

selling skills questionnaire

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Report

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Introduction

The Selling Skills Questionnaire assesses factors that influence sales performance - for example, interpersonal skills, sales competencies and technical knowledge. These factors represent some of the latest thinking on what lies behind star performance. They have been distilled from analysis of sales competency models and research findings. The key purpose of the questionnaire is to help you continuously improve your sales performance and reach your sales potential.

The purpose of this report is to challenge your view about your selling skills and offer some ideas about where you might focus your development efforts. What matters most, however, is that you assess what it takes to do your job superbly and you assess whether you have these qualities. You must be ready to learn and change and you must be motivated.

We suggest you focus on clear, measurable and achievable goals, you seek support from mentors or coaches and you ask for feedback from bosses and peers. Take the long view because some selling skills take time and practice to acquire.

Please keep in mind that this report has been generated by a computerized expert assessment system and substantially reflects the answers made by you. Due consideration must be given to the subjective nature of questionnaire-based ratings. We can accept no liability for the consequences of the use of this report and this includes liability of every kind for its contents.

Selling Skills Profile

The profile chart below illustrates your profile on the sales competencies assessed by the questionnaire.

You scored 8 or above on Listening and Achievement. These seem to be the strengths of how you currently operate. This does not mean that you should stop developing your knowledge and skills in these areas. On the contrary, keep on continually developing them, exploit them and consider how to pass them on to others. However, we also recommend that since you seem to do these things pretty well, you can afford to reflect on whether sharpening your act in some of the areas where you got lower scores would significantly raise your overall game.

You scored between 4 and 7 on Resilience, Adaptability, Product Expertise, Customer Orientation, Negotiating, Teamwork, Competitor Awareness, Communication, Conscientiousness and Self-Awareness. These are mid-range skills that could become strengths with more learning and practice. Within this range, a score of 7 represents a pretty well-developed skill bordering on a strength and a score of 4 can be interpreted as a less well-developed skill bordering on a weakness. The next section of the report identifies hallmark behaviours for each competence. Think about how far you demonstrate these hallmark behaviours and whether sharpening your act in any mid-range areas would raise your overall game. Think carefully about where to focus your learning. We are not suggesting that you try and turn every mid-range skill into a strength.

You scored 3 or less on Prospecting. This is a possible weakness of how you presently operate. The issue here is whether this is preventing you from being a good all-rounder or preventing you from reaching your potential in the future. Consider whether putting effort into this area could have a dramatic impact on your overall performance or potential for advancement.

| Potential Development Need | | | Scope for Development | | | | Potential Strength | | | Sales Competency |
|----------------------------|---|---|-----------------------|-----|-----|---|--------------------|---|----|----------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| . | . | . | . | . | . | < | ... | > | . | Listening |
| . | . | . | . | . | . | < | ... | > | . | Achievement |
| . | . | . | . | < | ... | > | . | . | . | Resilience |
| . | . | . | . | < | ... | > | . | . | . | Adaptability |
| . | . | . | . | < | ... | > | . | . | . | Product Expertise |
| . | . | . | . | < | ... | > | . | . | . | Customer Orientation |
| . | . | . | < | ... | > | . | . | . | . | Negotiating |
| . | . | . | < | ... | > | . | . | . | . | Teamwork |
| . | . | . | < | ... | > | . | . | . | . | Competitor Awareness |
| . | . | . | < | ... | > | . | . | . | . | Communication |
| . | . | < | ... | > | . | . | . | . | . | Conscientiousness |
| . | . | < | ... | > | . | . | . | . | . | Self-Awareness |
| ... | > | . | . | . | . | . | . | . | . | Prospecting |

