

S.W.O.T Analysis



Purpose:

To identify and better understand one's own **strengths, weaknesses, opportunities and threats**, as it relates to business and "selling". Then, devise a simple plan to maximize or fend off these characteristics and circumstances, in order to become more effective in selling. This exercise can be done from the viewpoint of your personal S.W.O.T as a professional, as it relates to your sales skills or a general S.W.O.T for your company. **BE HONEST!!**

The viewpoint of this S.W.O.T Analysis is: _____

List your Strengths	How can you maintain these strengths?

List your Weaknesses	How can you improve upon these?

List your Opportunities	How can you maximize these?

List your Threats	How can you prepare for these?