

Sales Skills On-Line Inventory Assessment



ChartLearningSolutions.com



What is a Skills Inventory Assessment?

A Skills Inventory Assessment is a detailed report of skills, talents, and behaviors that rank areas of competency and opportunities for development in multiple report displays compared to industry averages. This may be used as a self-assessment tool by individuals or a 360° feedback tool. Sales and service professionals stay in peak performance by constantly honing their skills to stay on track so that they can best serve customer needs.

CHART Reports Measure Results

CHART's reporting provides individuals a summary of skills in ranked order, a hierarchy from strengths to development needs, industry comparisons, and performance issues as follows:

- Pin-points 120 areas of strengths and opportunities for development
- Compares scores to industry averages
- Surveys abilities, assets, and resources for service excellence
- Organizes a strategic approach for skill improvement based on real needs
- Eliminates ineffective habits and behaviors
- Saves valuable time in managing performance—coaching to specific needed areas
- Motivates behavior towards measurable goals
- Diagnoses skill deficiencies, errors in perception, and gaps causing poor performance
- Provides a behavioral measurement tool for tracking performance
- Creates accountability
- Eliminates service complaints, errors, and sales slumps
- Develops peak performance
- Convenient, emailable self-reports immediately generated in multiple configurations

No matter how much experience we've had, we all have strengths, limitations, and developmental opportunities. No one is perfect all the time. We all need to assess what's consciously *and* unconsciously lacking in our skills or behaviors if we are to optimize our energy, time, and resources.

Now is the time to assess where you are in your career.

Beginner, intermediate, and experienced pros will all benefit from learning not only the process of achieving Off-the-Chart Sales Results™, but also the skills, attitudes, and behaviors necessary to create peak performance. Off-the-Chart Sales Results™ is based on 60 years of combined research to provide you with insights that literally soar "off-the-chart," beyond imagined expectations.



Sales Skill Overview

Sales Effectiveness Gap Analysis

Today's sales professionals need continuous skill assessment and feedback in order to work at peak productivity and remain competitive. Chart Learning Solutions' Sales Skills Inventory Assessments not only measure 24 critical areas of sales competency, but also reveal the sequence in which they take place in order to drive desired results. There are *two* Skill Inventories: 1. Sales Cycle-Management and 2. Sales Self-Management totaling 120 questions. Our self-scoring tool diagnoses strengths and opportunities for improvement in coaching sales performance. We also provide Sales eLearning programs that provide one-to-one learning elements for each assessment question in the form of Tutorials, emailable interactive Application Activities, quizzes, and final exams.

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Sales Cycle-Management

Pinpointing Prospects

1. Prospecting
2. Qualifying
3. Building Rapport

Helping Others

4. Questioning
5. Listening
6. Presenting

Navigating Challenges

7. Influencing
8. Negotiating
9. Resolving Concerns

Confirming and Continuing

10. Confirming and Closing
11. Follow-through
12. Building Referrals

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Sales Self-Management

Building Foundations

1. Product Knowledge
2. Contact Management
3. Time Management

Developing Your Career

4. Responsible Initiative
5. Coaching and Mentoring
6. Career Development

Working with Problems

7. Problem-Solving
8. Ethics
9. Stress Management

Developing Yourself

10. Rewards and Recognition
11. Critical Thinking
12. Project Management

Chart Learning Solutions' eLearning is also available for each skill area. Four types of emailable reports are immediately generated upon completion with comparisons to industry averages. Approximate time to complete each Inventory Assessment: 10 minutes.



