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## What a competency definitions for a Salesman?

Posted by Marc - 2008/10/02 11:33

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## Re:What a competency definitions for a Salesman?

Posted by Leo Lingham - 2008/10/02 11:34

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### Competency Definitions for a Sales Representative

#### Skills

1. Communication skills: Ability to be understood and to understand the customer; use questioning and active listening; provide information useful to the customer; ability to make customers feel comfortable by greeting them, making eye contact, and acting in a friendly manner

2. Basic selling skills: Ability to establish rapport with the customer, listen effectively to identify customer needs, and relate the benefits of product features; handle objections and close the sale

#### SELLING SKILLS

- Contacting
- Persuading
- Reviewing
- Inspecting
- Informing
- Promoting
- Presenting
- Convincing
- Influencing
- Comparing
- Representing
- Asking
- Closing
- Negotiating
- Communicating
- Calculating
- Advising
- Contracting
- Recommending
- Problem Solving

- Planning
  - Organizing
  - Initiating
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3. Organizational skills: Ability to keep accurate customer records, conduct periodic follow-ups with customers before and after the sale) track personal progress toward sales targets and goals, pay attention to details, and manage time effectively

4. Customer focus: Ability to operate with the customer's best interest in mind, position for repeat business by delighting and surprising the customer, make the customer feel important, and strive for customer satisfaction throughout the entire sales and delivery process

5. Conflict management: Ability to resolve differences with customers and colleagues and reach agreement by maintaining a problem solving attitude

#### Knowledge

6. Product knowledge: Having a basic understanding of products and services, including features, benefits, and relevant performance statistics; keeping up to date with the latest information; preparing to answer questions about products and services

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7.Computer literacy: Having basic computer skills to enhance access to leads and to relevant financial, market, and competitive data; being aware of and understanding the resources available and being able to use them to improve sales

8.Competition: Having basic knowledge of key competitors and being aware of how the company's products compare with competitors'

#### Personality

9.Sociability: Desire to interact with others and to project warmth and relate well to a wide variety of people

10.Self-sufficiency/self-motivation: Ability to work independently for extended periods of time with minimal support and approval, to take initiative, be proactive, and take ownership for personal success

11.High energy level: Has a strong work ethic; is able to maintain a fast pace while staying focused in stressful situations

12.Competitiveness: Demonstrates the desire to achieve and surpass goals, work with persistence in the face of obstacles, and thrive in high-pressure situations

13.Self-confidence: Believes in their own abilities; approaches work with the expectation of success and an awareness of what is required for success; accepts criticism constructively and is willing to admit mistakes without blaming others

14.Reliability/trustworthiness: Behaves consistently and predictably; is dependable in all phases of the sales process; is able to gain the trust of the customer by being honest, working with integrity, and meeting commitments

15.Ethics: Has high professional and personal standards, treats people fairly and with respect, provides a straightforward discussion of price and payment issues, and is honest in all communications; refrains from being manipulative or obscuring facts

#### Ability

16.Mental agility: Flexible enough to deal with multiple issues at the same time, able to maintain a constantly high level of alertness, and possesses a broad learning capacity

17.Analytical skills: Ability to reason with, analyze, and draw conclusions from facts and data

18.Empathy: Understands and displays sensitivity to customer needs and concerns and minimizes customer anxiety and frustration

19.Openness: Is eager to consider new ideas and available to learn new things; is comfortable with change and ambiguity and open to a variety of options to meet the customer's needs

20.Initiative : Active attempts to influence events to achieve sales goals; self-starting rather than passive acceptance. Taking action to achieve goals beyond what is necessarily called for; originating action.

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