

SALES SKILLS EVALUATION

Complete the following sales skills evaluation 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.

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

TOTAL _____

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

PRODUCTIVITY SKILL LEVEL



12 or Above:
High



7 to 12:
Medium



6 or Below:
Low

SALES SKILLS EVALUATION



SUCCESS

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

TOTAL _____

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

SUCCESS SKILL LEVEL



12 or Above:
High



7 to 12:
Medium



6 or Below:
Low

SALES SKILLS EVALUATION



TEAM PLAYER

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

TOTAL _____

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

TEAM PLAYER SKILL LEVEL



8 or Above:
High



5 to 7:
Medium



4 or Below:
Low



PROSPECT / CLIENT INTERACTION

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

SALES SKILLS EVALUATION



PROSPECT / CLIENT INTERACTION

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

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

- A. Always
- B. Almost Always
- C. Sometimes
- D. Rarely
- E. Never

TOTAL _____

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

PROSPECT / CLIENT INTERACTION SKILL LEVEL



16 or Above:
High



9 to 15:
Medium



8 or Below:
Low

SALES SKILLS EVALUATION

Take the total from all of the skills evaluation 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:
