

Objective  
Management  
Group

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Sales Insights

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This analysis presents insights that explain how the ways you think and act may affect success in sales. Please keep in mind that areas for growth are sales-specific and not a critique of you as an individual. Acceptable sales values may differ significantly from your personal values, beliefs, and expectations.

There may be sales competencies that are not applicable to your current sales role, however you may find them helpful for future growth.

Remember, you are being compared to the top salespeople in the world. This analysis identifies the gaps you'll need to close to achieve world class sales performance also.

# Core Competency Groups

OMG's Core Competencies are divided into three Competency Groups. Will to Sell measures an individual's sales-specific drive to succeed, Sales DNA measures the core underlying beliefs and actions that either support or limit sales success, and Tactical Competencies measure skills and abilities necessary throughout the sales lifecycle.

## Will to Sell

- » Desire
- » Commitment
- » Outlook
- » Responsibility
- » Motivation

## Sales DNA

- » Doesn't Need Approval
- » Stays in the Moment
- » Supportive Beliefs
- » Supportive Buy Cycle
- » Comfortable Discussing Money
- » Handles Rejection

## Tactical

- » Hunting
- » Reaching Decision-Makers
- » Relationship Building
- » Consultative Selling
- » Selling Value
- » Qualifying
- » Presentation Approach
- » Closing
- » Sales Process
- » Sales Technology

# Will to Sell

The Will to Sell Competencies measure a salesperson's overall drive to achieve success in sales. Without strong Will to Sell, it is difficult for an individual to change their habits or learn new skills.

**When this is an Opportunity for Growth, an individual might...**

**When this is a Strength, an individual might...**

**Desire**



tend to prioritize non-sales activities, lack urgency, or lack concern about sales results.

feel urgency to take action, prioritize sales results, or care deeply about achieving sales results.

**Commitment**



give in to discomfort, avoid difficult selling scenarios, or not do what is required to achieve sales quota.

persevere in selling to a difficult prospect, push forward despite their own discomfort, or do what is required to achieve sales quota.

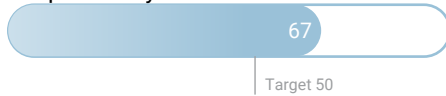
**Outlook**



feel frustrated, demotivated, or distracted by their career prospects.

feel positive, focused, and appreciative about their career prospects.

**Responsibility**



rationalize poor sales results by pointing to the economy, the competition, or the company.

hold themselves accountable for any lack of sales results.

**Motivation**



not have a meaningful dream or goal to fuel the work they do to achieve sales success.

have a compelling dream or goal to drive sales performance.

DOESN'T NEED  
APPROVALSTAYS IN THE  
MOMENTSUPPORTIVE  
BELIEFSSUPPORTIVE BUY  
CYCLECOMFORTABLE  
DISCUSSING MONEYHANDLES  
REJECTION

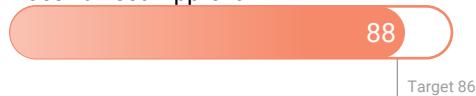
# Sales DNA

The Sales DNA Competencies measure a salesperson's beliefs and actions that support or limit success in sales. Salespeople are often unaware of how their biases can negatively impact their interactions with customers.

**When this is an Opportunity for Growth, an individual might...**

**When this is a Strength, an individual might...**

## Doesn't Need Approval



avoid asking lots of questions or challenging the status quo, because they worry about upsetting their customer.

be able to ask tough questions and challenge their customers to earn their respect.

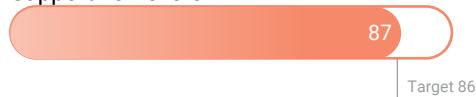
## Stays in the Moment



find it difficult to capture what their prospects are saying because their self-talk captures their attention.

be able to remain objective and actively listen to their prospects and customers.

## Supportive Beliefs



put constraints on their actions because of negative sales-specific self-talk.

feel empowered to take positive action without being sabotaged by negative sales-specific self-talk.

## Supportive Buy Cycle



side with their prospect's objections to price, desire to comparison shop, or indecision because it is similar to how they buy.

be able to push back over price objections, competition, and indecision.

## Comfortable Discussing Money



skip the conversation about purchase budget because they find it too uncomfortable.

lean into discussions about budget and/or how to find funding that isn't readily available.

## Handles Rejection



feel hurt and hesitate for some period of time before reaching out to a prospect after being rejected.

get back on another sales call immediately after being rejected without feeling hurt.

# Supportive Beliefs

OMG's research has found that high self-awareness is especially important for salespeople. Self-awareness helps you better understand the belief systems that you're consciously or unconsciously bringing into your sales calls. It also helps you understand how you might interpret a client's response to you.

Below we've listed some Self-Limiting Beliefs that your responses indicated you hold, along with the corresponding Supportive Beliefs that you can develop with training and coaching.

Self-Limiting Belief		Supportive Belief
I understand when my prospects want to comparison shop	»	My prospects should only be talking with me
I need to educate my prospects	»	I have the ability to limit how much my prospects conduct research
I like to take my time considering major purchases	»	I expect my prospects to make major purchases quickly
I'm uncomfortable with certain aspects of selling	»	I am comfortable making sales calls
Prospects are honest	»	I maintain healthy skepticism about what prospects tell me
Any lack of results is due to my competitors	»	Any lack of results is due to my own efforts

# Tactical

Tactical Competencies measure the selling capabilities necessary to successfully find and guide potential customers through the sales process.

**When this is an Opportunity for Growth, an individual might...**

**When this is a Strength, an individual might...**

## Hunting



prefer to wait for inbound leads before reaching out to prospects, and when there aren't enough, choose to not prospect.

proactively and consistently look for new business by reaching out to targeted prospects.

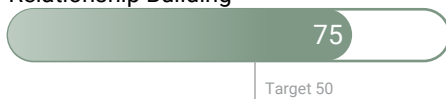
## Reaching Decision-Makers



not push to reach a decision maker, as they are more comfortable continuing the conversation with their existing contact.

find a way to reach the person responsible for deciding to purchase the products or services offered, even at the risk of seeming "pushy".

## Relationship Building



limit themselves to just rapport building and not make an effort to develop a lasting friendship.

nurture and develop strong relationships by proactively and consistently talking with a customer until they become a friend.

## Consultative Selling



present earlier in the sales process than is prudent, before learning about the prospect's problems, consequences, and reasons for buying from them.

uncover compelling reasons for prospects and customers to buy from them by using active listening skills to ask good, tough, and timely questions.

## Selling Value



talk about their service's value without personally being part of the value, leading to a buying decision based on price.

position themselves as a trusted advisor and provide the customer with crucial solutions unavailable elsewhere.

## Qualifying



tend to prematurely prepare a quote, proposal, or presentation.

ask about everything that could possibly derail an opportunity before determining that it is fully qualified.

**Presentation Approach**



be more focused on presenting the product or solution than considering the timing, specific topics, or who should be in attendance.

be very thoughtful about what to present, when to present, and to whom it should be presented.

**Closing**



tend to accept stalling, and work to close the business through their follow-up efforts.

get a verbal agreement in advance of the expected closing call or meeting, and be certain of getting a decision.

**Sales Process**



proceed through a sales process based on how they think things are going and what they think they need to do next.

have a formal, staged, milestone-centric sales process that provides repeatable, predictable results.

**Sales Technology**



not be proficient with CRM, ignore LinkedIn, and choose face-to-face meetings over video.

be a daily user of CRM, frequent user of LinkedIn, and a regular user of video for sales calls and meetings.



# Hunting

The Hunting Competency measures an individual's capabilities for finding new business opportunities, including the Sales DNA that should support those efforts.

<input checked="" type="radio"/>	Will Prospect	Your willingness to prospect for new business is the single most important driver that would lead to enough prospecting to maintain the required pipeline.
<input type="radio"/>	Prospects Consistently	You may be willing to prospect, but you may not do it frequently enough, depending on the requirements of your role.
<input checked="" type="radio"/>	Prospects via Phone and / or Walk-ins	You indicated that you are comfortable making "cold calls" (where the prospective customer doesn't know you).
<input checked="" type="radio"/>	Has No Need for Approval	While hunting for new business, you are able to stay objective about negative interactions with prospects.
<input type="radio"/>	Schedules Meetings	You indicated that you sometimes have trouble getting meetings with prospects. Coaching can help address possible reasons for this, which might include your tone, introduction, messaging, or confidence.
<input checked="" type="radio"/>	Recovers from Rejection	Your ability to handle rejection allows you to swiftly move on from one opportunity to the next without needing time to recover or becoming emotionally drained.
<input checked="" type="radio"/>	Maintains Full Pipeline	You understand the importance of maintaining a full pipeline when hunting for new opportunities.



