# SALES SKILLS ASSESSMENT

Complete the following sales skills assessment to analyze your performance and to uncover any hurdles or opportunities for growth.

### PRODUCTIVITY

I have built a robust sales pipeline, and I regularly track those opportunities.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

I track my sales activity using a CRM that provides real-time insight.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

I utilize technology platforms (ex. LinkedIn) and networking or industry groups as a critical part of my sales process.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

TOTAL

**PRODUCTIVITY SKILL LEVEL**

12 or Above:

High

7 to 12:

Medium

6 or Below:

Low

Points are A = 5, B = 4, C = 3, D = 2, E = 1



# SALES SKILLS ASSESSMENT

### SUCCESS

I set personal goals and actions each month/quarter to keep me on track for achieving my annual sales goals.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

When I realize I’m getting off track with my goals, I seek help from others.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

I assess my quarterly sales action plan to validate that I’m on track and successful.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

TOTAL

**SUCCESS SKILL LEVEL**

12 or Above:

High

7 to 12:

Medium

6 or Below:

Low

Points are A = 5, B = 4, C = 3, D = 2, E = 1



# SALES SKILLS ASSESSMENT

### TEAM PLAYER

I willingly roleplay sales scenarios to learn and grow with my team.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

I share best practices with my peers and implement best practices learned from others.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

TOTAL

Points are A = 5, B = 4, C = 3, D = 2, E = 1

**TEAM PLAYER SKILL LEVEL**

8 or Above:

5 to 7:

4 or Below:

High Medium Low


### PROSPECT / CLIENT INTERACTION

Prior to meeting with a prospect, I research the company and the individual.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never



# SALES SKILLS ASSESSMENT

### PROSPECT / CLIENT INTERACTION

I make it a priority to understand a prospect or client’s needs to ensure I can provide the right solution.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

I clearly communicate next steps and expected time frame with clients and/or prospects.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

I solicit input and feedback from my clients to learn how I can serve them better.

1. Always
2. Almost Always
3. Sometimes
4. Rarely
5. Never

TOTAL

**PROSPECT / CLIENT INTERACTION SKILL LEVEL**

16 or Above:

High

9 to 15:

Medium

8 or Below:

Low

Points are A = 5, B = 4, C = 3, D = 2, E = 1




# SALES SKILLS ASSESSMENT

Take the total from all of the skills assessments above to determine your Sales Skills Grand Total

**SALES SKILLS GRAND TOTAL**

50 or Above:

You have a good sales foundation; keep looking for ways to challenge yourself and grow as a sales professional.

## 37 to 49:

You have a good sales foundation to build on, but you have additional opportunities for growth; target an area of weakness for further development.

## 36 or Below:

You have some foundational sales elements in place; shoring up some of your weakest areas will allow you to execute better and grow in your craft.

### MY TOP SALES SKILL STRENGTH AREA(S) IS/ARE:

**THE SALES SKILL AREA(S) I COULD FURTHER DEVELOP IS/ARE:**