

# Selling and Doing Good Business

## AN ENGINEERS GUIDE TO BUSINESS DEVELOPMENT

Complete the following questions to identify your preferred sales style; assign 10 marks between the four points below. Please be honest.

- 1) In which situation are you most comfortable to meet new people?
  - a) I enjoy meeting new people face to face.
  - b) I like to present to a large group.
  - c) I like being introduced by people I know.
  - d) I prefer to meet people I already know
  
- 2) How would you say you prefer generate most of your work?
  - a) I prefer to get new business from my existing clients.
  - b) I often find new work by using my personal networks.
  - c) I spot a new opportunity and target it relentlessly.
  - d) I get referrals from existing customers
  
- 3) How would you describe your personality?
  - a) Driven
  - b) Laid back
  - c) Sociable
  - d) Private
  
- 4) Which of the following is your most successful sales technique?
  - a) Cold calling people I don't know
  - b) Talking to a client about their problems
  - c) Writing a leadership article for new civil engineer
  - d) Responding to requests from my existing customer base
  
- 5) Is your approach to work?
  - a) Structured and methodical
  - b) Targeted and aggressive
  - c) Social and focused on team working
  - d) Reactive to the situation
  
- 6) Do your customers select you as a supplier because?
  - a) You have a log track record delivering for that customer.
  - b) You have a real understanding of their business needs.
  - c) You are seen as a thought leader in the area
  - d) You have a very good sales technique



PARALLEL  
PROJECT TRAINING

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## SCORING SHEET

Question	Hunting	Farming	Fishing	Order Taking
1	a	c	b	d
2	c	d	b	a
3	a	b	c	d
4	a	b	c	d
5	b	a	c	d
6	a	b	c	a
Total				