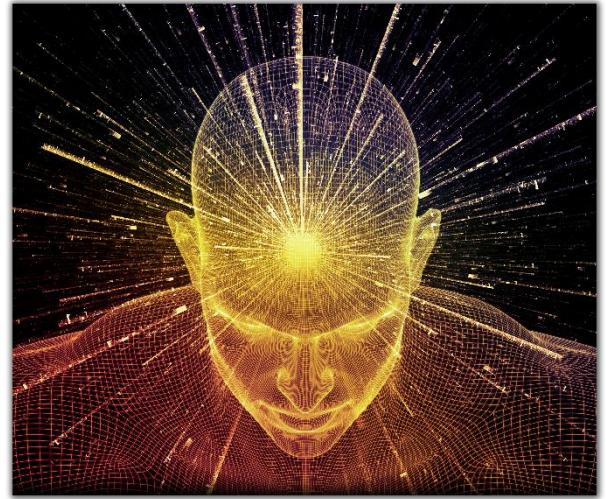


What is Your Sales eIQ?



The Sales eIQ has become quite a discussion topic. With more than 7,000 people participating in this assessment exercise from Australia, Canada, Europe and the United States we have received calls from puzzled and bewildered to a highly inquisitive nature. As such, we decided it was time to share what is behind this unique assessment exercise and how it is relevant to the profession of selling.

If you have not had the opportunity to try this (free) 15 question assessment exercise, just log-on to: <http://www.theglennrollerinstitute.com/iq-test/optionOne.php>. It takes about 11 minutes to complete and the results will better help you to understand this article and *your* approach to selling.

The Sales eIQ cannot measure if a person can or cannot sell! The *e* in the Sales eIQ represents efficiency. This exercise is focused on determining the efficiency of a person in sales. While this does not measure ability to sell, it can measure the *energy* it takes to bring a sale together. The lower the Sales eIQ percentage, the higher the energy level that is necessary to bring a sale together. Additionally, Sales eIQ scores are directly correlated to one's happiness in selling; the higher the Sales eIQ score the happier and more likely a person is to remain in their sales position.

Can I take this more than once? We have had participants take the Sales eIQ in excess of 40 times in an attempt to raise their score! Why didn't their eIQ score improve? The scoring is based on a compilation of how each response relates to other responses. It is much like opening a combination lock by guessing at different numbers. It is about the *combination* of the responses more than a particular response.

International Sales *efficiency* participant results:

<u>7 Efficiency Levels</u>	<u>% of Participants Scoring in Each Level</u>
90%	0.00%
85%	0.54%
71%	2.43%
57%	14.52%
42%	28.94%
28%	37.23%
14%	15.97%

An individual's Sales eIQ increases as a student grows in their understanding of the 7 Levels in sales. At this time, one half of one percent of the more than 7,000 Sales eIQ participants have scored in the 85% category. Congratulations to this group of individuals for their understanding.

High sales results are not as much about being a natural born salesperson any more than being a good surgeon is about being a natural born surgeon. Selling is a skill that takes focused study and practice to grow just as much as it takes this same effort of an Olympian to perfect their specialty. As an Olympian, you as a student of learning have, for the first time, a specific bar of which you can now measure your growth with Sales eIQ. We challenge you to be the first person to score in the 90% category worldwide! And when you do, I look forward to personally calling to congratulate you on your tremendous awareness.