Not a Perfectionist or it Does Not Prevent Prospecting

You don't let your perfectionism delay opportunities.



Believes They Are Quickly Liked by Customers

You indicated that customers tend to quickly like you, which can open the door to more engagement while hunting for opportunities.



Reaches Target Prospect

You have developed the ability to get beyond gatekeepers and waste little time in the process, allowing you to discover more opportunities.



Gets Referrals from Customers / Network

Depending on your industry, you may not be leveraging your relationships with existing customers enough to get quality referrals and introductions to new prospective customers.



Uses Social Selling Tools

You may find that by developing your skills related to social selling tools, you can unlock new channels to discover opportunities.










Attends Networking Events

You indicated that you attend networking events and are able to use them as a means of discovering additional opportunities.

# Reaching Decision-Makers

The Reaching Decision-Makers Competency measures an individual's ability to reach and meet with the actual decision-makers.

	Calling on Actual Decision Maker	Your tendency to speak with the final decision maker allows you to uncover the real problems, discover the actual budget, learn what it will take to win the business, and shorten the sales cycle.
	Believes Speaking with Decision Makers Is Required	You understand the importance of having a conversation with the decision-maker, giving you an advantage over salespeople who do not.
	Reaching Decision Maker Is Milestone in Sales Process	You indicated that reaching the decision maker is a milestone in the sale process you use or are most comfortable with.
	Does Not Need to be Liked	Your strength in the Doesn't Need Approval Competency helps you push prospects to put you in touch with the actual decision maker.
	Comfortable with Targeted Decision Maker	You have experience and are comfortable calling on the types of decision makers that your sales organization needs you to reach.
	Doesn't Begin Sales Process with Buyers	You successfully avoid calling on purchasing agents, beginning your sales process instead with people who have problems that you can solve.
	Uses Selling Skills to Reach Decision Maker	It appears that you have strategies and tactics to help you reach decision makers, helping you uncover compelling reasons they would buy from you.








# Relationship Building

The Relationship Building Competency measures an individual's ability to quickly begin, nurture, and develop strong relationships over time.

<input checked="" type="radio"/>	Quickly Develops Rapport	Your ability to quickly develop rapport during the first conversation helps prospects feel more comfortable with you.
<input type="radio"/>	Relationship Is Key Factor in Winning Business	You indicated that you sell in an industry where relationships are the key factor in getting, maintaining, and growing business. This may limit your ability to develop qualified opportunities.
<input checked="" type="radio"/>	Relationships Generate New Business	You have been able to build the kind of relationships that generate referrals and introductions that convert to business.
<input checked="" type="radio"/>	Develops Strong Relationships over Time	You are able to develop strong rapport, and also have long-term ongoing relationships with customers.
<input checked="" type="radio"/>	Customers Follow to New Companies	You indicated that you have had past customer relationships strong enough that the customer has followed you to a new job.
<input checked="" type="radio"/>	Believes That Making Friends Is Single Greatest Asset	You indicated that making friends with prospects and customers is the single most important thing you do. This can make it easier for you to build relationships.
<input type="radio"/>	Extroversion Supports Relationship Building	Your tendency not to self-identify as an extrovert could (but doesn't necessarily) mean that you don't enjoy building relationships.

# Consultative Selling

The Consultative Selling Competency measures to what degree an individual has developed the ability to actively listen and ask an appropriate number of relevant, challenging, and timely questions to uncover a prospect's compelling reasons to buy.

