



# Selling Skills Inventory

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Today's Date

This Selling Skills Report is a compilation of the prework surveys completed by you and might also include the class average of your colleagues. The purpose of this information is to help you identify your strengths and areas for improvement as a seller.

At the conclusion of the selling skills workshop you will be encouraged to write down some personal goals for your self improvement. As you know, attending training is only the first step and skill practice and reinforcement is critical. We encourage you to review the data on the following pages and take time to discuss it with your manager. Research shows that skill improvement increases significantly when training is accompanied by regular coaching with a manager.

## Interpretation of the Data:

The Selling Skills Inventory data is used in two ways:

1. To assess your ability to perform the Stages and Critical Tasks of the sales process
2. To identify your preferred Selling Style and build your flexibility to use alternative styles.

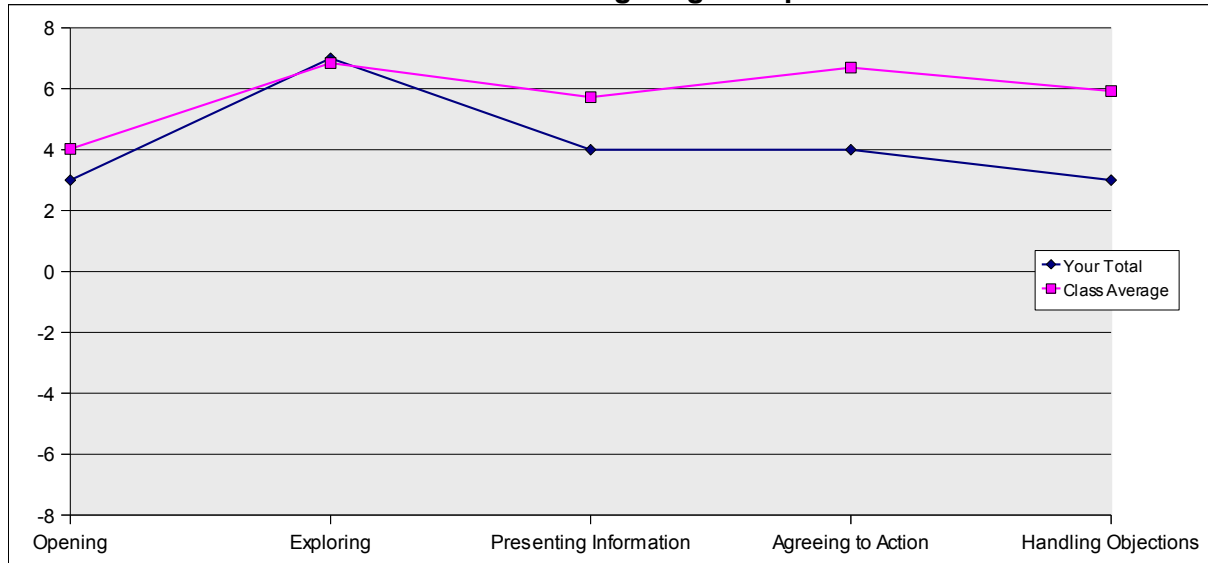
## Keep in Mind:

- The Selling Skills Inventory (SSI) collects information on your preferred choice or action for a given situation. We realize that not all of the choices or situations may apply to you. However, the SSI does provide a quick snapshot of your preferences and tendencies.
- High scores are not always necessarily good, nor are low scores always bad. Different sales situations and customers often require different approaches.
- Look for similarities and differences in your Self Scores with the collective results from other colleagues.

This report is divided into two sections. The first section, on pages 2-7, deals with the stages of selling. Ideally you would score high on the 5 attributes listed on page 2, but most people tend to have peaks and valleys. The second section, summarized on pages 8-13, is meant to identify your natural selling style. Most people score highly in 1 or 2 of the styles mentioned on page 8. Each of us has a natural selling style, and your high scores on page 8 correspond to your natural style.

During the workshop, you will have the opportunity to take advantage of the results from your Selling Skills Inventory in two ways. First, you will learn sales techniques that will strengthen your ability to perform the 5 stages of selling shown on page 2 of this report. Second, you will learn how to vary your selling style in order to build stronger relationships with different customers.

## Selling Stages Report



### Analyze the Chart

Note where the peaks and valleys fall. Next answer these two questions:

**What Stages of Selling (including handling objections) do you do well?**

**What Stages of Selling (including handling objections) could you improve upon?**

### Opening

After careful planning, which involves setting sales call objectives, determining key decision makers and influencers, and preparing resources a successful Opening will involve an effective greeting and attention getting remarks or action that highlights the purpose of your meeting.

**Your Total**

**Class Average**

**3**

**4.0**

### Exploring

The Exploring Stage involves asking questions to qualify prospective customers, to listen for needs, expectations, and opportunities, and to identify underlying reasons for objections. If you wish to build long-term relationships, learning to identify and then ultimately satisfy the client's needs is one of the most important skills you can possess.

