

Selling Skills questionnaire

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Introduction

The Selling Skills Questionnaire assesses factors that influence sales performance - for example, interpersonal skills, sales competencies and technical knowledge. These factors represent some of the latest thinking on what lies behind star performance. They have been distilled from analysis of sales competency models and research findings. The key purpose of the questionnaire is to help you continuously improve your sales performance and reach your sales potential.

The purpose of this report is to challenge your view about your selling skills and offer some ideas about where you might focus your development efforts. What matters most, however, is that you assess what it takes to do your job superbly and you assess whether you have these qualities. You must be ready to learn and change and you must be motivated.

We suggest you focus on clear, measurable and achievable goals, you seek support from mentors or coaches and you ask for feedback from bosses and peers. Take the long view because some selling skills take time and practice to acquire.

Please keep in mind that this report has been generated by a computerized expert assessment system and substantially reflects the answers made by you. Due consideration must be given to the subjective nature of questionnaire-based ratings. We can accept no liability for the consequences of the use of this report and this includes liability of every kind for its contents.

Selling Skills Profile

The profile chart below illustrates your profile on the sales competencies assessed by the questionnaire.

You scored 8 or above on Listening and Achievement. These seem to be the strengths of how you currently operate. This does not mean that you should stop developing your knowledge and skills in these areas. On the contrary, keep on continually developing them, exploit them and consider how to pass them on to others. However, we also recommend that since you seem to do these things pretty well, you can afford to reflect on whether sharpening your act in some of the areas where you got lower scores would significantly raise your overall game.

You scored between 4 and 7 on Resilience, Adaptability, Product Expertise, Customer Orientation, Negotiating, Teamwork, Competitor Awareness, Communication, Conscientiousness and Self-Awareness. These are mid-range skills that could become strengths with more learning and practice. Within this range, a score of 7 represents a pretty well-developed skill bordering on a strength and a score of 4 can be interpreted as a less well-developed skill bordering on a weakness. The next section of the report identifies hallmark behaviours for each competence. Think about how far you demonstrate these hallmark behaviours and whether sharpening your act in any mid-range areas would raise your overall game. Think carefully about where to focus your learning. We are not suggesting that you try and turn every mid-range skill into a strength.

You scored 3 or less on Prospecting. This is a possible weakness of how you presently operate. The issue here is whether this is preventing you from being a good all-rounder or preventing you from reaching your potential in the future. Consider whether putting effort into this area could have a dramatic impact on your overall performance or potential for advancement.

Potential Development Need			Scope for Development				Potential Strength			Sales Competency
1	2	3	4	5	6	7	8	9	10	
.	<	...	>	.	Listening
.	<	...	>	.	Achievement
.	.	.	.	<	...	>	.	.	.	Resilience
.	.	.	.	<	...	>	.	.	.	Adaptability
.	.	.	.	<	...	>	.	.	.	Product Expertise
.	.	.	.	<	...	>	.	.	.	Customer Orientation
.	.	.	<	...	>	Negotiating
.	.	.	<	...	>	Teamwork
.	.	.	<	...	>	Competitor Awareness
.	.	.	<	...	>	Communication
.	.	<	...	>	Conscientiousness
.	.	<	...	>	Self-Awareness
...	>	Prospecting

Listening: Potential Strength

You scored 8 on Listening. This is a higher than average score. About 15% of salespeople who have completed the questionnaire score 8 or higher. This is a potential strength of your profile but there are still things you may want to work on to develop your capabilities even further. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Connecting with your customers	Listening actively to what customers say they need	Spotting key power relationships within the buyer's company
Ensuring customers feel they have been listened to	Picking up nonverbal signals from customers	
Showing interest in customers' views and ideas	Clarifying your understanding of the buyer's requirements with them	
Sensing customers' needs	Listening without interrupting	
Acknowledging what customers tell you about their needs	Helping customers to express their needs	
Being warm and genuine with customers		

Achievement: Potential Strength

You scored 8 on Achievement. This is a higher than average score. About 15% of salespeople who have completed the questionnaire score 8 or higher. This is a potential strength of your profile but there are still things you may want to work on to develop your capabilities even further. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Taking calculated risks Believing in your ability to achieve things Displaying drive and determination Seizing opportunities to make a sale Striving to achieve all you can Carrying out sales activities quickly	Setting yourself challenging goals Identifying actions to achieve your sales goals Displaying enthusiasm and commitment Going the extra mile to achieve a sale Working hard to achieve your sales targets	Taking a long term perspective

Resilience: Scope for Development

You scored 6 on Resilience. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Maintaining a positive "can do" attitude	Handling rejections from buyers positively	Controlling your feelings and emotions
Seeing setbacks as manageable	Handling growing pressure to sell more	Staying optimistic when you lose a sale
Managing yourself under stress	Keeping focused under pressure	
Using positive affirmations and self-talk	Making decisions under pressure	
	Maintaining a work life balance	
	Persisting in the face of difficulties	

Adaptability: Scope for Development

You scored 6 on Adaptability. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Adapting your sales tactics and approach to the buyer's situation Recognising the need to continually improve your products Cutting through red tape	Identifying innovative solutions for customers Handling multiple demands and changing priorities Challenging the status quo internally to bring about change Bending rules to deliver what the buyer wants Absorbing information about product changes Encouraging customers to tell you about product improvements they would like to see Feeding back customer views and ideas to improve your products Generating ideas about how to improve sales	Responding flexibly to buyers' requests for changes to product specifications

