



By Jerry V. Teplitz, J.D., Ph.D.

**Graphs compiled for
BROADCAST SALES PEOPLE
Pre and Post Form Analysis**

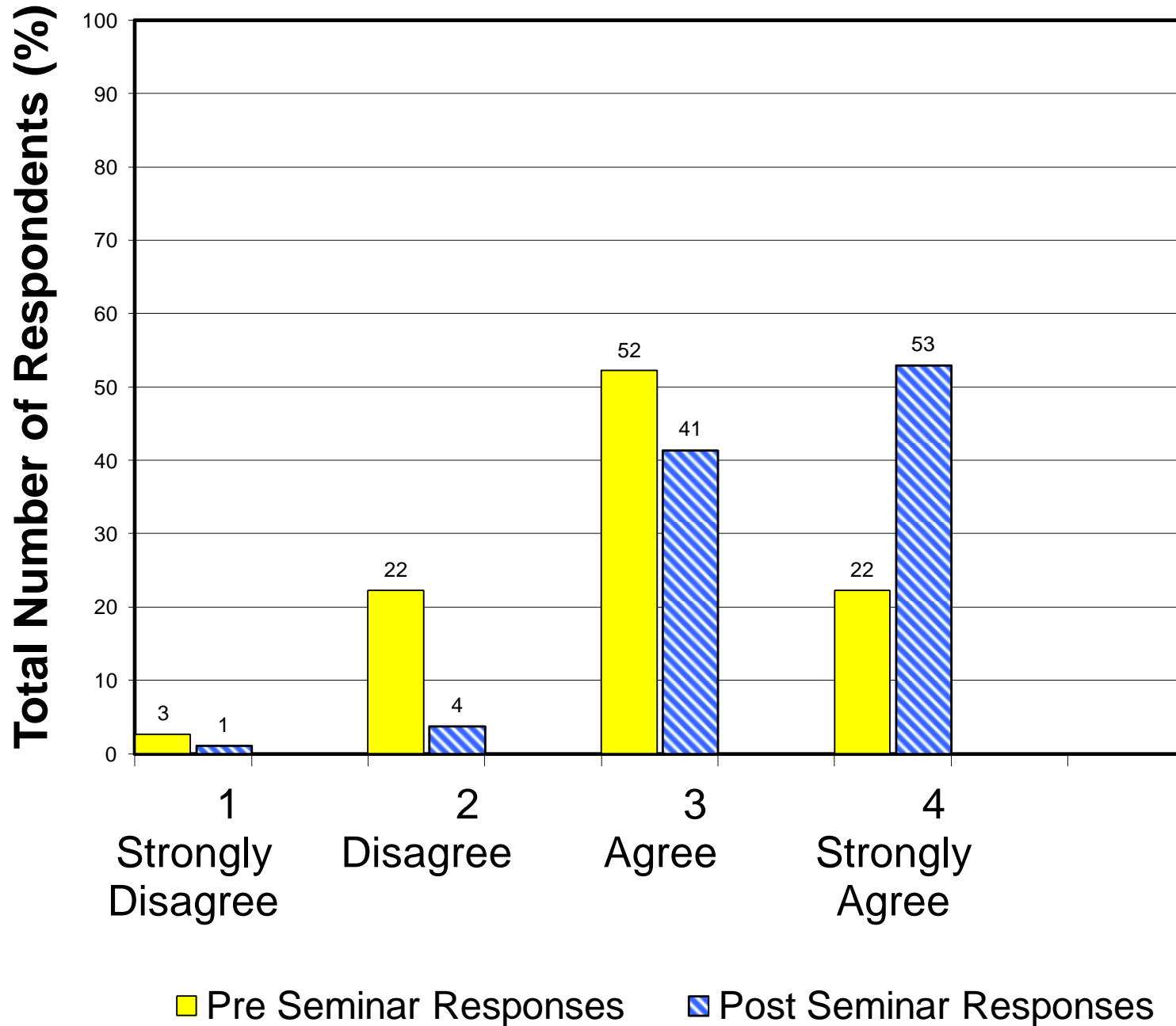
35 Participants

Instructor: Jerry Teplitz

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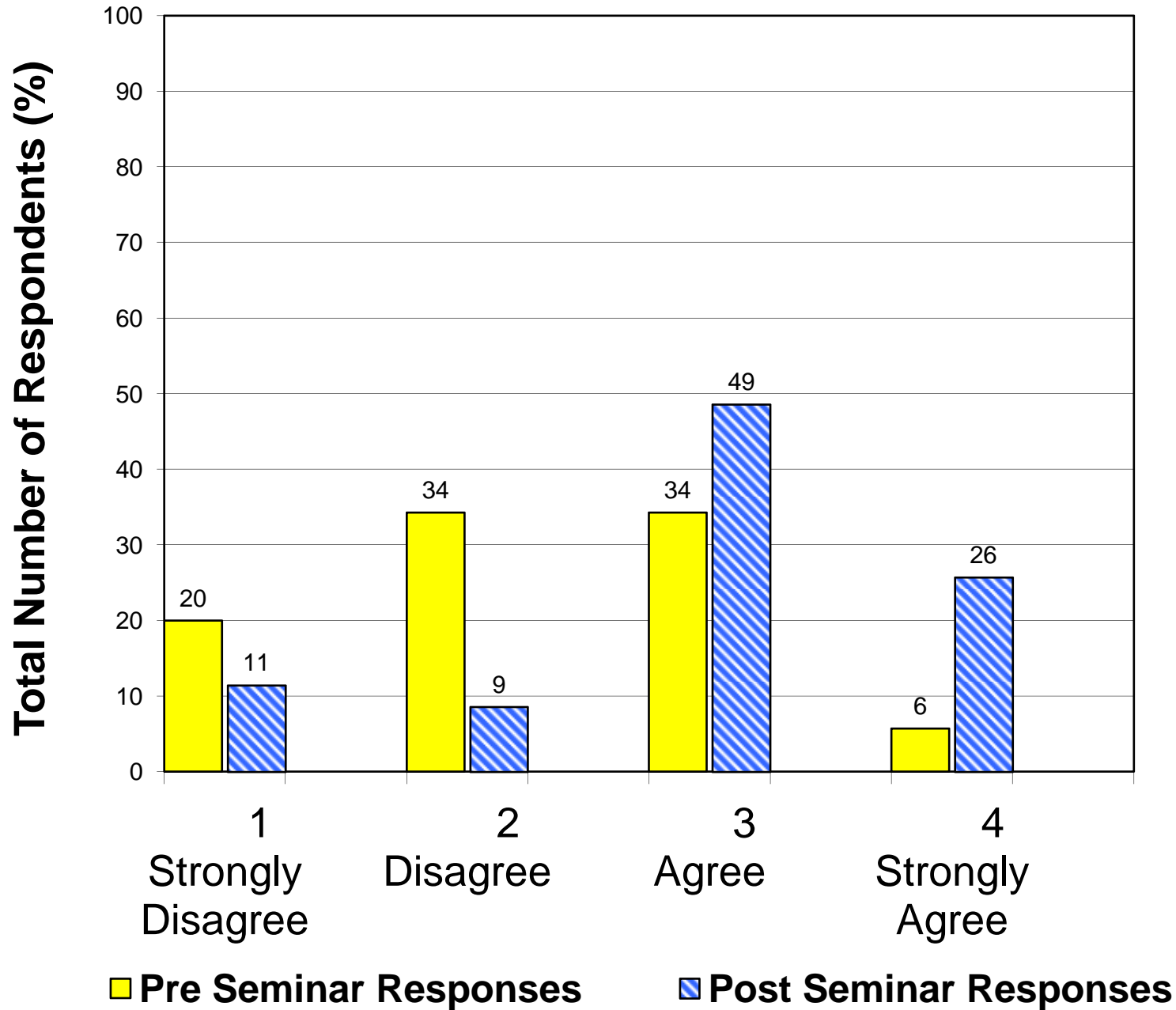
Comparison: Pre and Post Seminar Responses

