

# 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      |                    |