

# “Continuous Improvement for All...Building Blocks for Sales Success”

## Sales Skills Assessment

**Objective:** This Sales Skills Assessment document is designed to assist both the Sales Associate and their Sales Director in their evaluation of important key elements of an effective sales call process and sales success strategy. In addition, this document is used to measure both the importance of and the Sales Associate’s ability level within each of the steps of the sales call process: 1. Call Preparation; 2. Opening the Call/Making the Connection; 3. Probing and Uncovering Customer Needs; 4. Tailoring Your Sales Presentation; 5. Handling Customer Objections; 6. The A, B, C’s of Closing the Sale and 7. Follow-Through and Begin Again.

**Skills + Activities = Performance**

The goal of this Sales Skills Assessment process is to create a tool used to identify each Sales Associates skill level and to provide the Sales Associate, Sales Director and the Training Provider with a blueprint or training plan for targeting work-with activities and training which will enhance each Sales Associate’s performance level and contribution to your organization.

**Sales Associate’s Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Instructions:**

**Step #1:** Each **Sales Associate** will complete the following Level #1: Sales Skill Assessment. Please keep in mind that you are to circle both the importance level (High to Low) and your ability level (High to Low) within each of the numbered items (#1-#36). Your feedback must be totally candid and honest.

**Step #2:** The **Sales Director** will complete the following Level #1: Sales Skill Assessment for each of their Sales Associates. They will circle, from their perspective, both the importance level and the Sales Associates ability level for each of the numbered items. Their feedback must also be totally candid and honest.

**Step #3:** The Training Provider will meet with each of the Sales Associates to review the 36 items and to compare scores for importance and ability. The team results will be utilized to customize and strengthen the “Consultative Selling” sales development training program.

### Level 1 Sales Training: “Your Sales Strategy for Winning The Business”

Knowledge or Skill	Importance (High to Low)	Associate’s Ability (High to Low)
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**Block #1. Call Preparation:**

1. Adapting Your Attitude	4 3 2 1	4 3 2 1
2. Self-Esteem	4 3 2 1	4 3 2 1
3. Avoiding Negativity	4 3 2 1	4 3 2 1
4. Self-Talk/Affirmations	4 3 2 1	4 3 2 1
5. Readiness/Success Model	4 3 2 1	4 3 2 1
6. Planning Your Approach	4 3 2 1	4 3 2 1
7. Prospecting Preparation	4 3 2 1	4 3 2 1
8. Qualifying Your Prospects	4 3 2 1	4 3 2 1
9. Handling Rejection	4 3 2 1	4 3 2 1

Knowledge or Skill	Importance (High to Low)				Associate's Ability (High to Low)			
<b>Block #2. Opening The Call/Making The Connection:</b>								
10. State the Purpose of Call	4	3	2	1	4	3	2	1
11. Telephone Skills/Etiquette	4	3	2	1	4	3	2	1
12. First Impressions	4	3	2	1	4	3	2	1
13. Speaking the Prospect's Language	4	3	2	1	4	3	2	1
<b>Block #3. Probing and Uncovering Customer Needs:</b>								
14. Asking Open-Ended Questions	4	3	2	1	4	3	2	1
15. Listening for Understanding	4	3	2	1	4	3	2	1
16. Managing Distractions/Self Discipline	4	3	2	1	4	3	2	1
17. Responding with Decisiveness	4	3	2	1	4	3	2	1
<b>Block #4. Tailoring Your Sales Presentation:</b>								
18. You and Your Customer's Style	4	3	2	1	4	3	2	1
19. Special Effects/Adding Impact/Visualization (Pauses, Analogies, Humor, Drama)	4	3	2	1	4	3	2	1
20. Sell the Customer on Benefits/Advantages	4	3	2	1	4	3	2	1
21. Solution Oriented Sales	4	3	2	1	4	3	2	1
<b>Block #5. Handling Customer Objections:</b>								
22. Provide Clarification of Information	4	3	2	1	4	3	2	1
23. Dealing with Time Delays/Stalling	4	3	2	1	4	3	2	1
24. Price Objections	4	3	2	1	4	3	2	1
25. Questioning Techniques	4	3	2	1	4	3	2	1
<b>Block #6. The A,B,C's of Closing The Sale</b>								
26. Putting It All Together	4	3	2	1	4	3	2	1
27. Always Be Closing	4	3	2	1	4	3	2	1
28. Closing "Moment's of Truth"	4	3	2	1	4	3	2	1
29. Asking for the Order	4	3	2	1	4	3	2	1
30. Keep Closing/Add On Sales	4	3	2	1	4	3	2	1
31. Understanding Customer's Buying Signals	4	3	2	1	4	3	2	1
<b>Block #7. Follow-Through and Begin Again</b>								
32. Thanking the Customer	4	3	2	1	4	3	2	1
33. Sales is Service....Service is Sales	4	3	2	1	4	3	2	1
34. Address Issues Promptly	4	3	2	1	4	3	2	1
35. Reinforce Sales Consultant Role	4	3	2	1	4	3	2	1
36. Ask for Referrals	4	3	2	1	4	3	2	1