

**Activity 52-A**  
**Becoming an Expert:**  
**“Professional Position Survey Questionnaire”**

Take a minute and review this “Professional Position Survey Questionnaire”, to determine your marketable advantages in the selling market place. Review the following questions and take stock in what you have to offer and what you could be doing to elevate your level of professionalism, as a sells professional in your organization.

1. Highest level of education: \_\_\_\_\_
2. Last industry specific article written: \_\_\_\_\_
3. Last educational seminar/workshop/presentation given on behalf of my industry:  
\_\_\_\_\_
4. Last educational seminar/workshop/presentation given on behalf of my organization:  
\_\_\_\_\_
5. Certifications relating to selling: \_\_\_\_\_
6. Certifications relating to my product line: \_\_\_\_\_  
\_\_\_\_\_
7. Certifications relating to services my organization offers: \_\_\_\_\_  
\_\_\_\_\_
8. Certifications relating to anything else: \_\_\_\_\_
9. Last industry specific conference attended: \_\_\_\_\_
10. Last educationally accredited seminar attended (CEU, CPE, CE): \_\_\_\_\_  
\_\_\_\_\_
11. Last time someone referred to you as the “subject matter expert” in your organization:  
\_\_\_\_\_
12. The next training class you have scheduled on your own behalf that relates to your product/service line offered? \_\_\_\_\_
13. The next training class you have scheduled on your own behalf that relates to your industry or organization? \_\_\_\_\_
14. The number of industry specific journals that I read: \_\_\_\_\_