

**Real Estate Salesperson
Sales Skills Competency Test
Proquest Training Calls for
July 22, 2014**

**Real Estate Salesperson
Sales Skills Competency Test:**

1. What do you do for a living – i.e. What is your vocation?
2. Prospects have a PhD in what skill set?
3. When we're engaged in a LIVE conversation with a prospect, what is our immediate goal?
4. List the 4 possible outcomes of any Proquest call?
5. The most important factor in building trust with a prospect is finding their _____?
6. According to the metrics that we've gathered over the years, what percent of prospects, who call our Proquest Line, have a house to sell?

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7. In one sentence or less, describe why we want to use the technique called "Struggling?"

8. What is the "pivotal question" to ask on a Proquest call, which opens-up the pain dialogue?

9. True or False: It's very important to project enthusiasm and passion on our initial encounter with a prospect.

10. What is the 20/50/30 rule as it applies to incoming The Proquest calls?

11. True or False: Only 10% of all Internet Leads are converted to commission dollars (nationally).

12. In one sentence or less, explain what "Whimp Junction" is.

13. True or False: When a prospect asks us why he/she should hire us, it's crucial that we're prepared a great answer; we must be able to clearly articulate all of the reasons why we're "the best choice."

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14. Technology can most certainly be used to enhance our Lead Generation Systems. Lead Conversion, on the other hand, is almost entirely a _____ process.

15. What is our "default" answer whenever a prospect, who calls us asks how much commission we charge?

16. What are the 3 Pillars of Lead Generation in a Real Estate Practice?

17. True or False: In our marketing efforts to Sellers, it's imperative that we create marketing pieces that target Sellers who are ready to list in the immediate future (aka "now business").

18. A Seller-prospect on an incoming Proquest call asks: ***Do you market homes on a website?*** What is our answer to that question?

19. True or False: We must ask the prospect early-on in the conversation if he/she has signed a buyer agency contract with another Agent?

20. True or False: We must ask the prospect early-on in the conversation if he/she has been preapproved for a mortgage?

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21. Using the sales technique called "The Reverse," demonstrate how to ask a prospect if he/she has been preapproved for a mortgage.
22. What "one thing" has caused The Real Estate Industry to evolve to the state it is in now, wherein it (almost) entirely neglects the whole subject of sales skills training for Agents, as well as the importance of LIVE conversations with Prospects?
23. True or False: Being "Prospect Centered" means that I must focus on making the prospect aware of all of the reasons why I am qualified to represent him/her in the sale and/or purchase of a home.
24. A prospect will know far more about my knowledge and skills from the _____ that I _____, than by anything that I tell him/her.
25. True or False: It is rare for a prospect to tell an outright lie to me.
26. When it comes to the areas of Lead Generation and Lead Conversion, list 3 things that you cannot control.

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27. When it comes to the areas of Lead Generation and Lead Conversion, list 3 things that you can control.
28. When we "test" salespeople, there are 4 crucial elements that we look for in that salesperson's psychological make-up. What are the two most important of these crucial elements?
29. In addition to the "crucial elements" mentioned in question 28 (above), Testing salespeople also reveals whether the salesperson has any of the 5 "hidden weaknesses" that are common in a salesperson's psychology. List at least 3 of those 5 hidden weaknesses.
30. Regarding the standard we should set for ourselves and our Team Members regarding answering Incoming Proquest calls, which of the following answers best describes the very best standard.
- A) We should set a standard that 100% of all incoming Proquest calls must be answered.
 - B) We should set a standard that 80% if all incoming Proquest calls must be answered.
 - C) We should set a standard that 80% of all incoming Proquest calls should be answered, with the remaining 20% being called-back within 30 minutes.

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31. It's important that we "pull" reports from our Proquest System once each month at a minimum (preferably once each week). When we review these reports, in addition to the number of calls received, and the number of "direct connects," name one other crucial piece of data that we should be evaluating.
32. There is a very clear boundary in The Proquest System, where The Lead Generation part of the System ends, and The Lead Conversion part of The System begins. Name that boundary.
33. We here at Proquest Technologies firmly believe that you should be generating _____ (number of commission checks) every month from The Proquest System at an **absolute minimum**.

**See Notes on Page 7 for what your results
reveal about your Sales IQ!**

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Notes:

- There are 33 questions on this Competency Test, and thus, each question is worth 3 points. Everyone begins this Test with 1 free point.
- 15 or less correct answers indicates that you don't have a solid handle on the fundamentals yet, and you're probably squandering the majority of your incoming call opportunities.
- 16 -23 correct answers indicates that you beginning to "get it," and that you're also beginning to convert calls to commission dollars.
- 24-29 correct answers indicates that you've gotten a grasp of the fundamentals, and that you're well on your way to earning a good deal of commission income from The Proquest System.
- 30-33 correct answers indicates that you're a "Black Belt," the first step in becoming a Jedi Master! Congratulations!!! You're earning great commission dollars from The Proquest System, but the danger here is "complacency!" Remember, there is no such thing as standing still - we're either getting better each day, or we're going backwards! It's imperative that you remember that you're still at the proverbial "tip of the iceberg in terms of what your Proquest System can and will do for you, your Real Estate Practice, and your family!