	Able to Stay in the Moment	Your ability to stay in the moment allows you to respond appropriately and maintain control of the conversation.
	Uncovers Reasons to Buy	You are able to successfully listen to your prospects and learn why they would make a purchase.
	Reasons to Buy Are Compelling	You are able to uncover truly compelling reasons that might cause your customer to act quickly.
	Able to Listen/Ask with Ease	You do a great job listening to your customers and avoid dominating the conversation.
	Asks Enough Questions	You understand the importance of not dominating the conversation. Asking lots of questions gives prospects an opportunity to share their concerns, opinions, frustrations, problems, and budget.
	Asks Great Questions	Your ability to ask great questions helps you uncover important information, differentiates you from your competition and shortens the sales process.
	Gets Prospects Past "Nice to Have"	Your responses indicate that you struggle with getting prospects to view what you are selling as something they MUST HAVE, as opposed to something that is nice to have.



Will Build Trust

You have room for improvement in your Building Trust Competency. Creating an environment of trust will encourage prospects to share more with you.



Able to Ask Tough Questions

Your strength in the Doesn't Need Approval Competency supports your ability to ask tough questions, have meaningful conversations, and differentiate yourself from other salespeople.



Takes Nothing for Granted

Your responses show that you act on hunches, which may cause you to miss opportunities to discover more about a prospect's needs.



Manages Appropriate Amount of Patience

It is important to keep opportunities moving through your pipeline, but being too impatient runs the risk of coming across as inconsiderate.



Understands How Prospects Will Buy

You are able to get prospects to share with you how they will reach a decision to buy from you.



Develops Strong Relationships

Your strong skills in the Relationship Building Competency help you sell consultatively.



Presenting at Appropriate Times

Your responses show that you have good intuition for when to present and when to have a two-way conversation with a customer.



Healthy Skepticism

It's important not to be too trusting of your customers. By maintaining healthy skepticism, you can get more accurate answers to tough questions.

# Selling Value

The Selling Value Competency measures an individual's capabilities for selling value instead of focusing on price.

	Focused on Value over Price	Your tendency not to shop around for the best price helps you avoid being sympathetic to prospects who want to compare your price with competitors. In doing so, you are able to better keep the conversation on value as opposed to price.
	Will Discuss Finances	Your comfort discussing finances allows you to have in-depth conversations to determine exactly how much your prospect will spend and navigate challenging budget issues.
	High Threshold for Money	Your supportive Buy Cycle prevents you from being sympathetic to prospects and customers when they push back on the cost of what you are selling.
	Attempts to Sell Value	Your tendency to hold firm when a prospect asks for a lower price helps you keep the focus of conversations on value as opposed to price.
	Sales Process Supports Selling Value	Your sales process consists of the important milestones that support identifying value opportunities for your prospects.
	Learns Why Prospects Will Buy	You do a great job listening to customers to determine why they will make a purchase, which helps you keep the conversation on those reasons instead of price.



Doesn't Need Approval

Your strength in the Doesn't Need Approval Competency helps you push back when a prospect is focused more on price than value.



Asks Great Questions

You ask great questions that uncover insights that help you find ways to sell on value over price.



Asks Enough Questions

Your tendency to ask lots of questions will help you uncover opportunities to help prospects focus on the value of your solution as opposed to the price.



Avoids Making Assumptions

You tend to not make assumptions, which helps you dig deeper into a prospect's needs and discover opportunities to articulate the value of your solution.



Quickly Develops Rapport

You are able to quickly develop rapport with prospects, which helps you steer conversations with prospects away from price and keep the focus on value.










Not Compelled to Quote

By limiting how many quotes or proposals you create, you may be able to more effectively keep your conversations focused on value instead of price.



# Qualifying

The Qualifying Competency measures how thoroughly and effectively an individual qualifies their prospect's ability to buy from them, assuring more accurate forecasts.

	Meets with Decision Maker	Your strength in the Reaching Decision-Makers Competency helps you get the information you need to fully qualify opportunities.
	Uncovers Actual Budget	Your answers show that you have been successful at getting prospects to share how much money they can spend, allowing you to properly qualify the opportunity.
	Will Discuss Finances	You are comfortable talking about money with prospects, which is critical to determining whether an opportunity is qualified to move forward in the sales process.
	Knows Decision-Making Process	You are able to successfully get prospects to disclose the process they will use to decide whether to buy from you.
	Can Influence the Decision-Making Process	Your responses show that you may struggle to change a customer's unfavorable or complex decision-making process.
	Handles High-Ticket Pricing OK	You are comfortable handling customers' objections to a solution costing a lot of money.
	Need to Be Liked Doesn't Get in the Way	Your strength in the Doesn't Need Approval Competency helps you hold your ground on fully qualifying opportunities before moving them forward in the sales process.



