



We measure **all 21 Sales Core Competencies**; not personality traits, intelligence, aptitude or behavioral styles.

21 Sales Core Competencies	
The Will to Sell	Strong Commitment for Sales Success
	Strong Desire for Sales Success
	Good Outlook
	Takes Responsibility
Sales DNA	No Need for Approval
	Supportive Buy Cycle
	Comfortable Talking about Money
	Controls Emotions
	Supportive Beliefs
	Rejection Proof
Tactical	Hunting Skills
	Posturing Skills
	Consultative Selling Skills
	Qualifying Skills
	Presentation Skills
	Closing Skills
	Relationship Building Skills
System & Strategy	Milestone-Centric Sales Process
	CRM Savvy
	Goal Orientated
	Mastery of Social Selling Tools

Our Sales Force Evaluation provides answers and **insights to difficult business questions** around sales performance, not vague irrelevant findings.

- How does sales leadership impact our sales force?
- What are our current sales capabilities
- How motivated are our salespeople and how are they motivated
- Why aren't we generating more new business?
- Are we reaching the actual decision makers?
- Why isn't our sales cycle shorter?
- Are we selling consultatively?
- Are we selling on price and who can become a value seller?
- Is our value proposition consistent?
- Can we close more sales?
- Do our systems and processes support a high performance sales organization?
- Are we being consistent with our sales process?
- How well are our sales leadership strategies aligned?
- Do we need to change our selection criteria?
- Is our ramp-up of new salespeople fast enough?
- Can we improve our pipeline and forecasting accuracy?
- Can we improve our sales culture?
- Who can become more effective in their roles?
- What are the short-term priorities for accelerated growth?