

MY PERSONAL ACTION PLAN

Now that you have had an opportunity to read and review your evaluation, the next step in this process is to develop your skills and strengthen your Sales DNA. Depending on your circumstances, your company may provide formal training and coaching or, if you pursued this evaluation on your own, you may elect to fund that step personally. Either way, it is important for you to identify what you believe are the most important areas for you to address. Then commit to self-improvement and develop a plan for success. When you have completed this page, please return this to your manager (if applicable).

In the space provided below, please identify three or more areas of Sales DNA where you believe improvement is essential.

Sales DNA	Its Impact on Performance	Your Plan for Improvement

