



Sales Skills – B2B (SAL): Employer Feedback

Please check the 11 or so most important skills for this job. Although all of the following skills are important, **the checked competencies are required to qualify as an applicant.**

Check if required	Sales Skills	Skill
	1 Uses questions to obtain understanding of the customer's needs/goals/priorities	Analyzing Needs
	2 Networks customers for referrals to additional business opportunities	Analyzing Needs
	3 Asks questions to determine the customer's agreement/disagreement recommendations	Analyzing Needs
	4 Asks questions to identify/clarify reasons for customer resistance	Analyzing Needs
	5 Recognizes information most relevant and important to the sale	Active Listening
	6 Recognizes ambiguous or inconsistent statements; hears "between the lines"	Active Listening
	7 Recognizes the need to gather additional information	Active Listening
	8 Interacts with others in a polite and diplomatic manner	Manage Sales Process
	9 Adjusts priorities to accommodate unexpected customer needs	Manage Sales Process
	10 Negotiates with individuals from other functional areas within the organization to obtain needed assistance	Manage Sales Process
	11 Provides guidance to other team members	Manage Sales Process
	12 Demonstrates a willingness to compromise in order to obtain customer agreement.	Closing
	13 Sells value and emphasizes a solutions oriented sales approach	Closing
	14 Persists with selling efforts despite setbacks or customer resistance	Closing
	15 Recognizes the need for and uses additional sales/support resources (e.g., Sales Manager, etc.) to influence decisions	Closing
	16 Recognizes customer's buying signals and attempts to close the sale	Closing

The Job being considered is called: _____.

Individual completing Form

Organization

Phone

E-Mail

Date