

SALES MANAGER'S EVALUATION GUIDE

SECTION III: ATTITUDE AND MOTIVATION

The primary quality of top salespeople is that they possess a positive self-concept. The fact that they possess an innate desire to help their customers find solutions to their needs and problems and that the service they provide is genuinely valued gives salespeople a great deal of satisfaction. This sense of self-worth motivates salespeople and it is reflected in their positive outlook.

SECTION OUTLINE

- 3.1 Enthusiasm
- 3.2 Optimism
- 3.3 Self-confidence
- 3.4 Self-discipline
- 3.5 Ego-drive
- 3.6 Handling rejection
- 3.7 Managing stress
- 3.8 Professional development

RATING SCALE

- 0 = Rating not applicable or this category is not part of the job function
- 1 = Lowest score but with the greatest potential for development
- 2 = Requires development but with above average potential for development
- 3 = Adequate score with an average potential for development
- 4 = Above adequate score with a lesser potential for development
- 5 = Outstanding score with the least potential for development

Section I I I Attitude and Motivation

	1	2	3	4
3.1 Enthusiasm	Representative	Manager	Combined Rating	Development Opportunity
<input type="checkbox"/> Gets excited about the opportunities presented by the sales profession, the company, its products/services	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Takes on temporary, added responsibilities/task's without complaint	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Tends to not have excuses for a situation and take action when situations require action	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Maintains a positive outlook towards situations and people – tends to admire, and not to criticize a lot	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total for this section:				
3.2 Optimism				
<input type="checkbox"/> Possesses a “positive” perspective at all times	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Focuses on what can be done as opposed to what cannot be accomplished	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Refuses to allow rejection on one sales call to affect ability to perform on the next	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total score for this section:				

Section I I I Attitude and Motivation

	1	2	3	4
3.3 Self-confidence	Representative	Manager	Combined Rating	Development Opportunity
<input type="checkbox"/> Maintains a high level of self-esteem at all times	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Welcomes constructive feedback and does something positive with the information	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Eliminates self-criticism	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Accepts responsibility for mistakes and strives not to repeat them	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Seeks out support and feedback from others on the sales team and management	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total for this section:				
3.4 Self-discipline				
<input type="checkbox"/> Possesses initiative and the ability to focus on opportunities and solutions	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Is goal-orientated and has the ability to articulate goals clearly and assign timelines	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Maintains composure in the face of tough situations	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Ability to persist with a course of action to achieve goals or rewards	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total score for this section:				

Section I I I Attitude and Motivation

	1	2	3	4
3.5 Ego-drive	Representative	Manager	Combined Rating	Development Opportunity
<input type="checkbox"/> Persists for the sake of winning and willing to take risks	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Enjoys competitive situations and constantly looks for ways to measure self against peers	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Possesses the ability to influence others	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Derives great personal satisfaction from winning the sale	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total for this section:				
3.6 Handling rejection				
<input type="checkbox"/> Views rejection as a refusal to take advantage of an opportunity not of oneself	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Engages in positive "self-talk"	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Recognizes/ documents success and failure patterns and knows how to lift spirits	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Bounces back from short-term setbacks	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total score for this section:				

Section I I I Attitude and Motivation

	1	2	3	4
3.7 Managing stress	Representative	Manager	Combined Rating	Development Opportunity
<input type="checkbox"/> Identifies stress and deals with it to improve efficiency and performance	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Develops an optimistic attitude and views problems as temporary	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Refocuses self and approaches situations in a more positive way	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Practises healthy eating patterns and takes exercise regularly	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total for this section:				
3.8 Professional development				
<input type="checkbox"/> Sets specific short and long-term goals (a five year plan) and translates into actionable steps	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Assesses level of competency and identifies opportunities for development	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Manages own professional development and participates in own professional association activities	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Practises self-directed learning (min. 2 hrs per week) and takes advantage of training opportunities	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/> Learns and invests in sales tools	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
<input type="checkbox"/>	0 1 2 3 4 5	0 1 2 3 4 5	/10	
Total score for this section:				

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NOTES: