

SALES COMPETENCE I Reading Guide: Competencies

Reading Guide: Competences

Refer to pages 4 – 6 of the FinxS® Sales Development Competence Assessment

Prospecting	High	Actively pursuing new business, having the mindset of a “HUNTER” and taking responsibility for finding sales opportunities.
	Low	Reluctance to call on prospects; having the mindset of a “FARMER” and waiting for opportunities to show up. Focus on cultivating existing customers for more business.
Qualifying	High	Willing to engage in a deliberate process of questioning and listening to determine whether the prospect is a good fit for business and likely to buy prior to presenting and/or proposing.
	Low	Very eager to present and give away information, whether it is appropriate to the prospect's situation or not; tries to close early, often forgetting to take time or effort to uncover the prospect's potential for proper business fit.
Building Rapport	High	Being able to create trust and rapport with prospects quickly. Adjusting one's own personality style to the style of the prospect in order to create a sense of ease for the prospect.
	Low	Is not focused on building trust; appears self-centred or self-orientated; avoids intimacy; finds it difficult to be genuinely interested in the prospect's needs or well-being. Maybe too shy.
Following the Sales Process	High	Having the patience and attention to detail to follow a step-by-step process. Believing that systematically following well-defined processes will provide the best results.
	Low	Impatient and reluctant to engage in detailed processes or procedures. Generally attempts to cut corners and "wing it." Impulsive, not prone to follow instructions or rules.
Goal Orientation	High	Avidly pursuing goals and higher levels of performance. Setting high goals, then determining the necessary activities to achieve the goals. Rarely being satisfied with own current level of performance.
	Low	Likes to live in the moment without continuously pursuing higher levels of performance, easily satisfied with

		the status quo when it comes to personal accomplishment and level of income.
Needing Approval	High	Respects the prospects and wants to keep them positive throughout the sales process to create a trusting relationship. May hesitate taking up topics that could challenge prospects.
	Low	Self-confident, does not seek approval from others, willing to be assertive and politely demanding without regard for whether it will result in being disliked.
Controlling the Sales Process	High	Being willing and able to set the conditions for a meeting, describing the process to a prospect and stating potential outcomes. Then being able to gently control the conversation.
	Low	Willingly lets the prospect lead a meeting. Allows others to take charge of the process, drifts away from own plan or prefers to proceed without one. Has challenges in keeping the sales process on track.
Handling Objections	High	Viewing stalls and objections as opportunities to be politely assertive and asking the prospect self-discovery type questions in order to get the prospect to deal with their own objections.
	Low	Reluctant to challenge the prospect on their stated objections. Not assertive. Finds it difficult to construct an effective case as to why the stalls or objections might not be valid or might not be the "real issue." Easily accepts prospect's stalls and "gives up."
Questioning Effectiveness	High	Creating a structured system of questions to "diagnose" the prospect's situation and determining the likelihood of a fit between the prospect's needs and the salesperson's product or service.
	Low	Believes that questions are "intrusive" and that one should not ask too many. Does not create a structured approach to asking questions. Easily falls into "show and tell" mode.
Active Listening	High	Actually seeking to understand what the other person is attempting to communicate. Going beyond "hearing" and focusing on the various messages (words, tonality, body language).
	Low	Easily distracted while attempting to listen. Formulating replies in one's own mind while others are speaking. Frequently tuning out from what others are saying when not interested.

Critical Thinking	High	Being able to apply existing knowledge to solving new problems. Being able to suspend judgement to check the validity of a proposition or action. Taking multiple perspectives into consideration.
	Low	Often fails to apply current knowledge to solve new problems. Generally, spends little time solving problems, meaning if the answer is not readily apparent, lacks the patience to use logic, deductive reason to solve the problem.
Initiative	High	Constantly striving to achieve progression and higher levels of performance. Not waiting for good things to happen, believing it is up to oneself to make sales success happen.
	Low	Prefers others to initiate and guide action. Low desire to seek out progression and increased responsibility. Prefers supervision and direction to begin new initiatives.
Presenting	High	Effectively engaging an audience and able to hold their attention with good communication skills, insightful questions and dramatic presentation techniques.
	Low	Presentations are often ineffective because fails to engage the audience, thus losing the attention of others. The presentations go in circles. Audience may find it difficult to know what is expected from them after the presentation.
Time Management	High	Competently managing one's schedule and activities to make the best use of time on activities to generate sales. Not wasting time with "avoidance" behaviours, not procrastinating on important tasks.
	Low	Not structuring schedule effectively or not executing scheduled sales activities efficiently. Easily distracted by interruptions, or anything that appears to be more interesting.
Dealing with Failure	High	Seeing failure as a temporary state. Viewing failure as a chance to learn and improve. Being willing to take a risk at losing in order to win. Not being wedded to the idea of security in all matters.
	Low	Seeing failure as a negative experience only. Not viewing failure as a chance to learn and improve. Reluctant to take risks lest they result in failure.
Determined Competitiveness	High	Relentlessly pushing to win, striving to gain competitive advantage, always looking to improve. Looking at the competition and areas to exploit.

	Low	Prefers to achieve the victory with the help of or together with others. Not inclined to gain competitive advantage. Lacks the motivation to be at the top or to win at any cost.
Money Concept	High	Viewing making money as a healthy endeavour. Believing making money is just compensation for selling activities. Valuing one's own time and not being afraid to charge money for it.
	Low	Has doubts about the price/value of the product or service being sold and/or the commission from the sale, feels high degree of customer empathy when prospect complains that "the price is too high."
Emotional Distance	High	Remaining emotionally aloof during the sales process, not letting prospect's reassurances, positive or negative statements deter from executing the sales process and asking the right questions.
	Low	Allowing emotions to distract them during the sales process. Becoming easily swayed by prospect's reassurances; making assumptions about the prospect's intentions based on positive or negative feelings.

