



# Sales Competencies Questionnaire

## Preparation Guide



## Sales Competencies Questionnaire

This guide is designed to help you understand what the Sales Competencies Questionnaire (SCQ) measures and how to complete it. The SCQ assesses a person's sales level, sales style, and sales competencies within a work context.

The SCQ will help you:

- benchmark your sales strengths and weaknesses against a very large international comparison group of sales people and sales managers;
- increase your awareness of how your sales style and skills impact on your performance;
- understand the sales level you are currently operating at, and identify areas you need to work on to improve your performance and reach your potential.

The SCQ will help your organization:

- benchmark the sales skills of staff with sales and marketing responsibilities;
- identify which employees are suitable for promotion to sales positions and which individuals need further development;
- design education programs to increase sales skills and improve sales and business performance.

## What the SCQ Measures

The Sales Competencies Questionnaire measures thirteen sales competencies covering three key areas of selling shown in the diagram below.





## Completing the Questionnaire

The questionnaire is presented on-screen in blocks of 39 statements which you are asked to rate on a 5-point scale ranging from 'Exceptional Strength' to 'Definite Improvement Area'.

Please consider the following points when you are completing the assessment:

- do the questionnaire when you are alert and free from interruptions;
- enter your responses by clicking on the appropriate rating for each statement. You must respond to every statement before you can go on to the next screen;
- complete the assessment from a work perspective as the assessment is designed to throw light on your sales style and competencies at work;
- try to be as discriminating as possible by using the full range of options on the 5-point response scale. You will not create a credible profile by rating yourself as highly skilled in every aspect of selling. There are checks built into the instrument to assess whether you are responding candidly and consistently.

## Feedback

The SCQ feedback report provides a concise summary of your sales style and skills, and the report provides a link to a development guide with practical tips and recommendations for performance improvement.