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## Sales Skills Index™

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Provided By



**The Sales Coaching Institute**  
PRODUCTIVITY TRAINING FOR SALES AND SALES MANAGEMENT



## Introduction

The Sales Skills Index is an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, "Can this person sell?" Like any profession, selling has a body of knowledge related to its successful execution. It is this knowledge that the Sales Skills Index measures.

Although dealing with the issue of whether a person can or cannot sell is an essential component in predicting or improving sales success, it is certainly not the only one required for optimum sales performance. Behavior, attitude, and personal interests and values are other areas to consider.

Understanding effective sales strategy can help lead you to success as long as you can implement it. However, just knowing it is not enough, you must utilize what you know.

This report will give you feedback on your strengths and weaknesses. From this you can develop a plan to overcome your weaknesses. Knowledge of one's strengths and weaknesses, along with a desire to be the best you can be, will allow you to target your professional sales growth.



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## Category Analysis

**PROSPECTING / QUALIFY:** The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

**(5/13)** 39% of the time you chose the most effective strategy

**(4/13)** 31% of the time you ranked the second most effective strategy as your first choice

**FIRST IMPRESSION / GREETING:** The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his or her sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

**(5/9)** 56% of the time you chose the most effective strategy

**(4/9)** 44% of the time you ranked the second most effective strategy as your first choice

**QUALIFYING / QUESTIONS:** The questioning and detailed needs analysis phase of the face-to-face sale, this step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.

**(4/7)** 57% of the time you chose the most effective strategy

**(2/7)** 29% of the time you ranked the second most effective strategy as your first choice



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## Category Analysis

**DEMONSTRATION:** The ability of the salesperson to present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.

- (5/9)** 56% of the time you chose the most effective strategy
- (2/9)** 22% of the time you ranked the second most effective strategy as your first choice

**INFLUENCE:** What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

- (4/6)** 67% of the time you chose the most effective strategy
- (1/6)** 17% of the time you ranked the second most effective strategy as your first choice

**CLOSE:** The final phase of any selling system. This step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

- (8/10)** 80% of the time you chose the most effective strategy
- (2/10)** 20% of the time you ranked the second most effective strategy as your first choice

**GENERAL:** This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

- (8/13)** 62% of the time you chose the most effective strategy
- (4/13)** 31% of the time you ranked the second most effective strategy as your first choice



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## Question Analysis

### QUESTION ANALYSIS

- 39 times chose the MOST effective strategy
- 19 times chose the SECOND most effective strategy as #1
- 3 times chose the THIRD most effective strategy as #1
- 6 times chose the LEAST effective strategy as #1

### LEAST EFFECTIVE STRATEGY ANALYSIS

Please review the following questions. In these situations you selected the least effective strategy as the most effective strategy. For each question listed, the most effective strategy is provided for your review.

5. Very early in your presentation, the prospect says, "How much is it?" You should:
  - D. Advise the prospect you will be discussing the price once you cover the benefits he will receive.
  
8. You approach your prospect and discover the person you are seeing is not in a position to make any type of buying decision. You should:
  - A. Continue to sell in order to develop an internal advocate.
  
11. If your prospect says, "I need to do some research regarding you and your company." You should:
  - C. Ask specifically what he would like to research.
  
20. During your presentation, the prospect continually asks for your "absolute best price." You should:
  - B. Say "I can only provide you the best price when I know if our product or service will meet your needs."



