

WHENEVER YOU FEEL LUCKY, DRAW!



Remember the old arcade game with the masked quick-draw bandit? You strapped on an electronic six-shooter and faced him as he issued pre-recorded arrogant taunts. You drew against each other and if he won, he gave you a mocking laugh.

Well slap leather, pilgrim. Let's see what kind of Hired Gun you are. This quiz is designed to help you identify your position among Top Guns, with a wee bit of editorial on faux pas practices we endure daily. HINT:

If you're not on the cutting edge, you're taking up too much space.

—Law of The Hired Gun



1. My ideal sales opportunity is:
 - a. An established company with a lot of benefits.
 - b. A new company with unique products/concepts.
 - c. The one I've been selling for the past decade.
 - d. Being with a group of salespeople I like.
2. If I had my druthers, I'd be compensated by:
 - a. Salary, so I'm secure.
 - b. Straight commission, so I'm free.
 - c. Draw against commission, so I know I've got something coming.
 - d. Guaranteed base plus commission, so I can't fail.

3. Annually, I need to earn:
 - a. Over \$150,000.
 - b. Over \$100,000.
 - c. Over \$ 70,000.
 - d. Over \$ 50,000.
4. In a sales situation I:
 - a. Don't have to think about what I'm doing.
 - b. Know that I know what I'm doing.
 - c. Know that I don't know what I'm doing.
 - d. Don't even know that I don't know what I'm doing.
5. It's been a strong hard month of sales. After the last day is over, I:
 - a. Want to go home and be left alone.
 - b. Go to a bar to celebrate with friends.
 - c. Go to a movie for some mindless entertainment.
 - d. Take my date/spouse out to a fine dinner.
6. I feel successful in my sales position because of the:
 - a. Money I make.
 - b. Trips and awards I win.
 - c. Friendships I have with my colleagues at work.
 - d. Years I have with the company.
7. In terms of goals, I
 - a. Write my goals and measure my development.
 - b. Took a break. A goal to get where I am would have been unrealistic.
 - c. Have some goals in mind.
 - d. Make a resolution every New Year's Eve.
8. My selling skills are:
 - a. As good as they can possibly be.
 - b. Excellent, but I'm always looking for ways to sharpen my skills.
 - c. Good enough to get by.
 - d. Not where I'd like to be, but I'm learning as fast as I can.

9. My future professional aspiration is to:
 - a. Conceive and build my own business.
 - b. Be a corporate executive.
 - c. Be a manager of salespeople.
 - d. Make enough selling so I can retire young to Spain's Costa del Sol.
10. When The Boss asks to see me in his/her office, I:
 - a. Start packing up my office.
 - b. Get my numbers together to defend my performance.
 - c. Try to control my swagger and grin when I walk in.
 - d. Poll my friends, "what's up?" before going.
11. When I sense that the person leaning in my doorway with a coffee cup in their hand is looking for someone to meet their need for affiliation on the company's time, I:
 - a. Walk with them to the coffee machine so we can find some others.
 - b. Ask how they're doing and offer them a chair.
 - c. Quickly pick up the phone and dial the call I'm scheduled to make.
 - d. Tell them I'd like to talk, but ask if it can be later.
12. When sales managers say they want to go out on calls with me, I:
 - a. Scramble to set up meetings with existing clients.
 - b. Ask if they can handle six appointments tomorrow.
 - c. Wish they'd go with someone else so they don't blow my sale.
 - d. Look forward to their help.
 - e. Fear they'll see something about me they don't like.
13. A colleague I respect asks if I'll help on a deal they're trying to close. I:
 - a. Wish they'd go ask somebody else. I'm busy with my own deals.
 - b. Hope I live up to their expectations. I'll do whatever I can to help.

- c. Begrudgingly accept, as long as it's convenient to me.
 - d. Think up an excuse not to. I may respect them, but I'm not going to help them beat my numbers.
14. I know it was a good day because I:
- a. Got an At-A-Boy from The Boss.
 - b. Got my paycheck.
 - c. Closed a deal.
 - d. Had a great lunch with my friends.
15. Frequent meetings are:
- a. A necessary evil of the job.
 - b. Something that should be done in memos, instead.
 - c. To be avoided if at all possible.
 - d. Necessary for effective communications.
 - e. Required, and darned well should be.
16. In terms of tenure at my company, I:
- a. Owe my life to this company.
 - b. Was looking for a job when I found this one.
 - c. Have a great position, but keep my eyes open for other opportunities.
 - d. Will have to write them a check to work here if they don't stop charging me back on my deals.
17. When headhunters contact me with opportunities I:
- a. Tell them I owe my life to the company.
 - b. Jump at the chance to get another job.
 - c. Stress my loyalty, tell them I'm doing well, but let them know I'll look if the opportunity warrants it.
 - d. Ask how they got my name.
18. When I'm at a party and someone asks me what I do, I tell them:
- a. A good joke.
 - b. I'm in sales.
 - c. The name of the company I work for.
 - d. Nothing. I ask what they do.
19. Strictly as a human being—as opposed to a professional, a par-

ent, a club member, or a friend—strictly as a person on a scale of zero to ten, ten being high, I rate:

- a. 10
- b. 8
- c. 6
- d. 5 or less

20. When I go on vacation, I go:

- a. Anywhere in the world.
- b. Anywhere in the U.S.
- c. 75 miles to my lake house, and 75 miles back.
- d. To the local bar every day at 5:00.