OVERALL AVERAGE

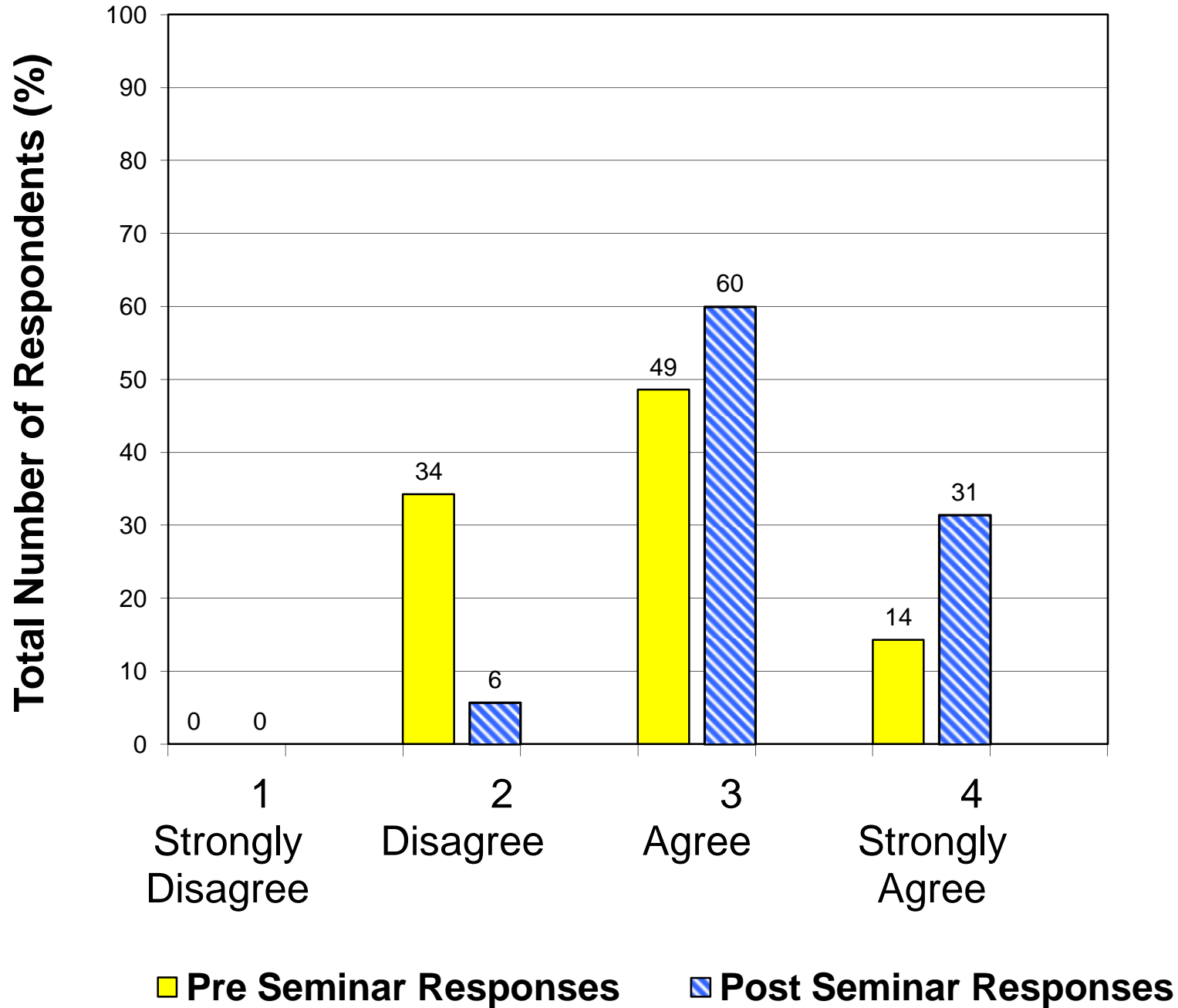


COMPARISON: PRE AND POST SEMINAR RESPONSES

I Handle Rejection Well

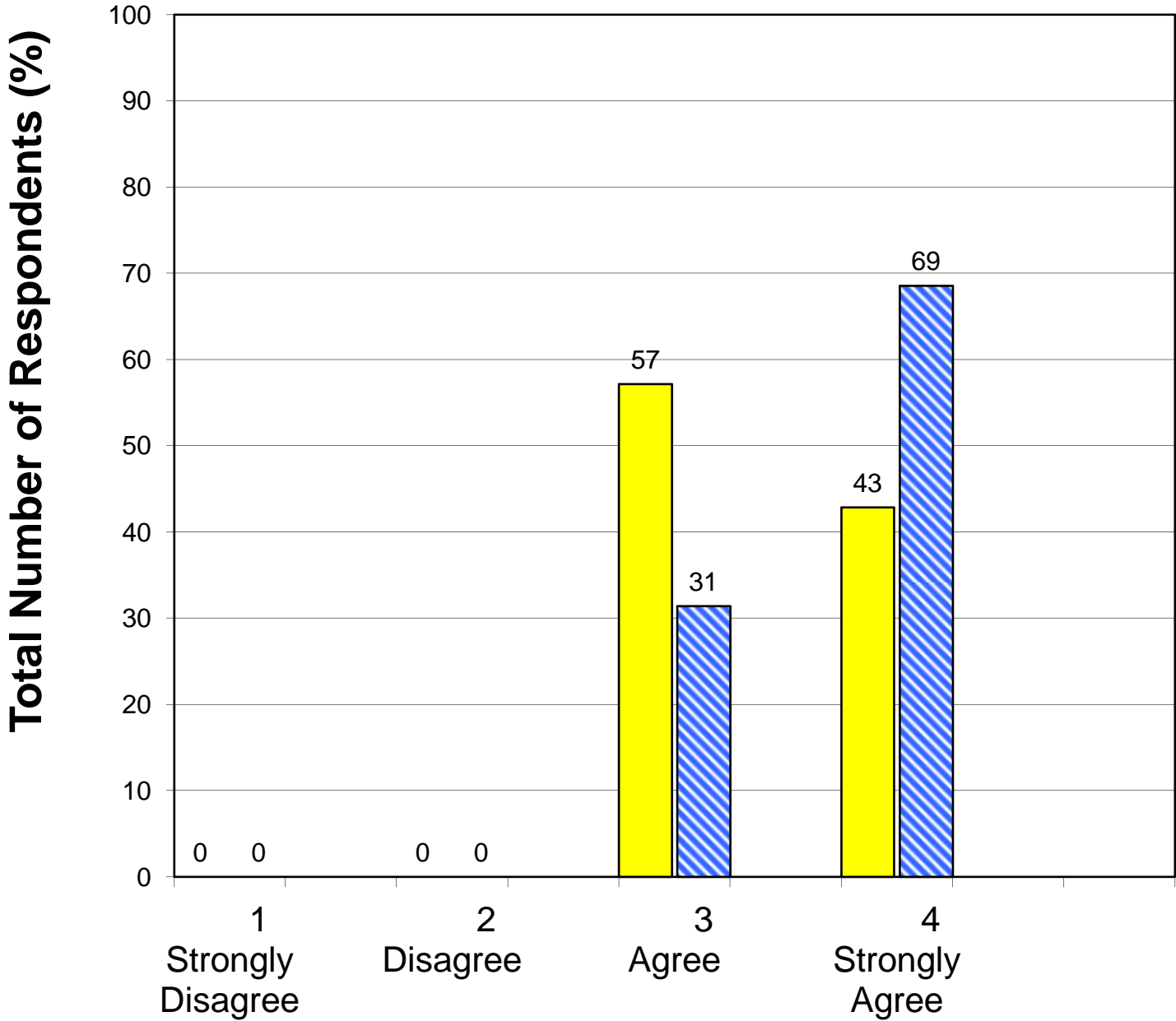


COMPARISON: PRE AND POST SEMINAR RESPONSES I RESEARCH POTENTIAL CLIENTS PRIOR TO CONTACTING



COMPARISON: PRE AND POST SEMINAR RESPONSES

