

## When Performance Matters Sales Effectiveness 20 Key Competencies Snapshot



This Sales Effectiveness Snapshot is designed to help managers and business owners objectively evaluate the strengths and development needs of their sales operation.

Since 1985 Prosell has been at the forefront of providing Corporate and SME Clients with proven, objective-led business performance improvement solutions. Prosell has built its reputation by partnering with companies large and small, in industries across the broadest business spectrum.

Based on its research Prosell has identified 20 key competencies across 4 topics that are vital in delivering high quality execution.

The key to evaluating how well these competencies have been mastered within your sales operation is to collect data that allows an objective analysis to be made. To help you build a snapshot your own operation, on the following pages each competency is listed with a supporting definition together with how you should evaluate it.

For each competency you should use the following scoring system:

- 1 = I disagree with this statement
- 2 = I am uncertain or neutral
- 3 = I agree with this statement

Once you have completed the snapshot you can create your own analysis or alternatively send it to [Prosell](#) by post or fax and we'll create a graphed analysis for you.

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<b>Interactive Skills</b>		<b>Score</b>
Personal Dexterity	Ability to adapt to different customer types (e.g. high v low reactor)	
	Evaluated by in-call execution observation	
Relationship Skills	Ability to build trust, manage expectations and deal with conflict	
	Evaluated by in-call execution observation Evaluated by frequency of post-implementation issues	
Questioning Skills	Ability to identify, develop and gain agreement to customer requirements	
	Evaluated by use of need development questions during in-call execution observation	
Meeting Process Skills	Ability to open sales calls with clear objectives and close calls with agreed actions	
	Evaluated by in-call execution observation	
Presentation Skills	Ability to plan, structure and present a persuasive argument	
	Evaluated by standard of written proposals Evaluated by observation of sales presentation or demonstration	
<b>Total Interactive Skills score out of possible maximum of 15</b>		

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<b>Company Knowledge</b>		<b>Score</b>
Company Knowledge	Ability to access company resources required to fulfil sales role	
	Evaluated by ability to access information and required support to help win sales and implement solutions	
Process Knowledge	Ability to deliver solutions without causing a strain on internal processes & systems	
	Evaluated by frequency of complaints from other departments (finance, support, logistics, etc)	
Organisation Alignment	Ability to act as a 'customer advocate' by utilising internal networks	
	Evaluated by frequency of unresolved customer issues (billing, service, etc)	
Product Knowledge	Ability to articulate product capabilities, applications and benefits relative to customer requirements	
	Evaluated by use of benefits statements during in-call execution observation	
	Evaluated by standard of written proposals Evaluated by interview	
Understanding of Value Proposition	Ability to articulate organisation's value and positioning	
	Evaluated by use of benefits statements during in-call execution observation	
	Evaluated by standard of written proposals Evaluated by interview	
<b>Total Company Knowledge score out of possible maximum of 15</b>		

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<b>Market Knowledge</b>		<b>Score</b>
Customer Knowledge	Ability to capture and document information on structure, 'political mapping', priorities and challenges	
	Evaluated by depth & accuracy of customer records	
Competitive Awareness	Ability to identify competitive activity within clients & prospects and recognise potential threats	
	Evaluated by in-call execution observation Evaluated by level of opportunity losses to competition	
Competitive Positioning	Ability to successfully position own company and product proposition against competitors	
	Evaluated by use of benefits statements during in-call execution observation	
	Evaluated by standard of written proposals Evaluated by level of opportunity losses to competition	
Vertical Market Knowledge	Ability to recognise and understand implications of trends in customer and prospect environments	
	Evaluated by pre-call planning Evaluated by use of need development questions during in-call execution observation	
Business Awareness	Ability to understand and use knowledge of general business practice to create value	
	Evaluated by pre-call planning Evaluated by use of need development questions during in-call execution observation	
<b>Total Market Knowledge score out of possible maximum of 15</b>		

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<b>Strategic Thinking</b>		<b>Score</b>
Campaign Planning Skills	Ability to create and execute sales campaign plans	
	Evaluated by pre-call planning	
	Evaluated by use of objective qualification process Evaluated by accuracy of sales forecasting	
Account Development Planning Skills	Ability to create and execute plans to develop customer revenue and loyalty	
	Evaluated by documented account development plan	
	Evaluated by increase in customer spend over time	
Territory Planning Skills	Ability to segment a territory and create a coverage strategy to meet territory development objectives	
	Evaluated by level of target achievement	
	Evaluated by presentation of coverage strategy	
Qualification Skills	Ability to accurately assess sales opportunities	
	Evaluated by use of objective qualification process	
Sales Pipeline Skills	Ability to prospect for and develop a sales pipeline sufficient to deliver revenue plan	
	Evaluated by level of target achievement	
	Evaluated by size of pipeline	
	Evaluated by strategy for new business generation	
<b>Total Strategic Thinking score out of possible maximum of 15</b>		