

REILLY
SALES CONSULTING

SALES ENABLEMENT SERIES

**SALES SKILLS
DEVELOPMENT
MATRIX** v2.0

SALES SKILLS DEVELOPMENT MATRIX

The matrix below outlines the core skills every professional sales person should master. The matrix grades the development of the particular skill from Beginner (1) to Expert (5).

	Story	Body Language	Rapport
5	Uses story to influence desired future customer mindset, emotions, and decisions	Uses own body language to lead clients to desired mental and emotional states for desired decision making	Able to directly influence future decisions within the organization
4	Uses story to overcome objections	Strategically leverages information gained from clients' body language signals	Viewed as an authority figure by clients
3	Uses story to build credibility for self	Can put context to client body language signals and control own signals	Viewed as a valuable resource by clients
2	Uses story to build credibility for company / offering	Aware of own body language signals and clients' subtle signals	Builds client relationships of mutual respect
1	Uses story to build rapport	Aware of clients' gross body language signals	Builds a friendly relationship with clients

	Reactance	Positioning	Profiling (contact)
5	Lowers reactance when challenging customer beliefs / decisions	Client believes they are leading the way to next steps and commitment	Strategically plans conversations to elicit contact profile information during meetings
4	Lowers reactance when customer is irate	Leads customer down a 'yes' path and to next step commitment	Gathers and uses further client profile information live in meetings
3	Lowers reactance when given objections	Frames custom offerings to elicit proper emotions and differentiate solution	Leverages client gathered profile in meetings
2	Lowers reactance when discussing price	Presents custom offerings based on client needs / goals	Determines contact's emotional drivers and decision making criteria before meeting
1	Lowers reactance on initial call / meeting	Can professionally present offerings	Gathers basic CV information

	Profiling (Account)	Offering Strategy	Objection Handling
5	Has direct influence over multiple stakeholders and influencers within accounts	Influences the client to believe reaching the desired conclusions was their idea	Reframes objections as reasons to move forward
4	Has multiple stakeholder and influencer relationships within accounts	Uses strategic conversation to seed emotional drivers, doubts, and fears, to lead clients to the desired conclusion on offerings and competitive offerings	Leverages objections to gain further strategic information about the client and competition
3	Creates account influence map with contact profiles	Aligns offerings with contact's emotional drivers, and competitive offerings with their fears and doubts	Uncovers hidden objections through body language signals and conversation
2	Strategically maps offerings to account initiatives / news	Fully understands competitive offerings, differentiators, and weaknesses	Can operate around uncommon objections when they arise in meetings
1	Gathers basic account information and recent news	Fully understands the value proposition of all offerings	Has prepared and practiced responses to common objections

	Negotiation	Sales Cycle
5	Has built high enough value perception that concessions don't need to be given	Client commits to roadmap of multiple sales cycles with timeline
4	Increases overall revenue for requested concessions.	Accelerates client buying cycle
3	Protects deal revenue by exchanging non-pricing concessions for client concessions	Co-ordinates buying and sales cycles at client's pace
2	Gains client concessions in exchange for requested concessions	Understand where the client is in their buying cycle
1	Lowers price and positions differentiators to be competitive	Understands what the next step of the sales cycle should be

This matrix should be reviewed with each sales person on at least an annual basis so that on-going skills development programs can be maintained,

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.

[Book Your Call Here](#)

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.

 [See our Tool Kit Library HERE](#)

3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies, delivered in 5-minute reads.

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Questions? Feedback?

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Reilly Sales Consulting (RSC)

"Where closing psychology meets bulletproof sales systems."

Reilly Sales Consulting helps B2B sales teams close faster, with less friction, and greater predictability.

We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence, without the pressure tactics that buyers resist.

Whether you're scaling SaaS, professional services, industrial manufacturing, or founder-led growth, RSC gives your team the psychology-driven edge to win faster, bigger, and more often.



Limbinic Consulting

"The Science of Influence for High-Stakes Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.

Our frameworks combine cognitive science, courtroom persuasion tactics, and elite-level strategic communication to help you shape outcomes where stakes, and scrutiny, are highest.

From closing multi-million-dollar contracts to winning high-risk negotiations, Limbinic gives you the tools to influence like a superpower.