Listening: Potential Strength

You scored 8 on Listening. This is a higher than average score. About 15% of salespeople who have completed the questionnaire score 8 or higher. This is a potential strength of your profile but there are still things you may want to work on to develop your capabilities even further. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|--|---|
| Connecting with your customers Ensuring customers feel they have been listened to Showing interest in customers' views and ideas Sensing customers' needs Acknowledging what customers tell you about their needs Being warm and genuine with customers | Listening actively to what customers say they need Picking up nonverbal signals from customers Clarifying your understanding of the buyer's requirements with them Listening without interrupting Helping customers to express their needs | Spotting key power relationships within the buyer's company |

Achievement: Potential Strength

You scored 8 on Achievement. This is a higher than average score. About 15% of salespeople who have completed the questionnaire score 8 or higher. This is a potential strength of your profile but there are still things you may want to work on to develop your capabilities even further. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|---|--------------------------------|
| Taking calculated risks Believing in your ability to achieve things Displaying drive and determination Seizing opportunities to make a sale Striving to achieve all you can Carrying out sales activities quickly | Setting yourself challenging goals Identifying actions to achieve your sales goals Displaying enthusiasm and commitment Going the extra mile to achieve a sale Working hard to achieve your sales targets | Taking a long term perspective |

Resilience: Scope for Development

You scored 6 on Resilience. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|---|--|---|
| Maintaining a positive "can do" attitude | Handling rejections from buyers positively | Controlling your feelings and emotions |
| Seeing setbacks as manageable | Handling growing pressure to sell more | Staying optimistic when you lose a sale |
| Managing yourself under stress | Keeping focused under pressure | |
| Using positive affirmations and self-talk | Making decisions under pressure | |
| | Maintaining a work life balance | |
| | Persisting in the face of difficulties | |

Adaptability: Scope for Development

You scored 6 on Adaptability. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|--|---|
| Adapting your sales tactics and approach to the buyer's situation Recognising the need to continually improve your products Cutting through red tape | Identifying innovative solutions for customers Handling multiple demands and changing priorities Challenging the status quo internally to bring about change Bending rules to deliver what the buyer wants Absorbing information about product changes Encouraging customers to tell you about product improvements they would like to see Feeding back customer views and ideas to improve your products Generating ideas about how to improve sales | Responding flexibly to buyers' requests for changes to product specifications |

Product Expertise: Scope for Development

You scored 6 on Product Expertise. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|---|--|
| Answering detailed questions about your products and services | Recognising that the customer has a problem that you can solve | Convincing customers that what you are selling will solve their problems |
| Understanding the problems that your products and services solve | Explaining the bottom line value of your products and services | Explaining how you can increase the buyer's profitability |
| Explaining the features and benefits of your products and services | Persuading buyers yours is the best solution | Quantifying the cost to the buyer of not having your products and services |
| Showing that you are knowledgeable about your product line | Selling the company's track record Understanding your company's selling procedures | |

Customer Orientation: Scope for Development

You scored 6 on Customer Orientation. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|--|--|
| Identifying solutions that meet the buyer's requirements | Excelling in satisfying your customers | Customising products and services for buyers |
| Getting inside the customer's head | Understanding your customers' buying processes | |
| | Diagnosing the critical issues facing the buyer | |
| | Understanding your customers' buying motives | |
| | Tracking changes in customers' requirements and expectations | |
| | Working in the best interests of the customer | |
| | Understanding your customers' markets and products | |
| | Finding ways to increase your customers' profitability | |
| | Building partnership | |

Negotiating: Scope for Development

You scored 5 on Negotiating. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|---------------------------------------|---|--|
| Recognising negotiating opportunities | Preparing for negotiations with buyers | Understanding the buyer's objectives |
| Making proposals in negotiations | Achieving win-win outcomes | Working out what the buyer will settle for |
| Recognizing closing opportunities | Defining negotiating objectives | Reading emotional cues during negotiations |
| | Clarifying the details of a sales agreement | Making convincing final offers |
| | Trading and bargaining with customers | |