Product Expertise: Scope for Development

You scored 6 on Product Expertise. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Answering detailed questions about your products and services	Recognising that the customer has a problem that you can solve	Convincing customers that what you are selling will solve their problems
Understanding the problems that your products and services solve	Explaining the bottom line value of your products and services	Explaining how you can increase the buyer's profitability
Explaining the features and benefits of your products and services	Persuading buyers yours is the best solution	Quantifying the cost to the buyer of not having your products and services
Showing that you are knowledgeable about your product line	Selling the company's track record	
	Understanding your company's selling procedures	

Customer Orientation: Scope for Development

You scored 6 on Customer Orientation. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Identifying solutions that meet the buyer's requirements	Excelling in satisfying your customers	Customising products and services for buyers
Getting inside the customer's head	Understanding your customers' buying processes	
	Diagnosing the critical issues facing the buyer	
	Understanding your customers' buying motives	
	Tracking changes in customers' requirements and expectations	
	Working in the best interests of the customer	
	Understanding your customers' markets and products	
	Finding ways to increase your customers' profitability	
	Building partnership	

Negotiating: Scope for Development

You scored 5 on Negotiating. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Recognising negotiating opportunities	Preparing for negotiations with buyers	Understanding the buyer's objectives
Making proposals in negotiations	Achieving win-win outcomes	Working out what the buyer will settle for
Recognizing closing opportunities	Defining negotiating objectives	Reading emotional cues during negotiations
	Clarifying the details of a sales agreement	Making convincing final offers
	Trading and bargaining with customers	

Teamwork: Scope for Development

You scored 5 on Teamwork. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Being friendly and cooperative with team members	Collaborating with colleagues Sharing information with team members Helping to build the sales team's identity Sharing credit for sales successes with other people Sharing information and ideas with team members Sharing responsibility for the team's successes and failures Offering help and support to other members of the team Accepting other team members' strengths and weaknesses Showing commitment to the	Committing to make the team a success

Competitor Awareness: Scope for Development

You scored 5 on Competitor Awareness. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Knowing whom you are competing against	Differentiating your products and services	Understanding your competitors' strategies
Monitoring your competitors' product innovations	Focusing discussions with buyers on areas where you are strong and competitors are weak	Capitalising on competitors' weaknesses
	Dealing with competitors' advantages that buyers raise	
	Analysing your competitors' offerings	
	Observing the actions of your competitors	
	Seeing competitors' strengths and weaknesses from the buyer's perspective	
	Determining where competitors are vulnerable	
	Keeping one eye on the competition	

Communication: Scope for Development

You scored 5 on Communication. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Explaining the benefits of what you are selling to the buyer	Convincing customers that you can deliver	Selling yourself as a consultant
Gaining customers' trust and respect	Dealing with customers' scepticism and objections	Giving good sales presentations
Establishing credibility quickly	Making customers feel good about a purchase	Displaying charisma and self-assurance
	Knowing when and how to express emotion	
	Crafting a unique sales pitch for prospective clients	
	Expressing yourself clearly	

Conscientiousness: Scope for Development

You scored 4 on Conscientiousness. This is a mid-range score bordering on a potential weakness. About 70% of salespeople who have completed the questionnaire score in the range 4 - 7. About 15% obtain a score of 4. Although you have a mid-range score, it is on the low side pointing towards a potential development need. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Paying attention to the detail	Planning sales activities	Scheduling sales activities
Finishing projects that you start	Using a time management system	Preparing sales presentations
	Gaining a reputation for reliability	Using a contact management system
	Turning up for meetings on time	Making sales calls and follow-ups as planned
	Managing your territory cost-effectively	
	Considering the consequences before you act	

Self-Awareness: Scope for Development

You scored 4 on Self-Awareness. This is a mid-range score bordering on a potential weakness. About 70% of salespeople who have completed the questionnaire score in the range 4 - 7. About 15% obtain a score of 4. Although you have a mid-range score, it is on the low side pointing towards a potential development need. The table below provides pointers for development.

Potential Strength	Scope for Development	Potential Development Need
Learning from your successes and failures	Recognising how your emotions affect your sales performance	Finding out how buyers perceive you
Showing a sense of humour	Holding yourself accountable for meeting sales targets	Reflecting on your sales performance
Meeting promises and obligations to customers	Exploiting your strengths	Asking for feedback from buyers
	Keeping in touch with your feelings	Taking action to develop your selling skills
		Thinking about what you are doing

Prospecting: Potential Development Need

You scored 1 on Prospecting. This is a very low score that is achieved by about 2% of salespeople who have completed the questionnaire. This could be an important area to work on if you judge that increasing your knowledge and skills in this area would have a significant impact on your sales performance. The table below highlights possible areas to work on.

Potential Strength	Scope for Development	Potential Development Need
	Advancing sales relationships	<ul style="list-style-type: none"> Getting high quality leads Turning phone calls into appointments Getting into the buying centre Finding new markets for your products and services Turning prospects into customers Identifying the powerful buyers Obtaining referred leads Obtaining repeat business Closing sales quickly Gaining appointments with buyers Overcoming the fear of