I Enjoy Selling

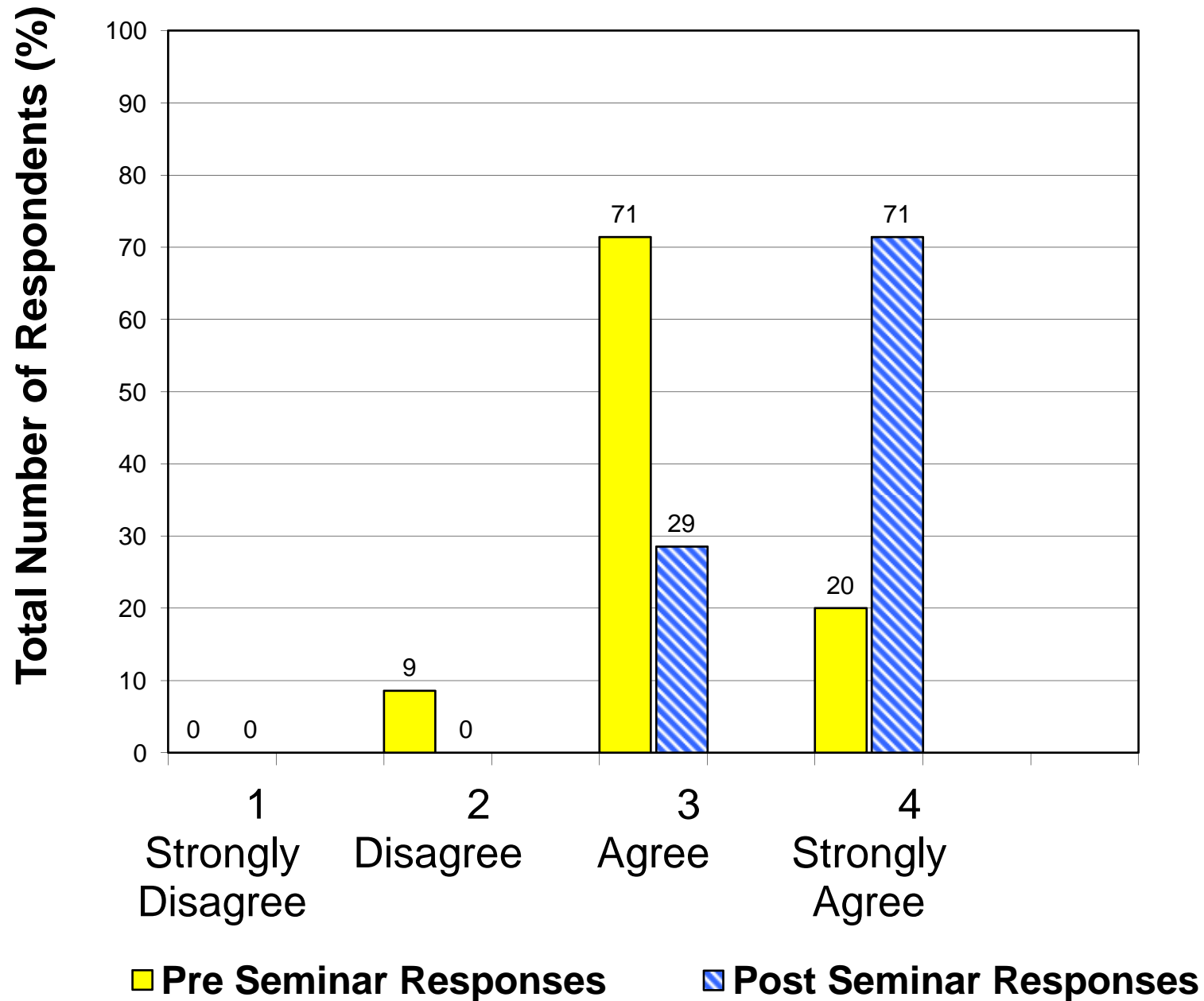


■ Pre Seminar Responses

■ Post Seminar Responses

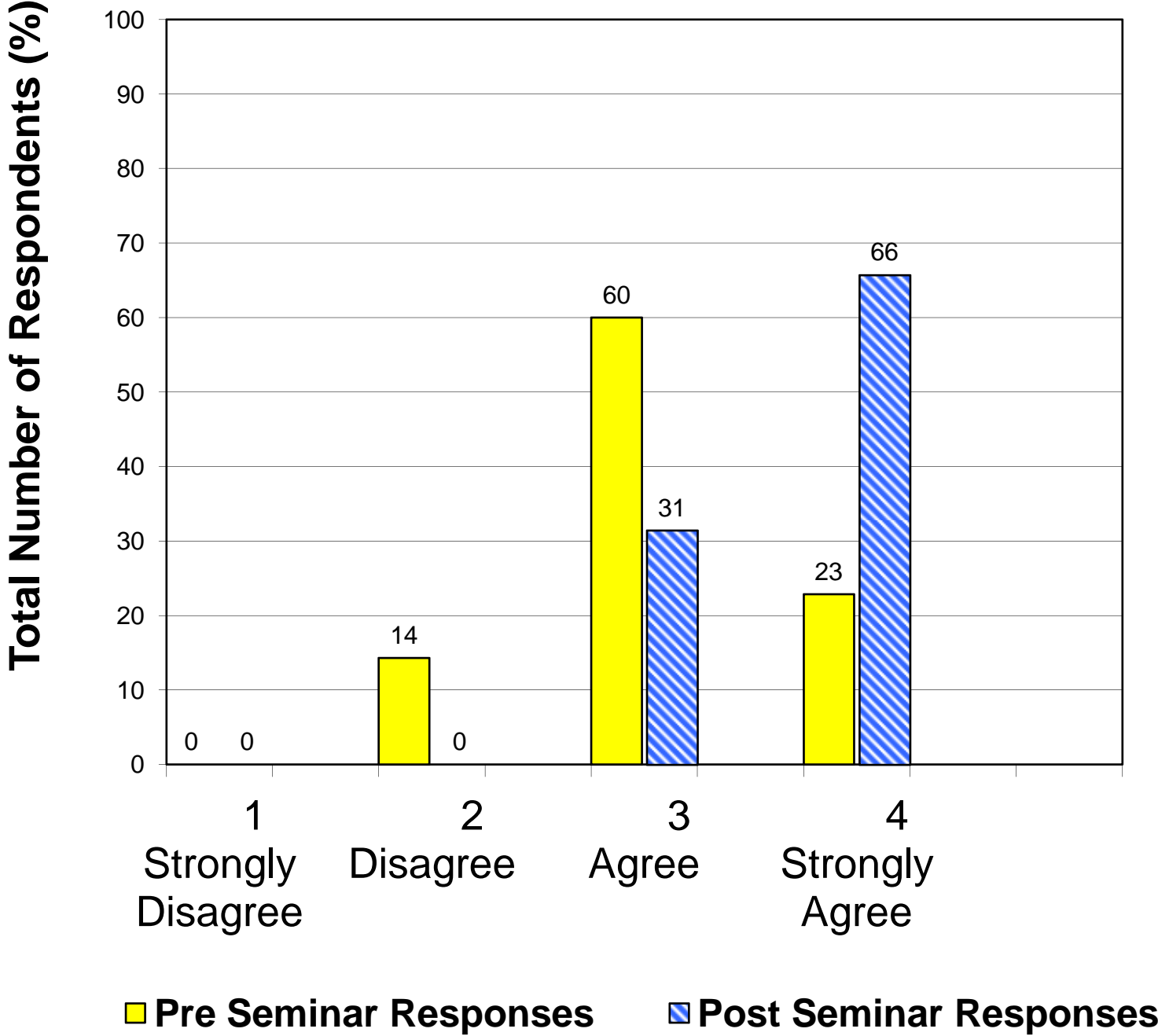
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Am Effective As A Salesperson



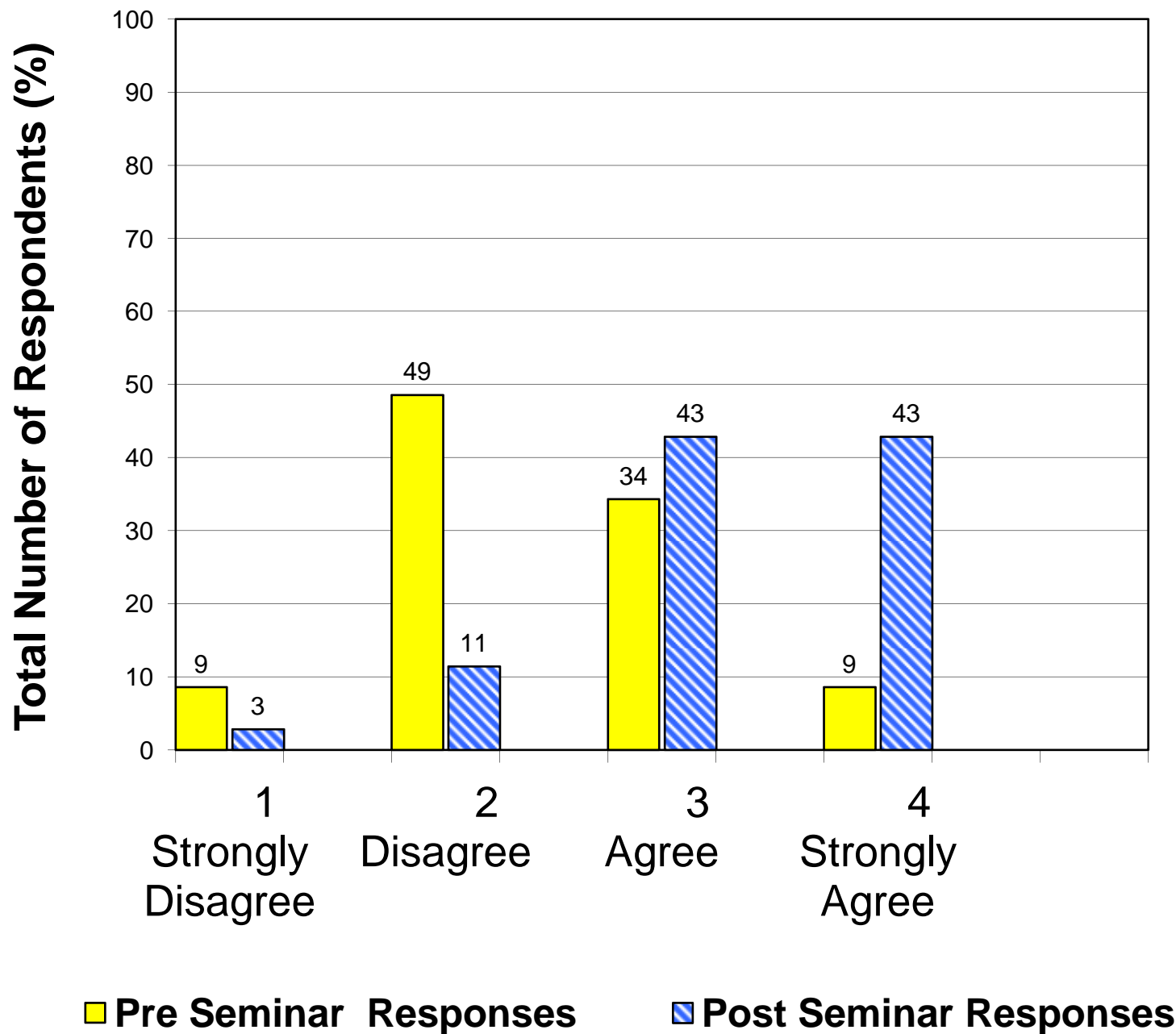
COMPARISON: PRE AND POST SEMINAR RESPONSES

