

Sales Skills Profile

Date:		Salesperson:
Proficiency	Motivation	Rate both your opinion of motivation and proficiency for each of the following skills. Following each skill are three items that serve as examples of behaviors that support the skill. Rate using 1 = low and 5 = high. Circle items for which more information would be better.
A. Prospecting		
		Meets prospecting activity goals. Uses a prospecting process consistently. Successfully manages resistance.
B. Building Relationships		
		Uses appropriate rapport-building techniques with buyers to build positive relationships. Uses active listen techniques during sales calls. Transitions from casual conversation to business conversation appropriately.
C. Call Planning		
		Can describe the buyer's business, their customers, and products. Can list the most probable priorities for a type of buyer in that industry. Creates a specific objective for each sales call.
D. Developing Needs		
		Leads meeting with questions that focus on identifying buyer's problems. Asks specific questions to understand the broader business implications of the buyer's problems. Asks appropriate questions to help buyer consider benefits of solving the problem.
E. Presenting Solutions		
		Describes how the solution aligns with the buyer's needs. Uses Features, Advantages, and Benefits when presenting a solution. Differentiates the solution from the competition.
F. Managing Feedback		
		Asks for and assesses buyer feedback frequently throughout the sales process. Acknowledges buyer objections and probes for the root cause. Addresses the objections effectively.
G. Negotiating		
		Negotiates with customers to develop mutually advantageous outcomes. Trades items appropriately while avoiding discounting. Manages manipulative tactics effectively.
H. Closing		
		Asks for a commitment for the next steps at the end of each call Uses commitment techniques appropriately. Sets and executes appropriate follow-up actions post-sale.