Answers:

1. If you want to play it safe, get a job with the government as a civil servant. They have lots of benefits, you can stay there forever without getting fired, and you'll make lots of friends on coffee breaks and lunch hours. [a=2, b=5, c=3, d=1]

2. The government pays salaries, too. Even if you totally screw up, you still make the same amount of money. The more secure you are on the bottom by some base or draw, the less you can earn in the top end by producing excellent results. [a=0, b=5, c=4, d=2]

3. Even in a job selling widgets on the street, a Top Gun can earn plenty of money. If you're good but caught in a business where earning potential is low, look for new waters to jump in and swim. [a=5, b=4, c=3, d=2]

4. Practiced professionals don't have to think about what they do before the motions come to them; they've done it so many times it's automatic. They shoot from the hip with confidence—and hit the target

(Unconscious Competent). Talented amateurs take time to think, make sure what they're doing is right, then make their move (Conscious Competent). Rookies are aware that they have a lot to learn (Conscious Incompetent). Pinheads are so clueless that they don't even know that they don't know what they're doing (Unconscious Incompetent). [a=5, b=4, c=3, d= -1]

5. Though salespeople tend to be naturally gregarious, after we've interacted with fifty to a hundred people a day for twenty-five work days in a month we often just need some self-time. If we're in a good personal relationship, we want to spend our available time with that other significant person in our lives. Or we just want a mental massage or a good drink. 5 points for any answer to this one, with an extra five if you chose them all. (Nobody said you could only choose one answer!)

6. The company didn't offer a lucrative opportunity to you so you could make friends. If you feel successful due to length of time in the job, you're probably operating in the ether of a comfort zone. The more you produce the more money you make. You can pay for your own trips in first class, rather than in the economy coach and tourist hotels most awards provide. [a=5, b=3, c=1, d=1]

7. Yes, the difference between the most successful people in the world and those who aspire to be successful are written, specific goals. But the truly flamboyant semi-arrogant person, who always comes out on top no matter what, is such an unconscious competent that setting goals for income or production sometimes becomes an exercise in futility. If I had set a goal to earn as much as the top producer at most other divisions in my telemarketing company, I would have earned \$100,000 a year less than I did. Tripling this was attained by simply doing everything I possibly could to realize the maxim of "Make as much as you can, as fast as you can." A goal to triple the production of the other company leaders would not have been realistic, and anything less would have been self-limiting. [a=5, b=5, c=1, d=0]

8. No matter how much of a prima donna you are, how much experience you have, how much money you make, you can always benefit from others and learn new skills. If you're only trying to get by, congratulations on your decision to live in mediocrity. [a=1, b=5, c=1, d=4]

9. Selling may be a blast, it may be exciting, and it is certainly rewarding. But let's face it, it's a rat race of high anxiety and stress. That's why it pays so well. It's not unlike gambling. We want to take the house down and get out as winners. It's certainly admirable to desire to build your own operation and be another statistical Boss with a sales background, and Lord knows that any sales force that gets a sales manager who has a career of consistent high production is blessed. But score this one as follows: [a=4, b=2, c=3, d=5]

10. If you're doing everything you can to do the best job you can, you should have nothing to fear, especially from The Boss. If your numbers aren't up, The Boss probably just wants to ask if there's anything that can be done to help sales. My experience is that people who are about to be fired already know why they're getting called in. And if you've just put up record numbers for the fifth month in a row, try not to swagger too much. [a= -1, b=1, c=5, d=3]

11. You didn't get where you are in sales by leaning in a doorway with a U.S. government coffee cup in your hands, or by taking Dr Pepper breaks at 10, 2 and 4. It's kind of rude to jump on the phone as soon as a colleague walks in, so be diplomatic and let someone know that you're a professional, even if they're not. [a=1, b=1, c=3, d=5.]