I View Myself As A Successful Salesperson



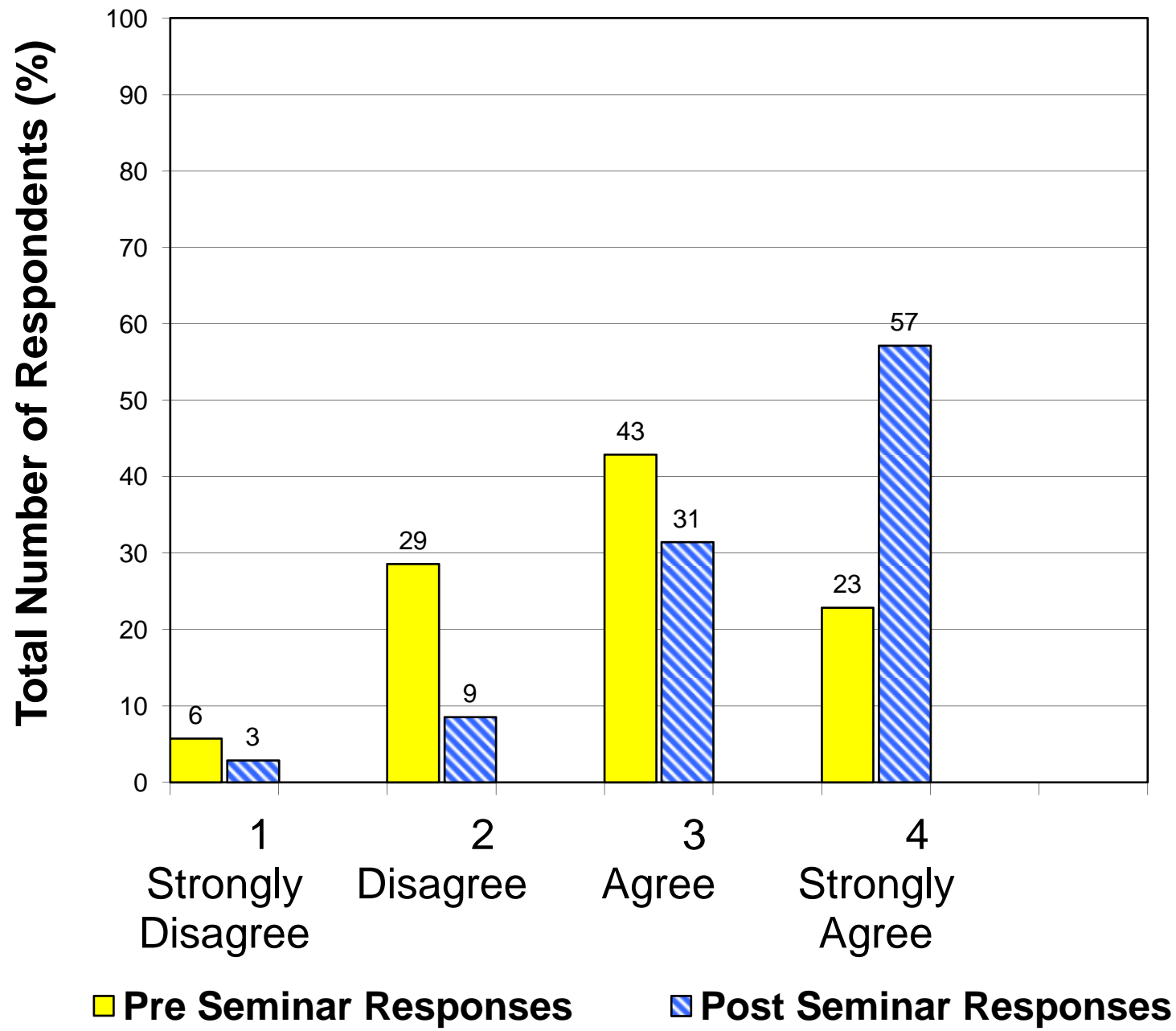
COMPARISON: PRE AND POST SEMINAR RESPONSES

It Is Easy For Me To Make Cold Calls Using The Telephone



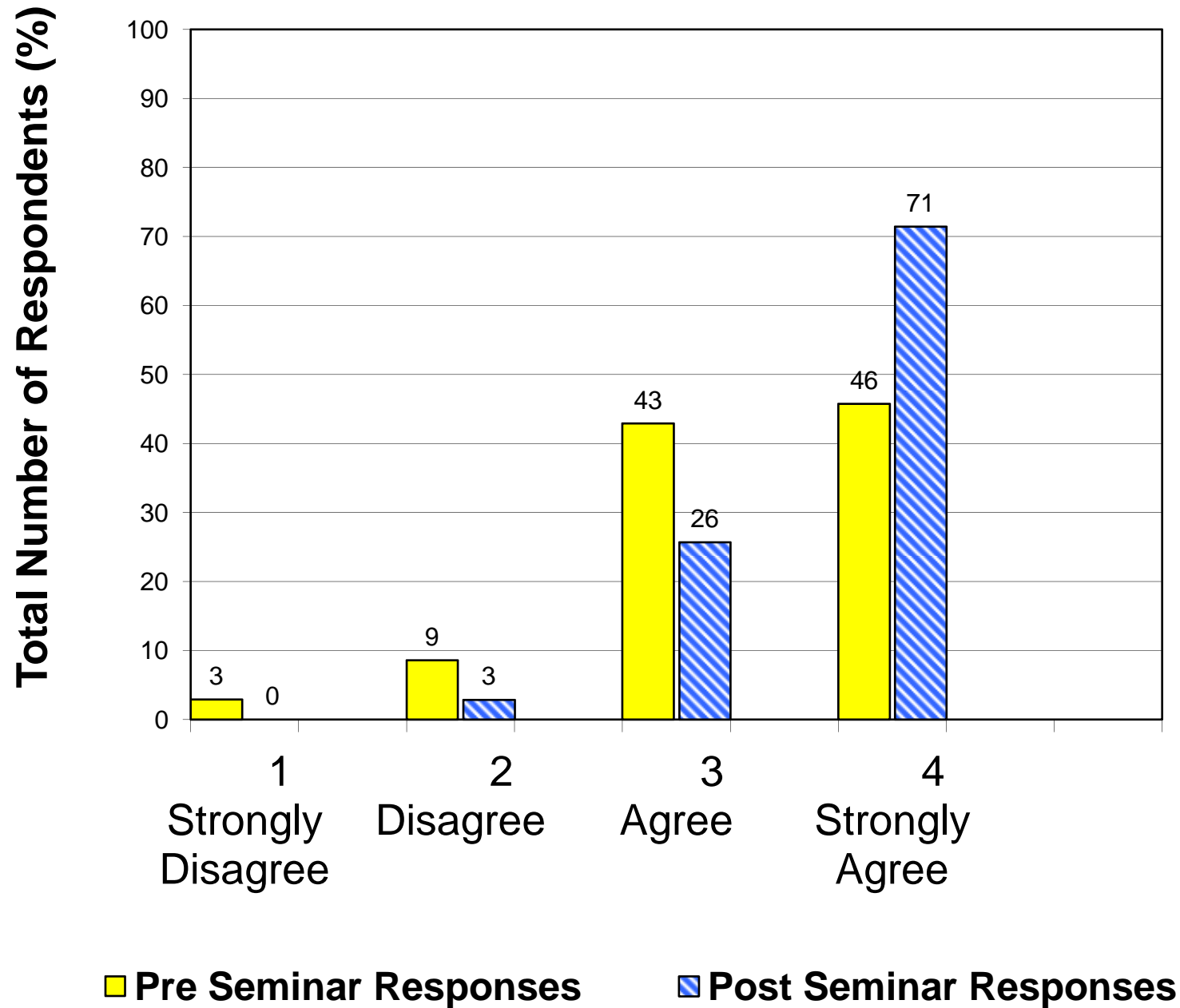
COMPARISON: PRE AND POST SEMINAR RESPONSES

