

Sales confidence survey questions

Sales confidence surveys provide a great way for you to understand how your sales enablement activities are impacting how your sales reps talk to and – hopefully – converting prospects into bona fide customers. In fact, some sales enablement practitioners even use the results of these kinds of surveys as a KPI.

Quick tip #1:

Be mindful of when you send out your sales confidence survey. If you do it towards the end of a sales cycle everyone will be too busy chasing down targets to take notice.

Quick tip #2:

Don't overdo it with the frequency of these surveys. If you circulate them too often a) you won't allow yourself time to see tangible change, and b) your salespeople may come immune to them. We'd recommend either quarterly or one survey every six months.

Quick tip #3:

Let your reps know that their responses will be anonymous so you can get 100% unsolicited feedback. Also, give them an inkling as to how long it'll take them to complete from the outset.

Quick tip #4:

Don't just send out the survey. Build a timeline – e.g. send the survey out in the first 1-2 weeks of a quarter, and build the timeline so you have results and have acted on them by 2nd week of 2nd month of that quarter.

To help you build your survey, here's a master list of potential questions to pick and choose from.

Sales asset questions

- How would you rate the sale assets you have available to you?
- Are there any assets you don't currently have available to you, that you think would help?
- Which of our sales enablement assets do you find most valuable? (tip: use a pre-coded list of answers when you ask something like this - it saves sales reps time)
- Which of our sales enablement assets do you find least valuable?
- Are there any assets customers ask you to provide, that you don't currently have available to you?
- Are you happy with how and where our sales assets are stored?
- On a scale of one to 10, how would you rate the sale assets you have available to you? [This can be used as your quantitative barometer to monitor overall improvements]

Situation-based questions

- Are there any questions you encounter that you do not feel equipped to confidently answer? If so, please let us know what these questions are.
 - What do you think would help you answer these questions with greater confidence?
 - What are the most common objections you receive when selling our product?
 - How do you currently manage those objections?
 - Can you tell us about a particularly tough sales situation you've encountered in the last six months, and how you navigated your way through it?
 - On a scale of one to 10, how would you rate your understanding of our personas?
 - Are you confident with how and when to use our personas?
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Product questions

- On a scale of one to 10, how confident do you feel when pitching our product?
- Are there any elements or features within our product you do not feel you have enough knowledge on?
- Do you feel like you have enough technical knowledge to sell our product?
- Are there any features you think our product should have to help it sell better?

Competency questions

- On a scale of one to 10, how would you rate your confidence when pitching **[insert product name]**?
- On a scale of one to 10, how would you rate your confidence when giving a product demo?
- On a scale of one to 10, how would you rate your confidence when negotiating pricing?
- On a scale of one to 10, how would you rate your confidence when probing into the prospect's needs and pain points?
- On a scale of one to 10, how would you rate your confidence when objection handling?
- On a scale of one to 10, how would you rate your confidence when cold calling?
- On a scale of one to 10, how would you rate your confidence when closing a deal?

To each of these questions, follow up with 'If you didn't answer with 10, what would help you reach 10?'

Competition questions

- How equipped do you feel to beat the competition?
 - How confident do you feel when comparing our product against our competitors?
 - Is there anything you think we could support you with to help you better quash the competition?
 - What are the most common questions you receive around our competitors?
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