Teamwork: Scope for Development

You scored 5 on Teamwork. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|--|---------------------------------------|
| Being friendly and cooperative with team members | Collaborating with colleagues Sharing information with team members Helping to build the sales team's identity Sharing credit for sales successes with other people Sharing information and ideas with team members Sharing responsibility for the team's successes and failures Offering help and support to other members of the team Accepting other team members' strengths and weaknesses Showing commitment to the | Committing to make the team a success |

Competitor Awareness: Scope for Development

You scored 5 on Competitor Awareness. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|---|--|
| Knowing whom you are competing against | Differentiating your products and services | Understanding your competitors' strategies |
| Monitoring your competitors' product innovations | Focusing discussions with buyers on areas where you are strong and competitors are weak | Capitalising on competitors' weaknesses |
| | Dealing with competitors' advantages that buyers raise | |
| | Analysing your competitors' offerings | |
| | Observing the actions of your competitors | |
| | Seeing competitors' strengths and weaknesses from the buyer's perspective | |
| | Determining where competitors are vulnerable | |
| | Keeping one eye on the competition | |

Communication: Scope for Development

You scored 5 on Communication. This is a mid-range score. About 70% of salespeople who have completed the questionnaire score in the middle range 4 - 7. About 40% get a score of 5 or 6. This suggests that you are as capable in this area as the average salesperson. With further development, your skills in this area could become a more definite strength. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|--|---|--|
| Explaining the benefits of what you are selling to the buyer | Convincing customers that you can deliver | Selling yourself as a consultant |
| Gaining customers' trust and respect | Dealing with customers' scepticism and objections | Giving good sales presentations |
| Establishing credibility quickly | Making customers feel good about a purchase | Displaying charisma and self-assurance |
| | Knowing when and how to express emotion | |
| | Crafting a unique sales pitch for prospective clients | |
| | Expressing yourself clearly | |

Conscientiousness: Scope for Development

You scored 4 on Conscientiousness. This is a mid-range score bordering on a potential weakness. About 70% of salespeople who have completed the questionnaire score in the range 4 - 7. About 15% obtain a score of 4. Although you have a mid-range score, it is on the low side pointing towards a potential development need. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|-----------------------------------|---|--|
| Paying attention to the detail | Planning sales activities | Scheduling sales activities |
| Finishing projects that you start | Using a time management system | Preparing sales presentations |
| | Gaining a reputation for reliability | Using a contact management system |
| | Turning up for meetings on time | Making sales calls and follow-ups as planned |
| | Managing your territory cost-effectively | |
| | Considering the consequences before you act | |

Self-Awareness: Scope for Development

You scored 4 on Self-Awareness. This is a mid-range score bordering on a potential weakness. About 70% of salespeople who have completed the questionnaire score in the range 4 - 7. About 15% obtain a score of 4. Although you have a mid-range score, it is on the low side pointing towards a potential development need. The table below provides pointers for development.

| Potential Strength | Scope for Development | Potential Development Need |
|---|---|--|
| Learning from your successes and failures | Recognising how your emotions affect your sales performance | Finding out how buyers perceive you |
| Showing a sense of humour | Holding yourself accountable for meeting sales targets | Reflecting on your sales performance |
| Meeting promises and obligations to customers | Exploiting your strengths | Asking for feedback from buyers |
| | Keeping in touch with your feelings | Taking action to develop your selling skills |
| | | Thinking about what you are doing |

Prospecting: Potential Development Need

You scored 1 on Prospecting. This is a very low score that is achieved by about 2% of salespeople who have completed the questionnaire. This could be an important area to work on if you judge that increasing your knowledge and skills in this area would have a significant impact on your sales performance. The table below highlights possible areas to work on.

| Potential Strength | Scope for Development | Potential Development Need |
|--------------------|-------------------------------|--|
| | Advancing sales relationships | <ul style="list-style-type: none"> Getting high quality leads Turning phone calls into appointments Getting into the buying centre Finding new markets for your products and services Turning prospects into customers Identifying the powerful buyers Obtaining referred leads Obtaining repeat business Closing sales quickly Gaining appointments with buyers Overcoming the fear of |