



SALES COMPETENCY REPORT



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Sales Competency Scales

The SCQ has thirteen scales that measure different sales skills and competencies that are defined in the table below.

Competency	Typical Elements
Communicating and presenting	Expressing yourself clearly, giving good sales presentations, displaying charisma and self-assurance.
Listening and supporting	Listening actively to what customers say they need, sensing customers' needs, helping customers to express their needs.
Team working	Collaborating with colleagues, showing commitment to the team, committing to make the team a success.
Self-awareness	Thinking about what you are doing, reflecting on your sales performance, asking for feedback from buyers.
Adapting and innovating	Identifying innovative solutions for customers, adapting your sales tactics and approach to the buyer's situation.
Resilience and self-control	Maintaining a positive "can do" attitude, seeing setbacks as manageable, managing yourself under stress.
Conscientiousness	Planning sales activities, making sales calls and follow-ups as planned, gaining a reputation for reliability.
Achievement motivation	Striving to achieve all you can, setting yourself challenging goals, going the extra mile to achieve a sale.
Prospecting	Identifying the powerful buyers, getting high quality leads, turning prospects into customers.
Customer orientation	Excelling in satisfying your customers, customizing products and services, getting inside the customer's head.
Negotiating and influencing	Recognizing negotiating opportunities, trading and bargaining with customers, achieving win-win outcomes.
Competitor awareness	Understanding your competitors' strategies, dealing with competitors' advantages that buyers raise.
Product expertise	Showing that you are knowledgeable about your product line, persuading buyers that yours is the best solution.



Sales Competency Profile Chart

Scales	Standard Ten Scores									
Key Area	1	2	3	4	5	6	7	8	9	10
Strategy and business focus	<	...	>							
Work ethic and resilience		<	...	>						
Interpersonal skills									<	...
Customer-oriented selling							<	...	>	
Relationship selling							<	...	>	
Adaptive selling		<	...	>						
Competency	1	2	3	4	5	6	7	8	9	10
Communicating and presenting								<	...	>
Listening and supporting						<	...	>		
Team working				<	...	>				
Self-awareness							<	...	>	
Adapting and innovating	...	>								
Resilience and self-control	...	>								
Conscientiousness			<	...	>					
Achievement motivation				<	...	>				
Prospecting			<	...	>					
Customer orientation			<	...	>					
Negotiating and influencing	<	...	>							
Competitor awareness						<	...	>		
Product expertise						<	...	>		



Profile Summary

Dimension	Profile Description
Strategy and business focus	Strategy and business focus covers paying attention to competitors, seeking business opportunities, being willing to adapt and innovate, and being able to negotiate and influence. This is an area where you seem less confident about your ability.
Work ethic and resilience	This cluster of selling skills comprises whether you are able to control your feelings and emotions, whether you demonstrate self-awareness, how motivated you are, and how hardworking and dependable you are. This is an area where you seem unsure about your ability.
Interpersonal skills	This skillset includes how effectively you interact with your customers as well as how knowledgeable you are about the products or services you are selling. You present yourself as having outstanding skills in this key area.
Customer-oriented selling	Customer-oriented salespeople focus on helping customers assess their needs and offering products that will satisfy those needs by describing what they are selling accurately and avoiding high pressure tactics. You seem to have a very customer-oriented selling style.
Relationship selling	In relationship selling, the salesperson builds bonds with customers, cooperates and collaborates with them, and fosters open communication. You seem to have most of the skills required to operate in this manner.
Adaptive selling	Salespeople with an adaptive selling style personalize the way they approach customers and sell products and services according to the situation they are dealing with. This is an area where you seem less certain about your skills.
Outstanding strengths	You have created a pretty positive impression of your sales skills and competencies. You rated many of the competencies in the assessment as outstanding strengths.
Development needs	Your responses indicate that you have some selling skills to work on to improve your performance. These are shown in the table at the end of the report.



Sales Competencies

Communicating and presenting

Top salespeople express themselves clearly, display charisma and self-assurance and know when and how to express emotion. They gain customers' trust and respect, establish credibility quickly and convince customers that they can deliver. They give good sales presentations explaining the benefits of what they are selling to the buyer and deal skillfully with buyers' skepticism and objections. The table below summarizes your current competence in this area.

Competence	Level 5
Strength Rating	Very well-developed competency/outstanding strength
Development Aim	Exploit outstanding strength and coach other people

Listening and supporting

Top salespeople connect with their customers by being warm and genuine and helping customers to express their needs. They show interest in customers' views and ideas and ensure that customers feel that they have been listened to. Top salespeople are skilled listeners who sense customers' needs and pick up non-verbal signals from customers. The table below summarizes your current competence in this area.