Cycle-Management Inventory

1. PROSPECTING

- Psychology of Prospecting
- Prospecting Campaigns
- Telephone/Voice Mail Return
- Warm Call Referral Prospecting
- Dealing with Indifference

2. QUALIFYING

- The “Big Five” Qualifiers
- Categorizing/Organizing Leads
- Buying Influencers
- Sales Funnel Stages for Advancing
- Developing Buying Interest

3. BUILDING RAPPORT

- Greetings and Introductions
- Business Etiquette and Customer Care
- Building Trust and Respect
- Confidence in Any Situation
- Building Positive Relationships

4. QUESTIONING

- Introduction to STêR Questions
- Pinpointing Needs
- Finding Problems
- Building Needs
- Questions that Sell for You

5. LISTENING

- Authentic Listening
- Increasing Concentration
- Building Curiosity
- Gaining Clarity
- Critical Listening

6. PRESENTING/RECOMMENDING

- Planning Persuasive Presentations
- Preparing Presentations that Sell
- Practicing for Perfect Delivery
- Presenting with Impact
- Avoiding Mistakes and RX for Anxiety

7. INFLUENCE TECHNIQUES

- Appropriate Use of Power
- Six Influence Techniques
- Getting Others to Follow Your Lead
- Influencing Change
- Credibility: Maximizing Core Influence

8. NEGOTIATION SKILLS

- Intro to Negotiation and Strategy
- Planning Effective Negotiations
- Opening Win-Win Discussions
- Exploring Win-Win Alternatives
- Reaching Agreement and Tactics

9. RESOLVING CONCERNS

- Psychology Objections & Concerns
- Preventing Objections & Concerns
- Steps for Handling Objections
- Resolving Objections Scripts
- Resolving Concerns in Large Sales

10. CONFIRMING/CLOSING

- Psychology of Confirming Sales
- How to Ask for the Business
- Increasing Closing Ratios
- Confirming Different Buyer Styles
- Getting to Yes

11. FOLLOWING THROUGH

- Upselling Opportunities
- Preventing Buyer’s Remorse
- Email Etiquette Follow Through
- Customer Feedback and Satisfaction
- Keeping Customers for Life

12. BUILDING REFERRALS

- Psychology of Building Referrals
- How to Ask for Referrals
- Quick-Results Referral Techniques
- Strategic Referral Techniques
- Networking Your Way to the Top



Self-Management Inventory

1. PRODUCT KNOWLEDGE

- Product & Procedural Knowledge
- Competitive Knowledge
- Building Credibility
- Developing Expertise
- Industry Trend Resource

2. CONTACT MANAGEMENT

- Customer Relationship Management
- Sales Force Automation
- CRM Implementation
- Customer Experience Management
- Managing Customer Expectations

3. TIME MANAGEMENT

- Effectiveness: Missions/Goals
- Efficiency: Organization/Paperwork
- Scheduling Smarts
- Finding Hidden Time
- Maximizing Productivity

4. RESPONSIBLE INITIATIVE

- Personal Leadership
- Initiative for Responsible Results
- Achieving Results with Others
- Personal Accountability
- Overcoming Obstacles

5. COACHING/MENTORING

- Getting the Right Help
- Mentoring Peers
- Coaching Peers
- Self-Coaching
- Giving and Receiving Feedback

6. CAREER DEVELOPMENT

- Overcoming Workplace Barriers
- Assertiveness
- Meeting Skills
- Conflict Management
- Moving Up the Ladder

7. PROBLEM SOLVING

- Early Problem Recognition
- Creative Problem-Solving
- Defining Problems Accurately
- Confident Decision-Making
- Crisis Resolution

8. ETHICS

- Introduction to Ethics
- Employee Ethical Responsibilities
- Ethical Dilemma Decision-Making
- Ethical Problem-Solving
- Leading Ethical Conduct

9. STRESS MANAGEMENT

- Stress for Success
- Stress Management Techniques
- Resiliency
- Balancing Home and Career
- Preventing Job Burnout

10. REWARDS/RECOGNITION

- Giving Rewards and Recognition
- Self-Appreciation
- Appreciative Inquiry
- Customer Appreciation
- Empowered Compliments

11. CRITICAL THINKING

- Introduction to Critical Thinking
- Managing Deception and Fallacies
- Persuasive Arguments
- Checklists for Rational Decisions
- Optimal Understanding: Explanations

12. PROJECT MANAGEMENT

- Intro to Project Management
- Project Definition
- Project Planning
- Project Implementation
- Project Closure