It Is Easy For Me To Make Cold Calls In Person



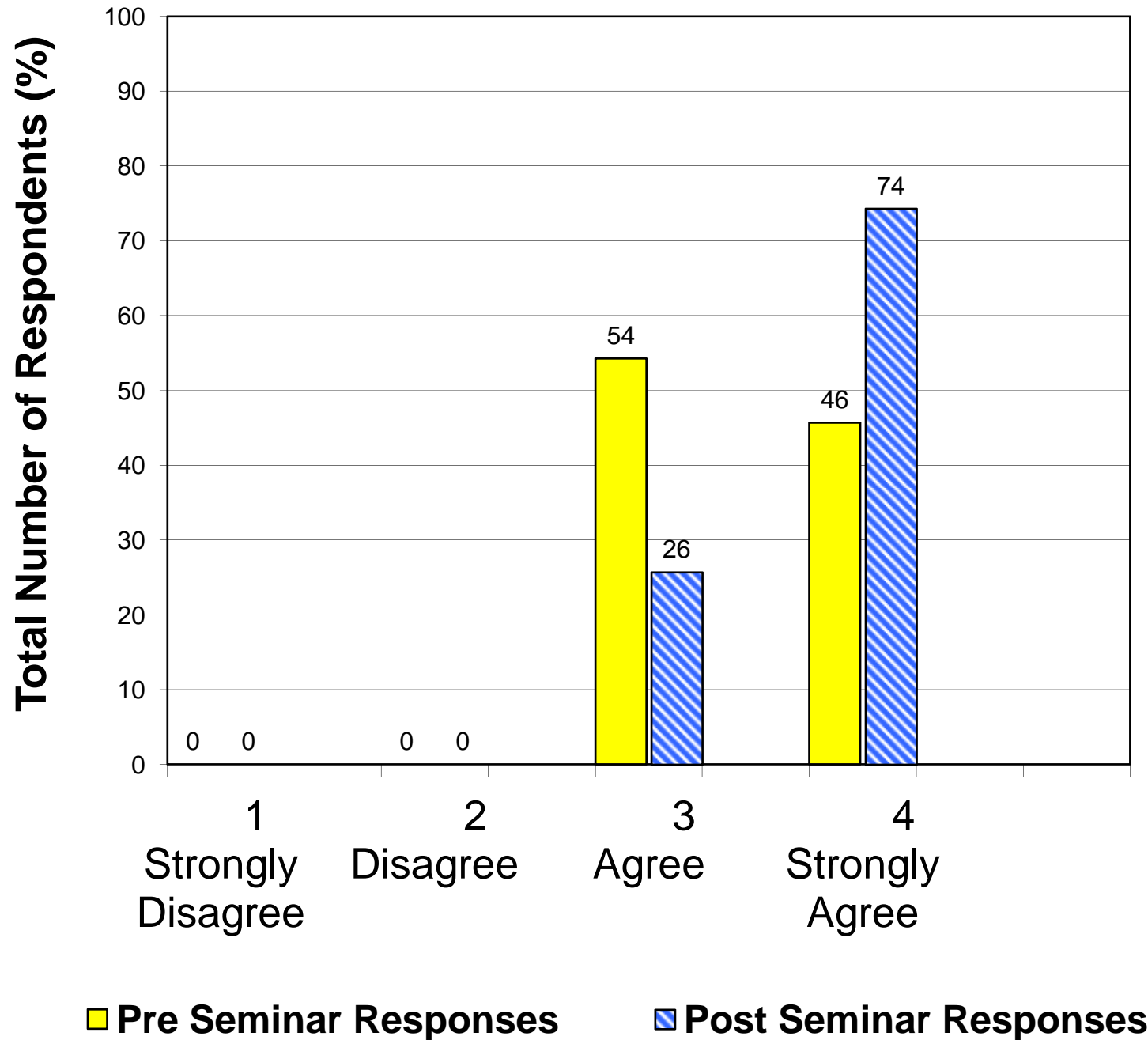
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Am Comfortable Talking On The Telephone



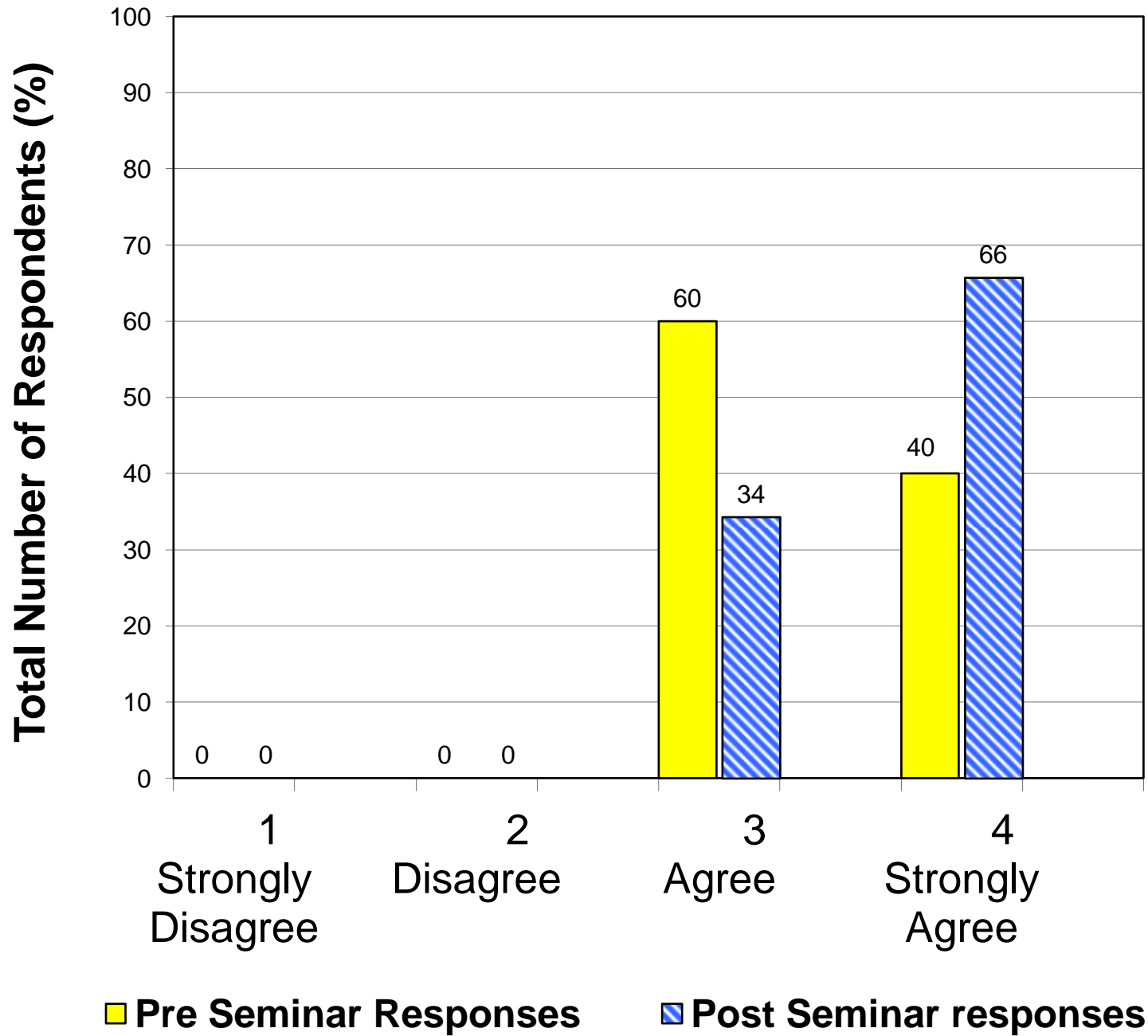
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Am Comfortable With Face To Face Visits



