



ARE YOU POSITIONED TO SUCCEED IN A COMPLEX SELLING ENVIRONMENT?

Evaluate your positioning with a current account using the scoring scale below. At the end, total your points and see how your score translates into the perceptions your contacts have of you.

Score: 1 = Never 2 = Very rarely 3 = Sometimes 4 = Mostly 5 = Always

I have had discussions at the senior management level about the future direction of my customer's organization.	
My key contacts are in positions that have access to future plans and directions.	
My key contacts and I mutually share valuable information whenever we meet.	
My key contacts actually suggest that we have meetings with other key decision makers.	
My key contacts believe our product or service should receive preferred selection on vendor status.	
My key contacts clearly know how our product or service can provide superior solutions and actively work to further their agenda	
My key contacts have helped me understand the protocol, procedures, and policies related to how his or her organization buys products or services.	
My key contacts allow me the latitude to openly suggest meeting with others whose position can be improved through the use of our products or services.	
My contacts know the strengths, weaknesses and correct applications of our product or services that exceed – more than simply meet – immediate needs.	
Total	

Now, look at how your score translates into the perceptions your contacts have of you:

9-24 points: You're seen as an enemy in their midst. You are not demonstrating that you have significant value to add, and they are unlikely to pursue doing business with you.

25-34 points: You're perceived as a mild to severe adversary. Things could go either way for you, depending on how well you handle yourself and the sales process from this point forward.

35-45 points: You have built strong internal advocacy. You are well-positioned and have a very high likelihood of winning business from this account.

Use this questionnaire to secure your position by developing those areas where your score is low.