Able to Stay in the Moment

Your strength in the Stays in the Moment Competency helps you avoid letting your emotional connection to an opportunity cloud your ability to properly qualify it.



Self-Limiting Beliefs Won't be an Obstacle

Your Supportive Beliefs help ensure that you are objectively qualifying opportunities.



Knows Why They Would Buy

You are able to uncover the truly compelling reasons why a prospect would buy from you.



Asks about Everything

Your ability to avoid making assumptions and rely on factual information helps you objectively qualify opportunities.



Not Vulnerable to Competition

One area for growth in your personal Buy Cycle is your tendency to comparison shop. When you are in the habit of comparison shopping, you are more likely to accept when your prospects want to do the same.

# Presentation Approach

The Presentation Approach Competency measures to what degree an individual presents the right content, at the right time, to the right people, and for the right reasons.

<input checked="" type="radio"/>	Emphasizes Listening over Talking	Your ability to listen more than you talk serves you well during presentations, when prospects may reveal additional details about the opportunity.
<input type="radio"/>	Able to Minimize Talking about Company Products or Solutions	Presentations can be more interesting and tailored to your prospect if you incorporate more questions, as opposed to mostly talking about your company and what you are selling.
<input checked="" type="radio"/>	Not Compelled to Present	You have a practical view on the importance of presenting, allowing you to avoid presenting when it is not required.
<input checked="" type="radio"/>	Not Overly Reliant on Educating and Presenting	You are able to balance presenting with other sales skills such as asking challenging questions and qualifying.
<input checked="" type="radio"/>	Does Not Believe Presenting Equates to Controlling the Sales Process	You indicated that you don't need to be presenting to feel in control of the selling process.
<input checked="" type="radio"/>	Does Not Believe Making A Proposal is the Most Important Part of the Sales Process	You appropriately feel that making a proposal is less important than other aspects of the sales process such as selling consultatively and qualifying the opportunity.
<input type="radio"/>	Not Compelled to Propose or Quote	You may be creating proposals or quotes too often and presenting too early in the sales process.



Asks Enough Questions

You understand the importance of not dominating the conversation during sales calls. While presenting your solutions, this same attribute can help you find opportunities to learn more about your customer's needs.



Takes Nothing for Granted

You do a great job relying on factual information as opposed to assumptions or hunches, which helps you tailor your presentations to each prospect's needs.

# Closing

The Closing Competency measures an individual's ability to get commitments and decisions when an opportunity becomes closable.

<input type="radio"/>	Gets Prospect to Agree to Make a Decision	Your answers show that you can shorten your sales cycle by getting your prospects to agree when decision-making will take place.
<input checked="" type="radio"/>	Will Meet with the Decision Maker	Your strength in the Reaching Decision Makers Competency ensures you are talking to the right people to be able to close opportunities.
<input type="radio"/>	Will Find a Way to Close	Before trying to close an opportunity, you should ensure that your prospects have agreed to make a decision.
<input checked="" type="radio"/>	Not Likely to Take "Think it Overs"	A positive aspect of your Buy Cycle is that you don't tend to mull over purchases. This makes it easier for you to push back when prospects ask for time to think over their purchase.
<input type="radio"/>	Unlikely to be Derailed by Put-Offs	You may be too accepting of prospects' stalls when you are attempting to close an opportunity.
<input type="radio"/>	Manages Appropriate Amount of Patience	Though it is important to get your prospects to make a decision at closing time, being too impatient runs the risk of coming across as inconsiderate.
<input type="radio"/>	Closing Urgency	Your responses show that you may not be pushing back on your clients strongly enough when they ask you to follow up later about a final purchasing decision.



Isn't Hoping to be Liked

Your strength in the Doesn't Need Approval Competency helps you push deals over the finish line.



Will Stay in the Moment at Closing Time

Your strength in the Stays in the Moment Competency helps you stay objective at closing and avoid emotion clouding your judgement.