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## Question Analysis

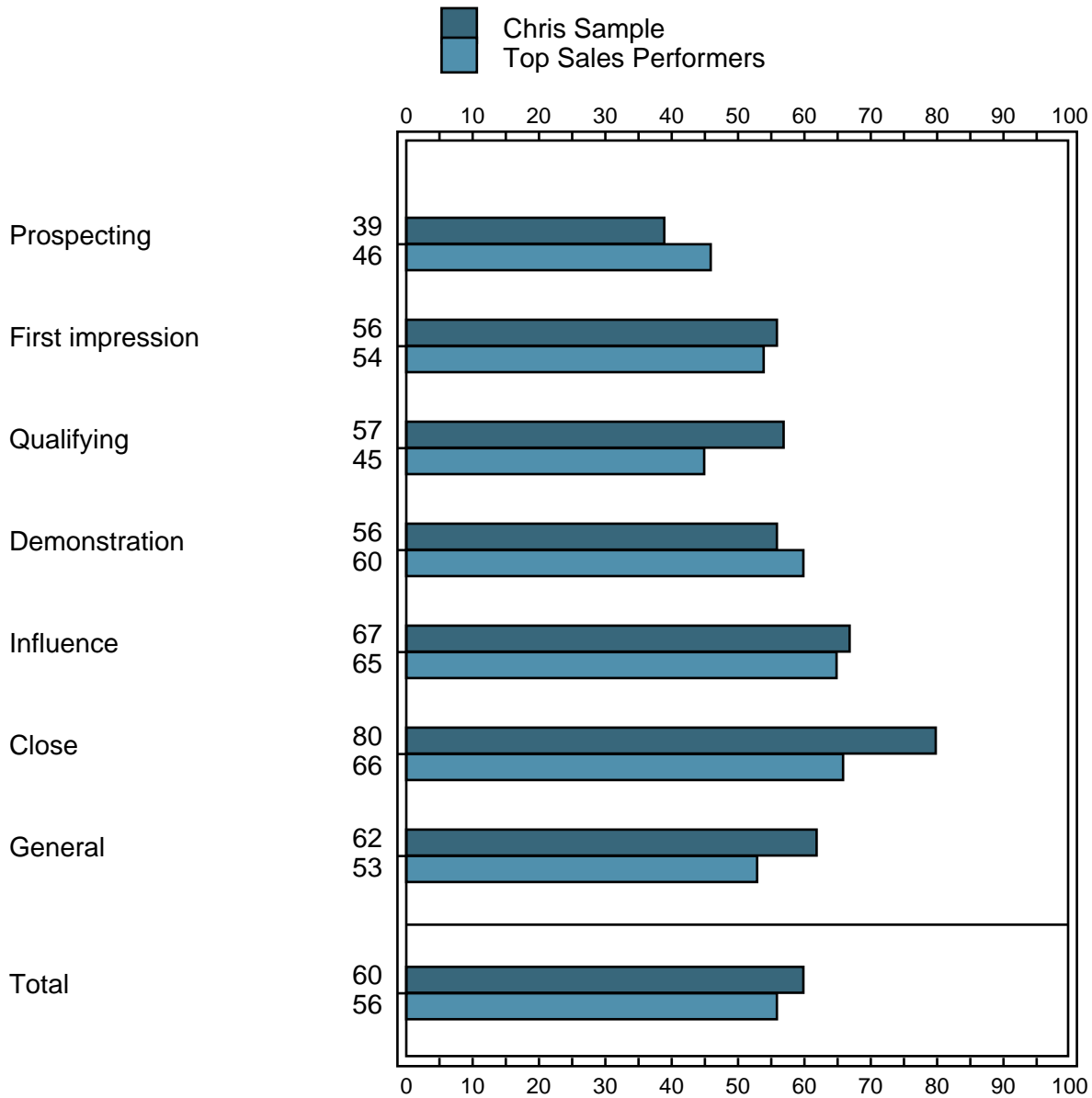
23. You send literature to a prospect. In placing your call to gain an appointment, your primary objective should be:
- A. To determine if prospect received and read your literature.
35. Potential customers may be afraid of:
- A. Making a wrong decision.



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## Primary Effectiveness Rating

The following graph illustrates YOUR understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area the stronger your specific understanding of what is required to be successful in the sales process.