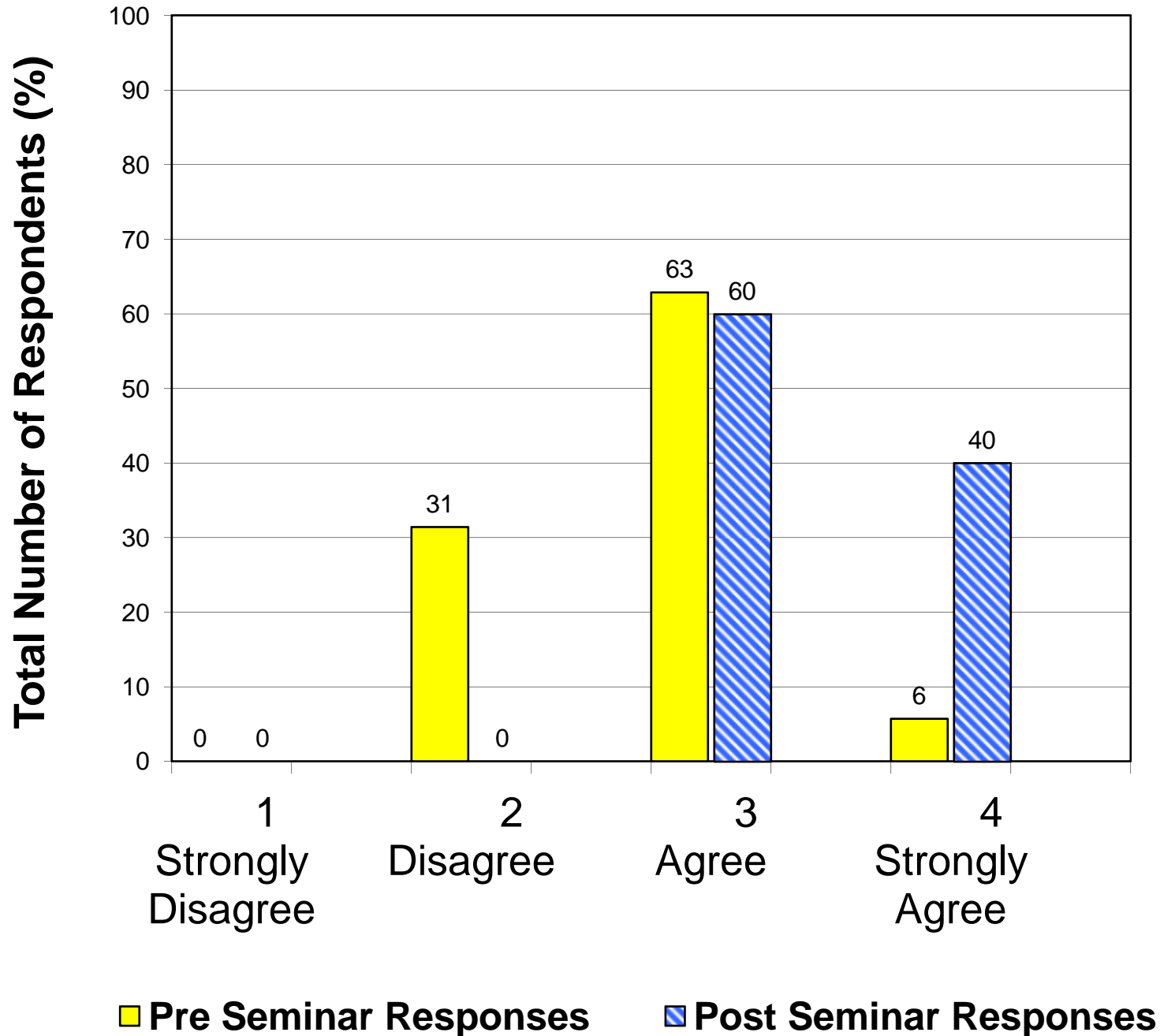
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Develop A Rapport Quickly With A Client



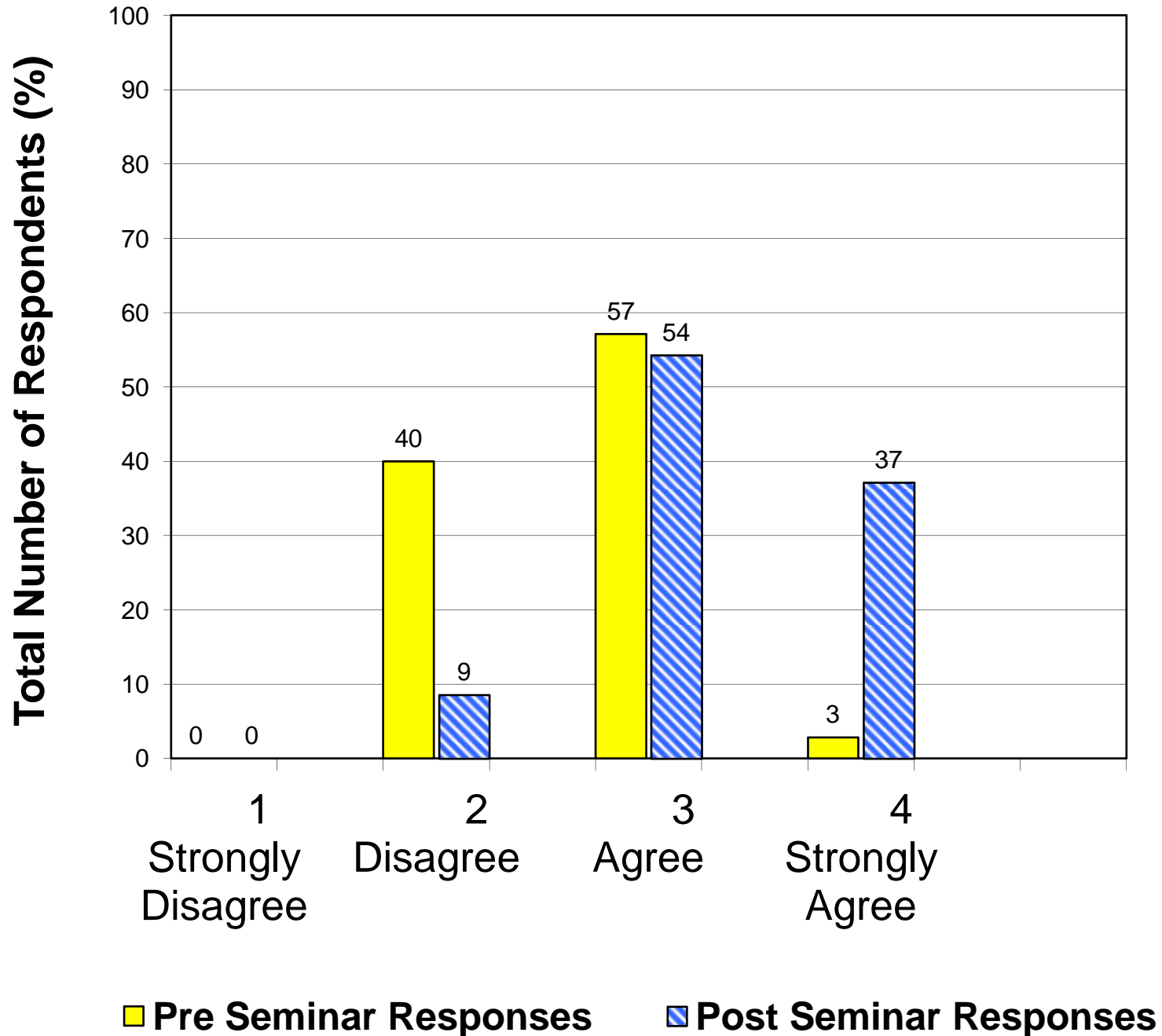
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Effectively Begin The Presentation



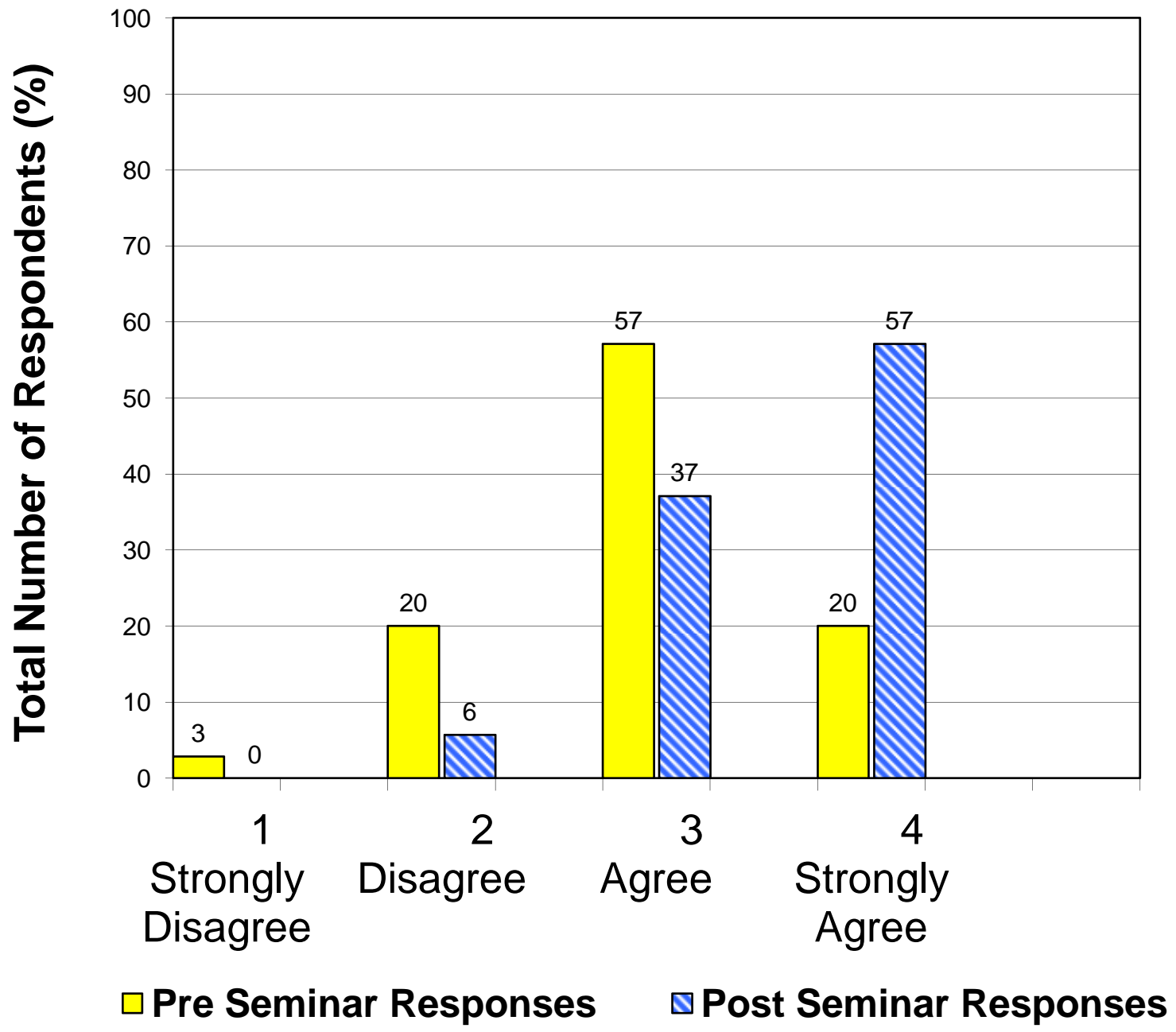
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Effectively Answer Objections and Questions



