## THE TRUSTED SALES ENGINEER - Worksheet Personal Improvement Thoughts & Tasks

MASTERING TECHNICAL SALES THE SALES ENGINEER'S HAMBOOK
ATTV
TERN CORS - CARDO REPORT

Chapter /	
Topic	

Factor	Green List – Things To Keep Doing Well Or Even Better	Red List – Things to Stop Doing or That Need Big Improvements
Credibility		
Reliability		
Intimacy		
Self		
Positivity		