



# THE ADVANCED SELLING PODCAST

Inner Game Assessment (10) *Part 2 of 3*





This document, comes from our sales training curriculum and was recently highlighted on either an episode of The Advanced Selling Podcast or The Ultimate Sales Chick Podcast (Brooke Green).

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## Our Trainers

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## Inner Game Assessment

The following is a brief Inner Game assessment for sales / account people or for sales managers to help understand gaps in thinking. Our belief is that we can all learn more and be more effective in the sales profession.

Here is our list of 10. Rate yourself between 1-10 (1- "Awful"; 10-"You could teach the course")

1. PSYCHOLOGICAL OKAYNESS
2. BELIEF IN THE VALUE OF YOUR PRODUCT/SERVICE
3. BELIEF IN THE BUSINESS PLAN
4. CONVICTION IN THE SALES PROCESS
5. SCRIPTS OF CONFLICT AND MONEY
6. FEELING OF SERVICE
7. EGO MANAGEMENT
8. DETACHMENT
9. INTENT
10. MARKET ABUNDANCE

Stink Really Good

1—2—3—4—5—6—7—8—9—10



**1. PSYCHOLOGICAL OKAYNESS.** How good does it feel to be you? Do you have confidence and a good self-image?

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**2. BELIEF IN THE VALUE OF YOUR PRODUCT/SERVICE.** Would you buy from your company if you were a prospect? Have an unwavering belief that your product or service can solve a problem for your customer? And, do you believe it's worth the money?

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**3. BELIEF IN THE BUSINESS PLAN.** Do you have a personal business plan in place that will get you effortlessly to your goals? If you don't, then put a low mark here.

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**4. CONVICTION IN THE SALES PROCESS.** So many people have little belief in their sales process, thus they wander all over the place. Your sales process should be built on sound psychological concepts that govern human nature.

Stink Really Good

1—2—3—4—5—6—7—8—9—10



**5. SCRIPTS OF CONFLICT AND MONEY.** We have scripts written from early in life around money (the making of and the talking about) and conflict (the embracing of or the avoidance of). Assess yourself here on the comfortability talking about money and embracing conflict.

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**6. FEELING OF SERVICE.** When you show up at a prospect's office, do you really believe that whether they buy something from you or not you are bringing value as a person of service?

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**7. EGO MANAGEMENT.** Are you able to leave your ego at the door, or do you always need to be right? Another word for ego is "fear." If you experience fear in the sales process, then your ego is out of whack.

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**8. DETACHMENT.** Rank yourself low if you find yourself needy, desperate and attached to every piece of business.

Stink Really Good

1—2—3—4—5—6—7—8—9—10



**9. INTENT.** Rate yourself low if your intent is all wrapped up about you, how much money you'll make and whether you can win the monthly award for sales. Rank yourself high if you're truly focused on the customer's problems.

Stink Really Good

1—2—3—4—5—6—7—8—9—10

**10. MARKET ABUNDANCE.** Rate yourself high if you believe that the market has enormous potential, whether any one person buys or not. (Be careful on this one. Some people rate themselves high and then get desperate in the sales cycle. If that's the case, you rank low for this one.)

Stink Really Good

1—2—3—4—5—6—7—8—9—10



## Sales Managers/Leaders

Take the table below and rank your people in each area (1-10). Then you can highlight the areas that cause the most concern—or where there is the most opportunity for growth.

SKILL	SP 1	SP 2	SP 3	SP 4	SP 5
PSYCHOLOGICAL OKAYNESS					
BELIEF IN THE VALUE OF YOUR PRODUCT/ SERVICE					
BELIEF IN THE BUSINESS PLAN					
CONVICTION IN THE SALES PROCESS					
SCRIPTS OF CONFLICT AND MONEY					
FELLING OF SERVICE					
EGO MANAGEMENT					
DETACHMENT					
INTENT					
MARKET ABUNDANCE					



## Our Services

Caskey is a sales development firm in Indianapolis. You might know us as podcasters and bloggers but there's a whole lot more behind the scenes to know. We help organizations specifically in many ways:

- Training Sales Teams
- Developing Company Leaders
- Creating Messages of Value
- Designing Successful Sales Processes
- Engaging in High Level Skills Training (Sales, Communication, Process Management)

We do this in the following ways:



**Speeches and EVENTS.** This includes anything from a 1- hour speaking gigs to 3-day Training Events with your team on your site.

**Teleseminars.** Many of our clients supplement their face-to-face training with remote work, like teleseminars or webinars. If you have a remote sales team, webinars might be the best ticket.

**Personal Coaching.** We have an arm of the business totally dedicated to working with people one-on-one (in person or on phone). This is typically for the high achievers who need work at a different level than the entry-level person. The fee for this is \$1500 per time block.

**Ongoing Group Sessions.** We believe that adults don't learn well in one time events. Instead, they work best when they have a chance to try new things, new thoughts, new tactics and report back to the group and trainer about their success. Our most effective programs are long term and on going in nature. Most of our work with a sales team (#s 5-50) is a minimum of 6-months.



Notes