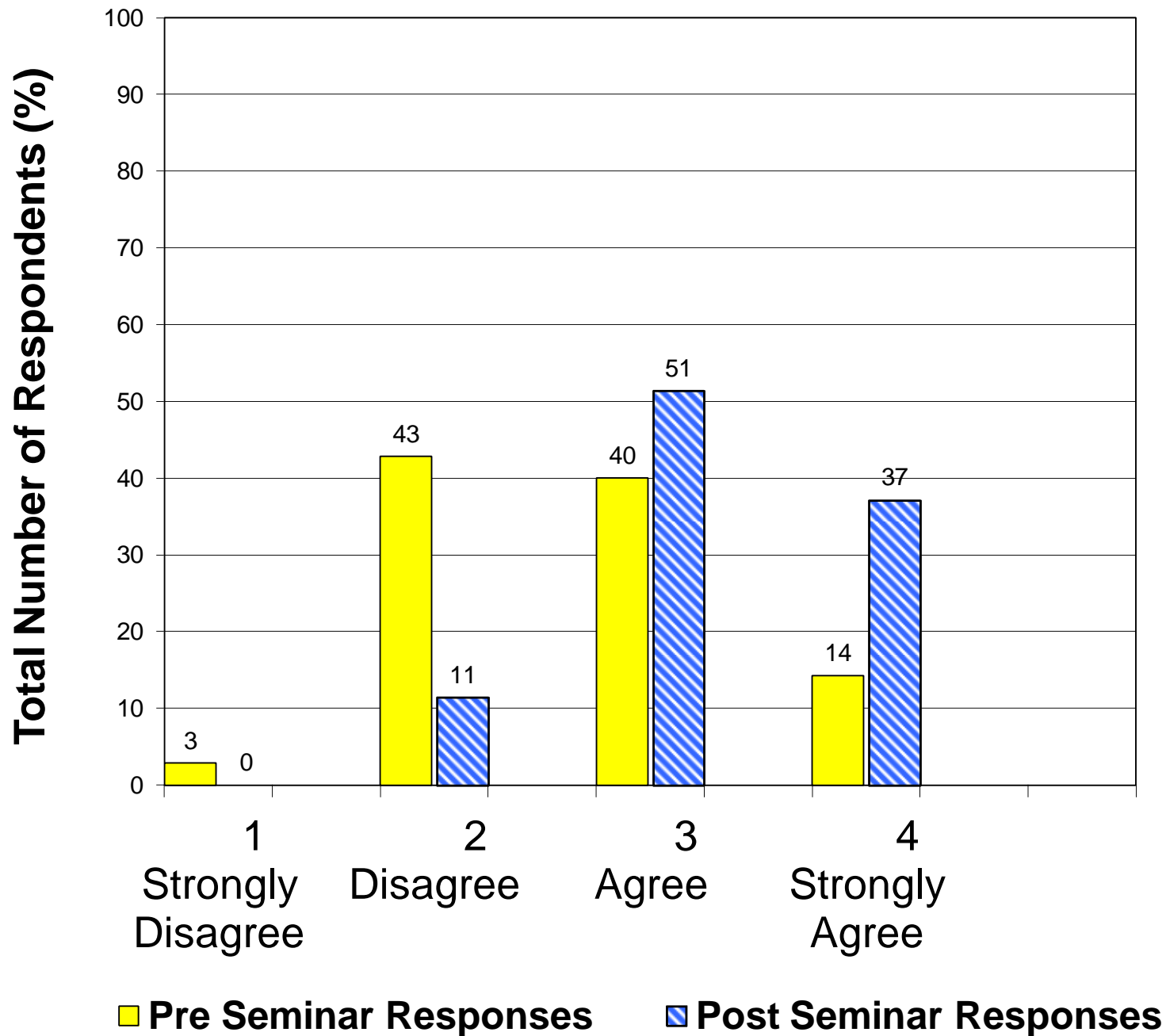
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Am Comfortable Asking For The Order and Closing The Sale



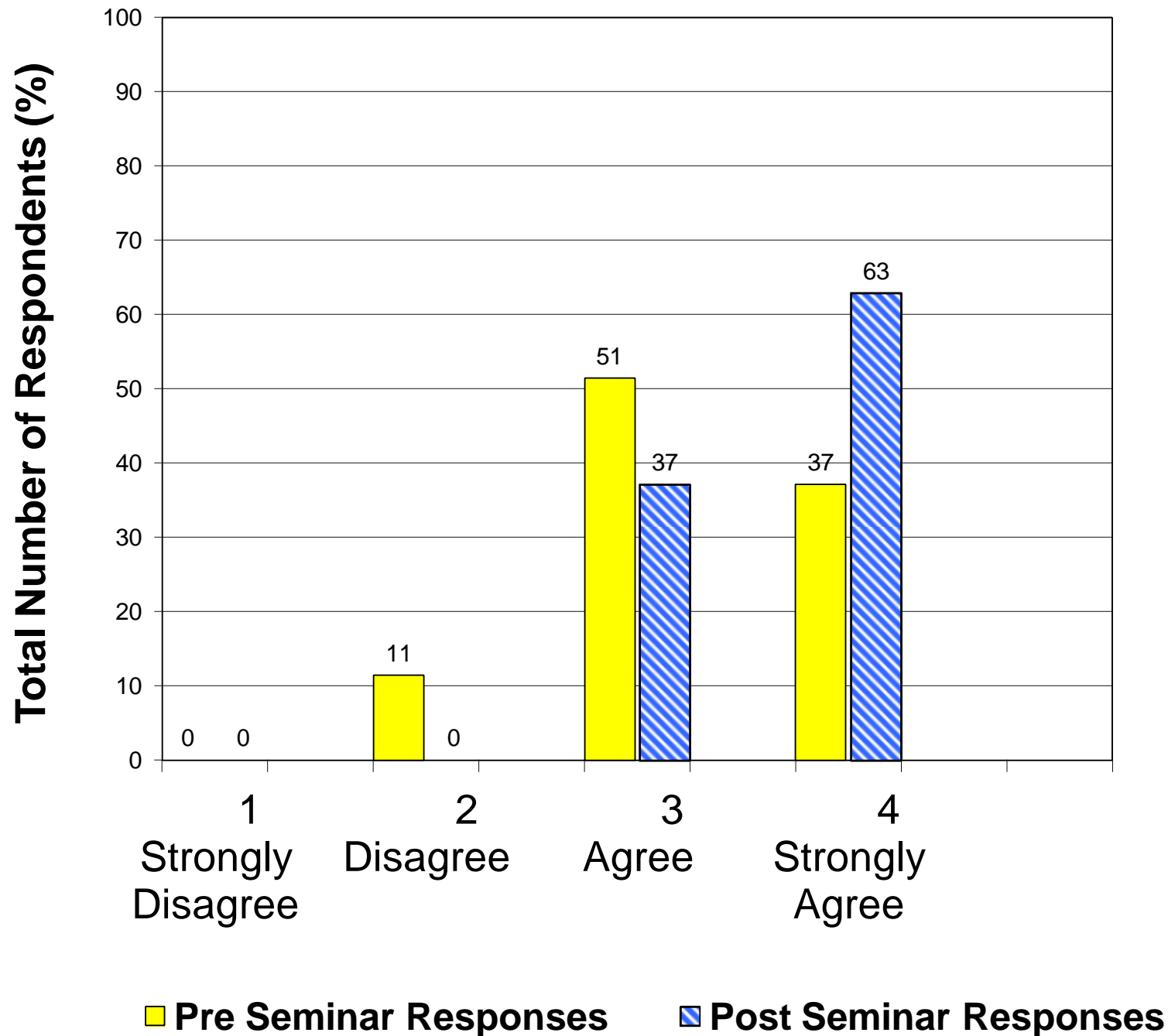
COMPARISON: PRE AND POST SEMINAR RESPONSES

