

## CONSULTATIVE SELLING INSIGHTS - SKILLS ASSESSMENT

**PART ONE:** Over the past several years, The Walker Consulting Group has been asking sales professionals, sales managers, and senior executives to rank the following skills in terms of their importance in generating an effective sales effort. To date, we have collected thousands of responses.

Your task is to anticipate how they responded. Place a “1” by the skill which you think they said was the most important, a “2” by the second most important, and so on through “10”, the least important. Remember you are trying to anticipate how others have responded to the survey.

 Be sure to list your ranking from 1–10 in the far LEFT column only.

Your ranking	Survey says	Difference	
	7		Negotiating effectively
	1		Listening skills
	4		Making a compelling sales presentation or demonstration
	10		Maintaining accurate sales records
	5		Following up with customers
	9		Conducting a competitive analysis
	3		Understanding customers' critical needs
	8		Asking for the sale (closing skills)
	2		Gaining access to key decision makers
	6		Diffusing objections
<b>TOTAL⇒</b>			

**PART TWO: Strengths Inventory.** Take a second look at the list of selling skills. Using the scale below, how would you evaluate the strengths of your sales team? As you make your evaluation please consider your sales team as a whole.

Strengths Score	1 = Urgently needs development 2 = Needs development 3 = Meets expectations 4 = Strong 5 = Very Strong
	Negotiating effectively
	Listening skills
	Making a compelling sales presentation or demonstration
	Maintaining accurate sales records
	Following up with customers
	Conducting a competitive analysis
	Understanding customers' critical needs
	Asking for the sale (closing skills)
	Gaining access to key decision makers
	Diffusing objections

**PART THREE: Additional Selling Skills.** What additional skills do you think your sales team could use in their efforts to develop and maintain an effective sales effort? Using the same scale above, how would you score their strengths on each of these skills?

Strengths Score	Skills