. Don't share the values of your organization
 - C. Let your values interfere with making a sale

11. Your greatest obstacle to success in sales is:
 - A. Tough competition
 - B. The products or services you sell
 - C. Unfavorable selling conditions
 - D. Mental or psychological barriers

12. One of these statements about worrying is false. Which one?
 - A. It is impossible to have constructive worries.
 - B. Worrying can have negative effects on your health.
 - C. Worry can be useful in planning for the future.

13. When experiencing a slump in sales, the best way to overcome self doubt is by:
 - A. Reliving past successes
 - B. Reviewing your mistakes several times
 - C. Reminding yourself that you have survived failure in the past
 - D. All of the above

14. When you smile, it is impossible to feel depressed.
 - A. True
 - B. False

15. To break a habit, you need to replace it with a new habit for:
 - A. Five days
 - B. Three weeks
 - C. Six months
 - D. Two years

16. A salesperson with a positive self-image believes:
 - A. "I will never lose a sale."
 - B. "If I lose one sale, I'm closer to my next sale."
 - C. "It's just impossible to sell to difficult people."

17. People who have high expectations succeed more often than those who do not expect success.
 - A. True
 - B. False

18. When setting goals, you should avoid:
- A. Prioritizing them
 - B. Telling others about them
 - C. Setting time limits on them
 - D. All of the above
 - E. None of the above
19. It is most motivating to attribute winning a sale to:
- A. Good luck
 - B. The effort you put in to the sales call
 - C. Your selling ability
20. For top athletes and salespeople, conducting rituals before a performance:
- A. Is likely to reinforce their negative habits
 - B. Will make them nervous
 - C. Helps them perform effortlessly
21. Winners know that to achieve professional success, they must put aside the goals they have in other areas of life.
- A. True
 - B. False
22. In rewarding yourself for a job well done, keep in mind that:
- A. External rewards may corrode your motivation over time
 - B. Meaningful rewards can increase your motivation to perform
 - C. Both A and B
23. To replicate a peak performance, ask yourself:
- A. "What did I do right before the performance?"
 - B. "What did I do right during the performance?"
 - C. "What did I do right after the performance?"
 - D. All of the above
 - E. None of the above

24. If a client has previously expressed interest in making a purchase, the winning salesperson's approach is to:
- A. Wait for the client to call
 - B. Call the client and ask for the sale
 - C. Act as if the client has decided not to buy
25. High achievers take responsibility for:
- A. Their own thoughts, emotions, and behaviors
 - B. The feelings and actions of others
 - C. Both A and B

**Answer Key for
Winning the Inner Game of Selling, First Edition**

Recommended response (Corresponding workbook page)

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|--------------|------------|------------|------------|------------|
| 1. B (4) | 6. B (20) | 11. D (39) | 16. B (60) | 21. B (84) |
| 2. C (7) | 7. D (25) | 12. C (43) | 17. A (63) | 22. C (87) |
| 3. A (12) | 8. C (28) | 13. A (44) | 18. E (64) | 23. D (76) |
| 4. B (14) | 9. A (32) | 14. A (44) | 19. C (68) | 24. B (84) |
| 5. E (14-15) | 10. B (33) | 15. B (46) | 20. C (77) | 25. A (88) |