

Selling and Doing Good Business

AN ENGINEERS GUIDE TO BUSINESS DEVELOPMENT

Complete the following questions to identify your preferred sales style; assign 10 marks between the four points below. Please be honest.

- 1) In which situation are you most comfortable to meet new people?
 - a) I enjoy meeting new people face to face.
 - b) I like to present to a large group.
 - c) I like being introduced by people I know.
 - d) I prefer to meet people I already know

- 2) How would you say you prefer generate most of your work?
 - a) I prefer to get new business from my existing clients.
 - b) I often find new work by using my personal networks.
 - c) I spot a new opportunity and target it relentlessly.
 - d) I get referrals from existing customers

- 3) How would you describe your personality?
 - a) Driven
 - b) Laid back
 - c) Sociable
 - d) Private

- 4) Which of the following is your most successful sales technique?
 - a) Cold calling people I don't know
 - b) Talking to a client about their problems
 - c) Writing a leadership article for new civil engineer
 - d) Responding to requests from my existing customer base

- 5) Is your approach to work?
 - a) Structured and methodical
 - b) Targeted and aggressive
 - c) Social and focused on team working
 - d) Reactive to the situation

- 6) Do your customers select you as a supplier because?
 - a) You have a log track record delivering for that customer.
 - b) You have a real understanding of their business needs.
 - c) You are seen as a thought leader in the area
 - d) You have a very good sales technique

SCORING SHEET

Question	Hunting	Farming	Fishing	Order Taking
1	a	c	b	d
2	c	d	b	a
3	a	b	c	d
4	a	b	c	d
5	b	a	c	d
6	a	b	c	a
Total				