

RAISE THE BAR

TAKE STOCK

Goal: 70% Lead to Demo - 50% Demo to Sale
The Tortoise and The Hare; The Ant and The Grasshopper

STRENGTHS & WEAKNESSES

- | | |
|-----------------------|--------------------|
| 1. EXPERIENCED - | Inexperienced |
| 2. PROUD - | Ashamed |
| 3. STRONG - | Weak |
| 4. HONEST/MORAL - | Dishonest, immoral |
| 5. SHARP - | Dull |
| 6. MOTIVATED/DRIVEN - | Blasé, Satisfied |
| 7. EFFECTIVE - | Ineffective |
| 8. WITTY - | Foolish |
| 9. WEALTHY - | Broke, indebted |
| 10. INTELLIGENT - | Ignorant |
| 11. ATTRACTIVE - | Ugly |
| 11. TRAINED - | Untrained |
| 12. EDUCATED - | Uneducated |
| 13. ENERGETIC - | Lethargic |
| 14. EXCITED - | Bored |
| 15. ENTHUSIASTIC - | Boring |
| 16. UNLIMITED - | Confined |
| 17. HUMBLE - | Arrogant |
| 18. SECURE - | Insecure |
| 19. SELF-ASSURED - | Egotistical |
| 20. CONFIDENT - | Self-Conscious |
| 21. COMPETITIVE - | Blasé |
| 22. AWARE - | Oblivious |
| 23. CONTENT - | Restless |
| 24. CONSISTENT - | Erratic |
| 25. POSITIVE - | Negative |
| 26. RESPECTABLE | Ashamed |
| 27. DIGNIFIED - | Slob |
| 28. PHILANTHROPIC - | Stingy, Greedy |
| 29. SUPPORTIVE - | Critical |
| 30. ATTITUDE - | Attitude |
| 31. HEALTHY - | Sick |
| 32. TEAM PLAYER - | Loner |
| A. MARKETING | |
| B. SALES | |
| C. FINANCE | |
| D. INSTALLATION | |
| E. SERVICE | |
| F. SUPPORT STAFF | |