

Menu of Common Seller Skills, Attributes, and Knowledge



Common Seller Skills

Generates referrals Energetically prospects over the long-term Implements organized prospecting campaians Devotes enough time and energy to prospecting **WINNING THE SALE** Hyper-personalizes prospecting communications Prospects successfully through multiple channels and tools sales process Pursues opportunities with the right intensity Proactively leads process to grow accounts

Researches buvers comprehensively Leads thorough needs

- discoveries Asks the right questions
- Asks enough questions
- Is patient to allow all needs to surface Listens actively
- Changes buver thinking about needs
- Dives deep to surface hidden needs
- Maximizes cross and

Educates buyers with new ideas about what to buy Displays expertise about

- how to apply offerings Collaborates with buvers
- to craft solutions Crafts compelling solutions
- Influences buyer thinking about what to buy
- Builds excellent responses to RFPs

 Makes the overall value case

- Presents solutions persuasively
- Communicates strong, defensible ROI cases
- Inspires confidence buyers will achieve results
- Highlights results achieved by others
- Makes effective differentiation cases

 Leads the negotiation process

- Understands power and leverage
- Creates value-based solutions to problems
- Knows when to walk away Manages buyer
- negotiation tactics Manages own and buyer
- emotions Overcomes price pressure and maintains margins
- Trades for value and doesn't cave

 Leads highly effective finalist presentations

- Overcomes objections Outsells the competition in competitive bids
- Builds a sense of urgency for action
- Gains commitment

Opportunity Management

- Qualifies opportunities rigorously throughout the
- Uncovers and understands the buying process
- Uncovers decision makers and decision roles
- Develops buyer champions
- Adjusts selling process to align with the buying
- Develops strong action plans to win major opportunities
- Organizes resources needed to win sales

Account Management

- Explores and identifies compelling untapped value
- Builds compelling, defensible account plans Implements account growth plans rigorously
- Develops enterprise-level relationships
- Collaborates deeply with account leaders
- Ensures success and satisfaction with existing purchases
- Builds trust and collaborates internally to grow accounts

Relationships

- Connects personally
- Builds long-term, value-based relationships Presents self professionally
- Inspires confidence and trust with executives
- Inspires buvers to seek seller for advice

Conversations

- Balances advocacy and inquiry
- Leads individual sales conversations effectively
- Leads multi-person sales conversations effectively
- Tells good stories
- Delivers highly persuasive presentations
- Communicates compellingly in written form

Influence

- Collaborates deeply with buyers across the buying process
- Inspires buyers with new ideas and perspectives
- Makes strong ROI cases
- Displays expertise about company offerings

Productivity

- Is very proactive
- Holds self accountable
- Manages time for best results

- Maximizes time spent on important activities
- Focuses on own priorities; doesn't get derailed by others
- Sustains energy for long periods

- Gets most done in time available
- Changes habits when needed for best success
- Doesn't get distracted

Sales Management and Coaching

Sales Trainina

Sales Performance Environment

Topics essential to most seller role success

Topics often, but not always, essential to seller role success Topics that influence seller success they do not control (organizational factors)

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Menu of Common Seller Skills, Attributes, and Knowledge



Common Seller Attributes

Background

- Education
- Specialties
- Selling experience
- Geographies
- Languages
- Rolodex
- Expertise area(s)

General Characteristics

- Assertiveness
- Integrity
- Confidence
- Sincerity
- Professionalism
- Emotional intelligence
- Gravitas
- Perceptivity
- Presence
- Humility
- Sense of humor
- Enthusiasm
- Likeability
- Flexibility
- Outlook/positivity
- Stress tolerance
- Poise
- Energy/vibe
- Leadership
- Risk-taking
- Cultural sensitivity

Selling Characteristics

- Customer focus
- Relationship development
- Money orientation
- Ambition
- Consultative orientation
- Influence
- Curiosity
- Collaboration
- Courage
- Empathy
- Resilience
- Resourcefulness
- Boldness
- Stress tolerance
- Teamwork

Intellectual Capacity

- Financial acumen
- Clock speed
- Learning capacity
- Logic
- Problem-solving
- Written communication
- Visual communication
- Articulateness
- Detail orientation
- Conceptual thinkingSystems thinking
- Business acumen

Productivity/Work Habits

- Proactivity
- Motivation
- Initiative
- Success drive
- Perseverance
- Sense of urgency
- Ability to focus
- Delivers under pressure
- Time management
- Accountability
- Decision making
- Self-belief
- Organization
- Planning orientation
- Works independently
- Dealing with ambiguity
- Coachability
- Trainability

Common Seller Knowledge

- Our market
- Our competition
- Our offerings (products/services, solutions)
- Customer needs
- Expectations, goals, and action plan clarity
- Sales process, strategy, playbooks, and assets
- Post-sale delivery and implementation
- Account development

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