12. When sales managers want to go out on calls with you, it's probably so they can see if there is something they can pass along to other salespeople to help them out. Setting up appointments with existing clients says two things about you: 1) You don't have any appointments in

the first place, and 2) you're so insecure that you only want to take the manager on calls to people who already buy from you. These are both signs of weakness. A new manager went out on calls with me one time and we made six in-person sales calls and did not break for lunch. He was completely gassed at the end of the day. Had I realized his health was not good, I would have sincerely asked if he was up to it, first. I've also had sales managers I wanted to just stay home and do paperwork as they were nothing but detriments in an actual call. [a=0, b=5, c=4, d=4, e=1]

13. An important law of life is the Law of Reciprocity. You get what you give. [a=2, b=5, c=2.5, d=0]

14. An At-A-Boy and fifty cents will get you a cup of coffee (Well, not any more; it's three bucks now.) Your paycheck is for something you've accomplished in the past. Doing The Deal is what it's all about. [a=3, b=2, c=5, d=2]

15. Managers who don't have much to do love to hold meetings so they can feel like they're doing something important. Meetings only keep sales reps away from doing what they're hired and paid to do: sell. [a=3, b=4, c=5, d=2, e=1]

16. This is not your marriage; it's a job. If you need to change something in your life, change jobs before convincing yourself that your job is your life and finding out that your spouse has left. You owe the company your loyalty and the best performance you can give, but your life belongs to God and yourself and your family. [a=3, b=4, c=5, d=2]

17. When you're good, you'll be recruited constantly by professional headhunters or other people who know about your reputation. You don't want to jump jobs too frequently, but neither do you owe your life to the company. Just because you're successful where you are doesn't mean you can't be happier, or more successful somewhere else. Be hon-

orable and maintain your integrity and loyalty, but when viable positions are offered to you be sure to do your homework on them. [a = 2, b = 1, c = 5, d = 3]

18. If you're ashamed to tell people you're in sales, you need to do something else. Cloaking it in the guise of naming your company is hiding, reversing them by asking what they do may seem coy and mysterious, but it's hiding as well. Of course, anybody likes a good joke. [a = 4, b = 5, c = 2, d = 2]

19. If you answered anything other than ten, you're wrong. We all start life as a ten. The only reason we end up feeling less than a ten is because somebody else told us we are. We are born with only two natural fears: fear of falling and fear of loud noises. All other fears are learned. The same goes for our feelings about ourselves. The single most important factor in the success of your life is your self-image, the picture of yourself you carry around with you in everything you do. Every day you take this picture of yourself into the marketplace and you sell yourself for money and a way of life. How much you believe in yourself and how much you put into all the different things you do determines how much money you make, what kind of neighborhood you live in, where your kids go to school. Tens feel good about themselves and are proud of it. Eights want to say they're tens, but are afraid it will sound cocky. Sixes have been told all their lives they're just better than average. Fives (and less) show up for life, punch the time clock, then retire and die. [a=5, b=4, c=2.6, d=1]

20. Excellers take world vacations. Even if money is tight, they figure out a way to go places other people only think about going. High Achievers want to See America, First. Average performers take a 150 mile vacation, seventy-five out and seventy-five back. Anything else is A Trip! Losers are on permanent vacation. [a=5, b=4, c=3, d=0]

Scoring:

95–100: Double-O Section. You should be issued a gold-plated License To Kill. You are confident, committed, loyal, experienced, successful, and secure enough to help others. Any company would do well to add you to its sales team.

90–95: Paladin. “A knight without armor in a savage land.” You’re an experienced mercenary of sales who can sell anything, anywhere. You have all the talents and abilities to be in the Double-O Section, you’re just from a different era.

80–90: The Kid. In the movie about a crack sales team, you’re played by Tom Cruise, opposite the more experienced Al Pacino. You have the desire and natural ability to make it to the big time. If an experienced gunfighter teaches you a few important qualities like keeping your cool under fire and the Zen of hitting your target without aiming, you’ll be up there with the Double-O’s.

70–80: Quick Draw Artist. You’re very good, and you can hit the target while looking in a mirror, but lack the killer instinct.

60–70: Sam The Bartender. In *Gunsmoke*, Sam was a tough guy past his prime who kept a sawed-off shotgun behind the bar. Most of the time he operated in his comfort zone serving drinks, polishing glasses and socializing with the clientele of the Long Branch Saloon. But if he or Miss Kitty was vitally threatened the big gun came out. You have the ability to be a killer sales rep; you just prefer to operate in your comfort zone most of the time.

50–60: Mushy. In the old western series *Rawhide*, Gil Favor was the trail boss, Rowdy Yates (played by Clint Eastwood) was ramrod, Wishbone was the cook, and Mushy—a nice, somewhat simple guy who everybody liked, but who wouldn’t kill a deer for food if he was starving to death, was the chuck wagon assistant. He was a great guy, but his role was helping out the drovers . . . You like the interaction with clients and you make a contribution to the overall effort by helping out. This is valuable because you take this burden off the company’s big closers. Your mission is to keep the big guns supplied with ammo; just don’t slap leather against them.