Competence	Level 4
Strength Rating	Well-developed competency/strength
Development Aim	Develop strength into outstanding strength

Team working

Top salespeople are committed team players. They are friendly and cooperative and work well with other members of the team. They make time for colleagues, share information and ideas with them and offer help and support to them. Top salespeople understand and accept other people's strengths and weaknesses and share responsibility for the team's successes and failures. The table below summarizes your current competence in this area.

Competence	Level 3
Strength Rating	Moderately well-developed competency/mid-range skills
Development Aim	Develop mid-range skills into a strength



Sales Competencies (cont.)

Customer orientation

Top salespeople excel in satisfying their customers. They build relationships with customers in order to understand their markets and products and to help identify and customize solutions that meet the customers' requirements. Top salespeople get inside the customer's head and identify critical issues facing the customer. They track changes in customers' requirements and expectations and try to find ways to increase customers' profitability. The table below summarizes your current competence in this area.

Competence	Level 2
Strength Rating	Developing competency/embryonic skill
Development Aim	Continue to improve developing skills

Negotiating and influencing

Top salespeople are skillful negotiators who prepare for negotiations with buyers by trying to understand the buyer's objectives and working out what the buyer will settle for and how to achieve win-win outcomes. They read emotional cues during negotiations and recognize negotiating and closing opportunities. Top salespeople make clear proposals and convincing final offers and clarifying the details of an agreement before concluding the negotiation.

Competence	Level 1
Strength Rating	Least developed competency/possible weakness
Development Aim	Identify and address weaknesses in selling style and skills

Competitor awareness

Top salespeople have a deep understanding of their competitors. They differentiate their products and services by analyzing their competitors' offerings and gathering information about their competitors' strategies. Top salespeople determine where their competitors are vulnerable and capitalize on competitors' weaknesses. They focus discussions with buyers on areas where they are strong and competitors are weak. The table below summarizes your current competence in this area.

Competence	Level 4
Strength Rating	Well-developed competency/strength
Development Aim	Develop strength into outstanding strength



Development Advice

You may not need to master all the areas in the SCQ sales competency model to improve your sales performance and productivity. Recent research on top salespeople suggests the following personality traits and competencies distinguish top performers from the rest of the field.

You don't need to be pushy and ostentatious to be a top salesperson. Salespeople who are full of bravado and swagger alienate more customers than they win over. Although outgoing, top salespeople are pretty modest and very team-oriented, and they see teamwork as the key to winning business.

If you want to succeed in sales, you do need to possess a strong sense of duty and take your job very seriously and feel accountable for results. Top salespeople are obsessed with achieving goals and continuously measure their performance against their goals and objectives.

Top performers understand customer decision-making and connect with key decision-makers. They find out about the people they are selling to and how the products they are selling fit into and add value to the client's business.

To be a top performer, you need to be flexible and adaptable and curious and inquisitive. Top performers ask customers difficult and probing questions so that they understand the customer's needs, adapt their sales tactics to the situation and find out as quickly as possible if they are likely to win business.

To be a top performer in sales, you need to be assertive, forceful and controlling with customers so customers follow your advice and recommendations. It is important to take command of the sales cycle in order to control what happens. Don't be overly friendly or get too close to clients as this may prevent you from establishing control.

Top salespeople are not only very competitive and achievement-oriented but also mentally tough and emotionally resilient. You need to be mentally tough and resilient in order to handle disappointments, bounce back from setbacks and prepare for the next sales opportunity.



Development Needs Summary

Competency	Performance Improvement Area
Communicating and presenting	
Listening and supporting	<ul style="list-style-type: none"> • Helping customers to express their needs • Spotting key power relationships within the buyer's company
Team working	<ul style="list-style-type: none"> • Accepting other team members' strengths and weaknesses • Sharing credit for sales successes with other people • Collaborating with colleagues
Self-awareness	<ul style="list-style-type: none"> • Learning from your successes and failures • Reflecting on your sales performance
Adapting and innovating	<ul style="list-style-type: none"> • Identifying innovative solutions for customers • Cutting through red tape • Bending rules to deliver what the buyer wants • Handling multiple demands and changing priorities • Absorbing information about product changes • Responding flexibly to buyers' requests for changes to product specifications
Resilience and self-control	<ul style="list-style-type: none"> • Managing yourself under stress • Persisting in the face of difficulties • Seeing setbacks as manageable • Making decisions under pressure • Keeping focused under pressure • Maintaining a work life balance
Conscientiousness	<ul style="list-style-type: none"> • Using a time management system • Managing your territory cost-effectively • Considering the consequences before you act • Using a contact management system