

Selling Skills Questionnaire

Company		No of External Sales People	
Name		No of Internal Sales People	
Position		No of Customer Service People	
Date		No of Pre-Sales People	

Take 60 seconds and score each of the points below that are both relevant and or important in your business.

Please score each of the following statements out of 5.

1 out of five being a serious problem; 5 out of 5 being no problem, we are perfect.

1.	FINDING NEW SALES OPPORTUNITIES		
Score 1 - 5	Challenge		
	Do our Sales people always have something else to do when it comes to time for prospect?		
	Do our Sales people have a clearly defined profile of what our perfect prospect looks like?		
	Do our Sales people have the skills to prospect, online and offline?		
	Do our Sales people have the confidence to prospect for new business?		
	Do our Sales people get in front of enough new prospects?		
	Do our Sales people rely on marketing for leads?		
	Do our Sales people get enough referrals?		
2.	Closing New Business Opportunities		
Score 1 - 5	Challenge		
	Do our Sales people close enough new business?		
	Do our Sales people talk with enough decision makers?		
	Do our Sales people rely on discounting to win new business?		
	Do our Sales people know what differentiates us from the competition?		
	Do our Sales people consistently articulate why prospects should buy from us, versus maintaining their status quo?		
	Do our Sales people give lots of presentations but close only a few?		
	Do our Sales people effectively, proactively and accurately manage their sales pipeline?		
3.	Retaining & Growing Client Accounts		
Score 1 - 5	Challenge		
	Do our Sales people have and follow a client retention strategy?		
	Do our Sales people only have one contact in any of our accounts?		
	Do our Sales people consistently follow their Key Account Planning?		
	Do our Sales people actively seek out new opportunities in our client accounts and sell across our portfolio?		
	Do our Sales people over commit to clients causing needless pressure on other parts of our business?		
	Do our Sales people know how to control the sales conversation?		
	Do our Sales people have the skills or confidence required to negotiate with Senior Executives?		
Finding		Out of a possible 35	Please note these figures are only a guide due to the many variables involved.
Closing		Out of a possible 35	
Growing		Out of a possible 35	
TOTALS		Out of a possible 105	