

Ideal Candidate Profile

This is a sampling of the items you might include in your Ideal Candidate Profile. Of course, the numbers may vary based on your organization. But you can use this as a guide as you look for sellers to join your team.




Outputs

What a seller might be expected to produce

<ul style="list-style-type: none"> <input type="checkbox"/> Fill the pipeline with 5 new opportunities per month <input type="checkbox"/> Lead opportunity from creation to commitment <input type="checkbox"/> Complete thorough needs discoveries <input type="checkbox"/> Drive demand for value-added offerings <input type="checkbox"/> Match buyer needs and our solutions <input type="checkbox"/> Craft compelling and persuasive semi-custom proposals 	<ul style="list-style-type: none"> <input type="checkbox"/> Craft and deliver compelling and persuasive presentations <input type="checkbox"/> Negotiate and maintain premium pricing <input type="checkbox"/> Win 50% of all qualified prospects <input type="checkbox"/> Achieve target at \$1,200,000 in business this year <input type="checkbox"/> Achieve 70% year over year repeat business
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Competencies

Knowledge, Skills, and Attributes of an ideal seller candidate

		
<h4>Knowledge</h4>	<h4>Skills</h4>	<h4>Attributes</h4>
<p>About buyers</p> <ul style="list-style-type: none"> <input type="checkbox"/> How client businesses work <input type="checkbox"/> Client industries and trends <input type="checkbox"/> How buyers buy our offerings <input type="checkbox"/> Buyer-specific solution crafting <p>About us</p> <ul style="list-style-type: none"> <input type="checkbox"/> Industry <input type="checkbox"/> Value proposition/key messaging <input type="checkbox"/> Capabilities <input type="checkbox"/> Competition <input type="checkbox"/> Sales process and strategy 	<ul style="list-style-type: none"> <input type="checkbox"/> Lead generation and prospecting <input type="checkbox"/> Sales opportunity management <input type="checkbox"/> Consultative sales conversations <input type="checkbox"/> Selling new ideas; drives change <input type="checkbox"/> Persuasive presentations <input type="checkbox"/> Negotiation <input type="checkbox"/> Executive relationship development <input type="checkbox"/> Account management 	<ul style="list-style-type: none"> <input type="checkbox"/> Drive to succeed <input type="checkbox"/> Conceptual thinking <input type="checkbox"/> Curiosity <input type="checkbox"/> Sense of urgency <input type="checkbox"/> Assertiveness <input type="checkbox"/> Money orientation <input type="checkbox"/> Performance orientation <input type="checkbox"/> Gravitas <input type="checkbox"/> Business acumen <input type="checkbox"/> Perseverance <input type="checkbox"/> Integrity <input type="checkbox"/> Emotional intelligence <input type="checkbox"/> Focus and executive functioning

Note: Review the Menu of Common Seller Skills, Attributes, and Knowledge for additional seller competencies.