

Sales Competencies

Developed By Using The Sales Activator®

Whether or not your organisation is using a set of defined sales competencies as a framework to fairly assess and develop your performance, it is beneficial to appreciate the specific sales competencies that are addressed through the different resources contained within The Sales Activator®.



“Natural abilities are like natural plants, they need pruning by study.”

Francis Bacon

ACTIVITY MANAGEMENT COMPETENCIES

- Plans activities to increase sales results
- Dedicates sufficient time to developing business with existing customers
- Manages pipeline for speedy progression of prospects to customers
- Allows time for prospecting new customers
- Can identify a criteria for an ideal customer
- Adopts a system for generating customer referrals
- Uses an effective strategy to generate leads
- Applies a logical process to determine which prospects to contact first
- Demonstrates the use of a prospect nurturing system
- Makes appointments with new prospects in a professional manner
- Communicates effectively on the telephone
- Allocates a sales probability rating for every prospect
- Can demonstrate conversion ratios for each step in the sales process
- Manages the post-sale follow-up to build a strong customer relationship
- Uses a process to minimise risk of losing customers
- Actively develops additional business from existing customers

CONSULTATIVE SALES COMPETENCIES

- Sets goals and customer objectives that are SMART
- Demonstrates flexibility
- Conveys enthusiasm and confidence
- Shares and states clear expectations with prospects and customers
- Demonstrates high rapport building skills
- Actively listens to others
- Identifies and agrees specific requirements through effective questioning
- Uncovers each prospect's pain or problem
- Makes self understood clearly and concisely with customers and colleagues
- Checks for understanding
- Anticipates responses and addresses questions positively
- Presents products/services that are aligned to customer requirements
- Understands the difference between a feature and a benefit
- Builds customer confidence and trust
- Creates agreements that are fair to all parties
- Prepares thoroughly for negotiations
- Handles objections with confidence and empathy
- Sells on value rather than price
- Closes deals at the appropriate time