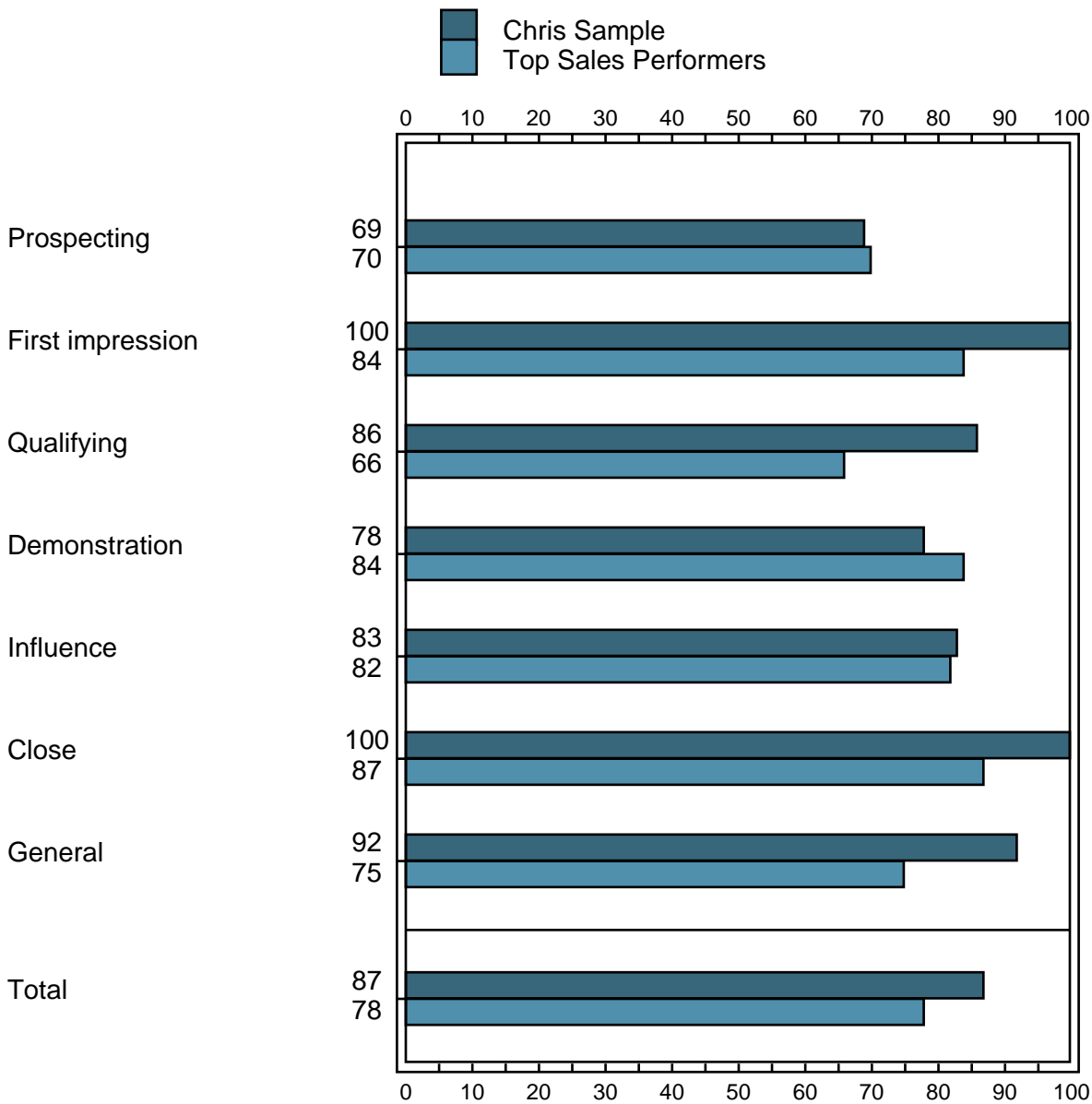




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## Primary and Secondary Effectiveness Rating

This graph illustrates your overall knowledge of the most and second most effective sales strategies. The higher your score in any segment, the better your broad understanding of the overall sales strategy required in that step of a successful sale.







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## Understanding What Not to Do

Knowing what NOT to do in a given sales situation can be just as important as knowing what to do. Your understanding of what NOT to do will keep you from building barriers to a successful presentation. A HIGH SCORE indicates that you have a strong understanding of what strategies to avoid when selling.