It Is Easy For Me To Write Proposals



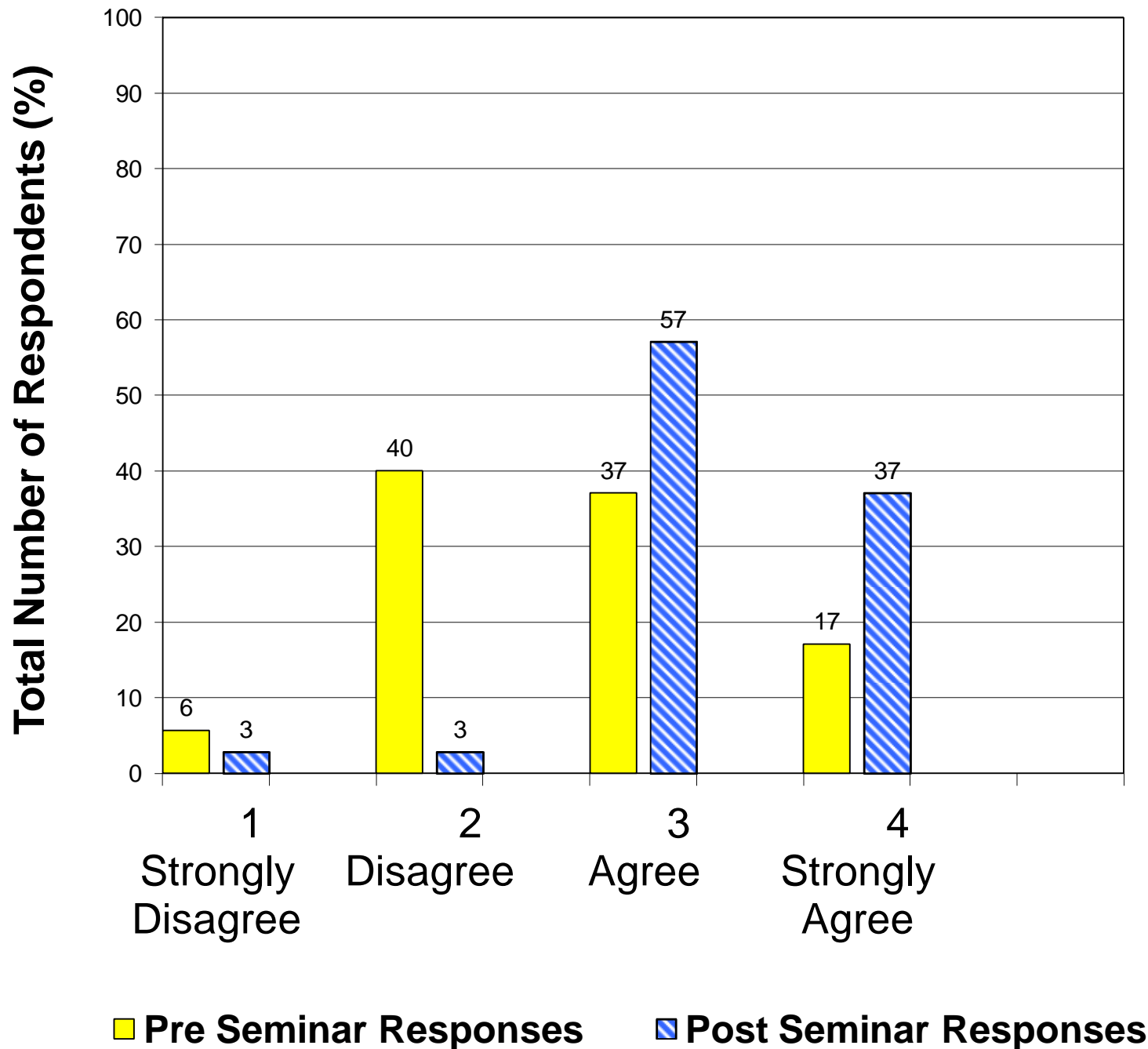
COMPARISON: PRE AND POST SEMINAR RESPONSES

I Provide Effective Customer Service



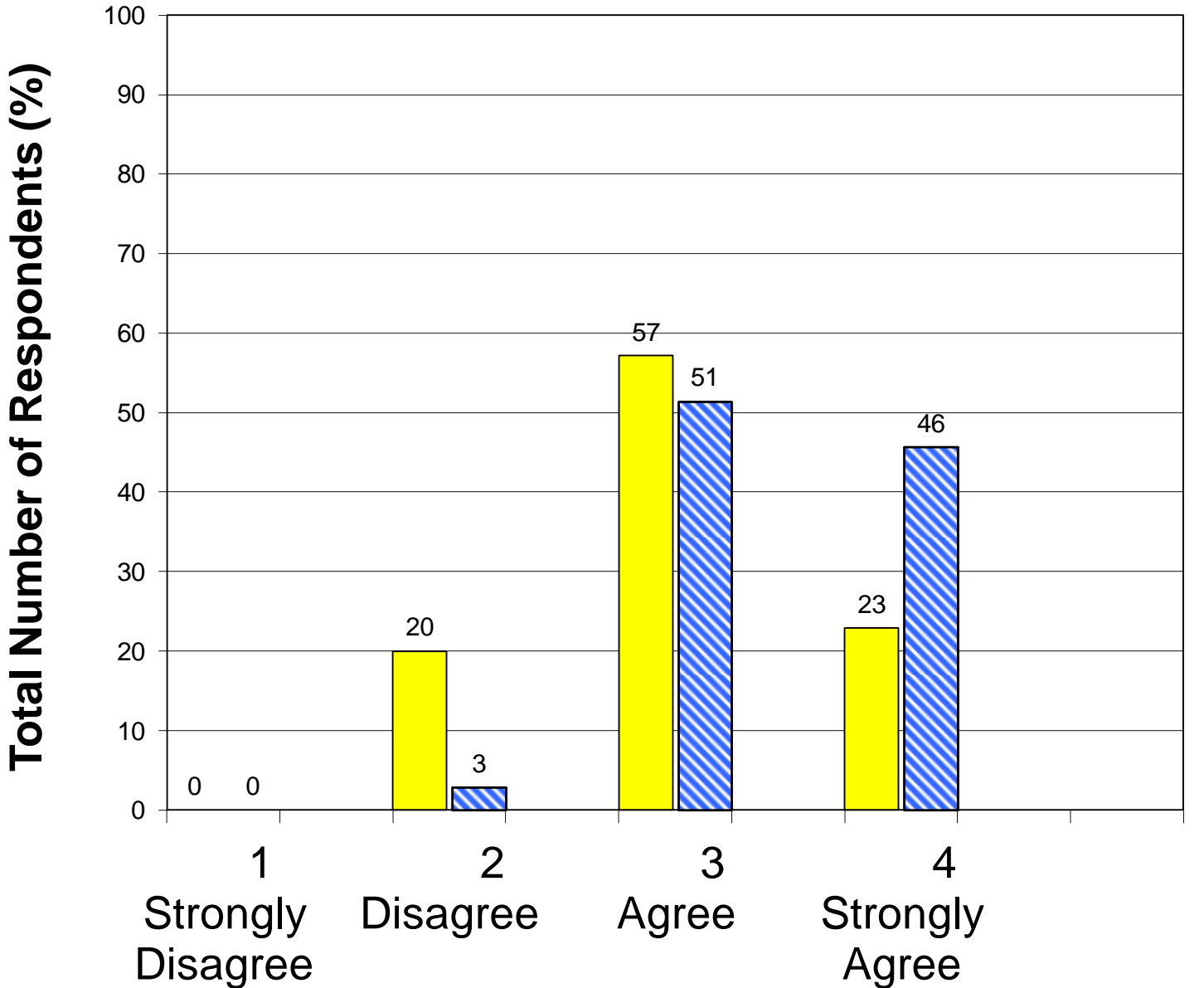
COMPARISON: PRE AND POST SEMINAR RESPONSES

It Is Easy For Me To Ask My Clients For Referrals



COMPARISON: PRE AND POST SEMINAR RESPONSES

I Offer My Clients Other Opportunities



Pre Seminar Responses **Post Seminar Responses**

COMPARISON: PRE AND POST SEMINAR RESPONSES

I View Myself As Prosperous

