

**INSTRUCTIONS**

In this exercise, you will formulate your own “game plan” to prepare you for the sales process. Write a one-page plan on a separate sheet of paper and include a brief description of the individual skills you possess that will ultimately make your plan a success! Use the questions below as a guide.

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**QUESTIONS**

1. Did the first website you visited offer merchandise online? If not, what was it?
2. List six (6) different individual strengths will put them in a position to be successful.
3. What personality traits and/or personal skills do you have that are typically consistent with successful sales professionals? How will this self-assessment help you create an effective plan?
4. Will your plan incorporate knowledge of the products/services that you will be selling?
5. Will your plan incorporate a profile of prospective customers? Will you know who they are?
6. Will your plan discuss any time management strategies?
7. Will your plan identify those characteristics consistent with effective sales professionals?
8. Will your plan describe your sales strategies?
9. Will your plan involve networking, prospecting, cold calling or seeking referrals? Will your plan include the practice of “knocking on old doors”?
10. Will a customer service strategy be included in your plan?