



**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: \_\_\_\_\_.

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Individual completing Form

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Organization

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Phone

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E-Mail

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Date