**7**

**6.8**

### Presenting Information

Presenting Information effectively involves organizing your presentation and effectively describing features and benefits of your product/service. You will increase the likelihood of making a sale or overcoming an objection by highlighting benefits. You should tailor the presentation to the particular person and their organization.

**4**

**5.7**

### Agreeing to Action

The Agreeing to Action Stage involves looking for buying signals and gaining commitment to next steps in the sales process. Whenever possible, ask the customer to take some decisive action at the end of the call. The ultimate action is asking for the order, but there are intermediate steps as well, such as setting up another appointment or a trial.

**4**

**6.7**

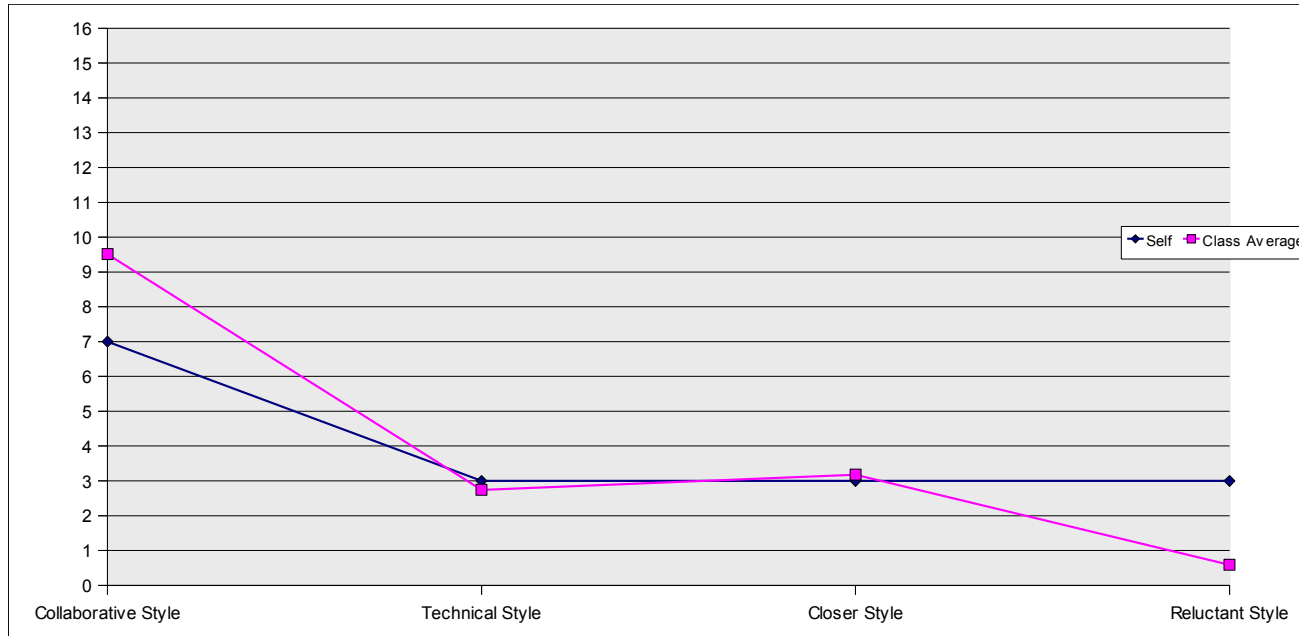
### Handling Objections

Handling Objections effectively involves applying what you have learned about information gathering and information giving. Avoid the natural tendency to immediately push back against the objection. The first thing that you must do is to listen closely, express empathy and then respond creatively.

**3**

**5.9**

## Selling Styles Report



### Analyze the Chart

Note where the peaks and valleys fall. Next ask yourself the following questions.

**What is your primary style?**

**What is your secondary style?**

**Which style do you under use?**

**What might you do to increase your selling style flexibility?**

### Collaborative Style

Collaborative sellers tend to ask questions, listen actively, brainstorm with the customer, strive for partnerships, and value long-term relationships. They genuinely solicit input and suggestions from the customer. In a phrase, "We are in this together."

**Your Total**

**Class Average**

**7**

**9.5**

### Technical Style

Technical Sellers view themselves as the expert, like to talk about features and benefits, make recommendations, problem solve and are perceived as rational and objective. In a phrase, "Let me tell you about my product."

**3**

**2.7**

### Closer Style

Closers are good at closing and generating results. They tend to make aggressive offers, like to wheel-and-deal, sometimes try to close too soon, and are satisfied to make an immediate sale even at the expense of a long-term relationship. In a phrase, "What do I have to do to get your business today."

**3**

**3.2**

### Reluctant Style

Reluctant Sellers are sensitive to signs of rejection or failure and will err on the side of ending a sales call too soon rather than create hostility or risk rejection by the customer. If Closers are at one extreme of the flight-or-flight continuum. Reluctant Sellers are at the other extreme. In a phrase, "Look this over and we'll talk again next time."

**3**

**0.6**