

# REILLY

S A L E S   C O N S U L T I N G

**SALES ENABLEMENT SERIES**

# **SALES SKILLS DEVELOPMENT MATRIX**

## **Sales Skills 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).

Once you have completed this checklist you can [download the Sales Enablement Handbook](#) to begin creating a comprehensive Sales Enablement program.

	<b>Story</b>	<b>Body Language</b>	<b>Rapport</b>
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

	<b>Reactance</b>	<b>Positioning</b>	<b>Profiling (contact)</b>
<b>5</b>	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
<b>4</b>	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
<b>3</b>	Lowers reactance when given objections	Frames custom offerings to elicit proper emotions and differentiate solution	Leverages client gathered profile in meetings
<b>2</b>	Lowers reactance when discussing price	Presents custom offerings based on client needs / goals	Determines contact's emotional drivers and decision making criteria before meeting
<b>1</b>	Lowers reactance on initial call / meeting	Can professionally present offerings	Gathers basic CV information

	<b>Profiling (Account)</b>	<b>Offering Strategy</b>	<b>Objection Handling</b>
<b>5</b>	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
<b>4</b>	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
<b>3</b>	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
<b>2</b>	Strategically maps offerings to account initiatives / news	Fully understands competitive offerings, differentiators, and weaknesses	Can operate around uncommon objections when they arise in meetings
<b>1</b>	Gathers basic account information and recent news	Fully understands the value proposition of all offerings	Has prepared and practiced responses to common objections

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

### **About Reilly Sales Consulting**

Reilly Sales Consulting is the premier Sales Enablement firm. We help you optimize the three core areas of sales enablement: Sales Resources, Sales Operations, and Sales Skills Development.

A comprehensive sales enablement program includes all three of these key areas. If any of them are neglected your pipeline development, sales cycles, and revenue growth will be slowed down.

Contact us today to see how we can help your organization to sell more, faster.