Won't Make Inappropriate Quotes

If possible, try to only create quotes and proposals when you are likely to win the business, and otherwise ask more questions and try to get a firm commitment.

# Sales Process

The Sales Process Competency measures an individual's ability to follow the proper sequence of stages and milestones of a structured sales process.

<input checked="" type="radio"/>	Follows Stages and Steps	The sales process you follow or are most comfortable with includes appropriate stages or steps.
<input checked="" type="radio"/>	Process Has Most Key Milestones	The sales process you indicated you follow has the key milestones necessary to be effective.
<input type="radio"/>	Process Has Adequate Sequence	The sales process you follow or are most comfortable with lacks an effective sequence of activities.
<input checked="" type="radio"/>	Consistent and Effective Results	You indicated that your sales process usually produces consistent and effective results.
<input type="radio"/>	Little Wasted Time	You may be spending too much time with prospects that don't buy from you, which is likely the result of not following a strong sales process.
<input checked="" type="radio"/>	Has and/or Follows an Effective Process	The sales process you follow or are most comfortable with would generally be considered a true sales process as opposed to a series of activities.
<input type="radio"/>	Uses an Effective Approach	The sales process you follow or are most comfortable with consists of activities that are unlikely to lead to predictable sales results.



Relationship-Based

Your strength in the Relationship Building Competency will help you when your sales process requires building a strong relationship with prospects in order to win the business.



CRM Savvy

Your ability to adhere to a structured sales process could be improved by becoming more proficient in CRM tools and/or embracing them as a tool to help you achieve your goals.



Strategic Use of Sales Scorecard

You indicated that you regularly use a scorecard that predicts the likelihood of winning business as part of qualifying prospects.



# Sales Technology

The Sales Technology Competency measures an individual's ability to successfully leverage CRM, professional social media, and video selling tools.



CRM Savvy

Your answers show that you lack experience with using CRM platforms and/or the passion to fully embrace it as a critical contributor to sales success.



Social Selling

Your responses indicate that you lack the experience to effectively use social media tools or the passion to use it for business development purposes.



Video Proficient

You have the skills and passion necessary to effectively sell to customers via video.

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# Other

These Competencies measure capabilities that may not apply to all selling roles and salespeople. The importance of these competencies depends on the salesperson's role.

**When this is an Opportunity for Growth, an individual might...**

**When this is a Strength, an individual might...**

## Sales Posturing



appear to lack authority or make a negative first impression.

make a good first impression by being positive, confident, and memorable.

## Negotiating



attempt to persuade customers for a short time and then agree with their customer's demands.

be willing to walk away, ask questions, and seek a win-win outcome.

## Building Trust



have integrity but behave in a way that causes customers to become defensive.

be viewed by prospects and customers as authentic, reliable, and accountable.

## Account Management



take their customers for granted, and/or be content with incremental account growth

actively service the account, proactively solve problems, and nurture the customer relationship to maintain that account's business.

## Farming



have relationships that aren't strong enough to leverage for an increase in a customer's revenue.

leverage their good relationships with stakeholders at a customer to achieve account growth.

# Sales Posturing

The Sales Posturing Competency measures an individual's ability to make positive first impressions, differentiate themselves, and be memorable.

<input checked="" type="radio"/>	Good Self-Image	Your strong self-image helps to maintain a sense of being rejection-proof and makes you memorable relative to competitors.
<input checked="" type="radio"/>	Quickly Develops Rapport	You are generally able to build rapport on or during your first meeting with a prospect.
<input type="radio"/>	Sales Optimism	Your responses show that you tend to not expect positive outcomes from selling situations, which could negatively impact prospect's perception of you.
<input checked="" type="radio"/>	Sales Assertiveness	You exhibit an appropriate amount of assertiveness with customers, being neither too timid nor too overconfident.
<input type="radio"/>	Sales Empathy	It is important to empathize with a prospect's problems without also empathizing with their stalls or objections.
<input type="radio"/>	Appropriate Amount of Patience	Your answers indicate that you tend to be impatient with customers. This runs the risk of making an impression as inconsiderate.
<input type="radio"/>	Will Build Trust	By addressing the areas for growth in the Building Trust Competency, you'll be more memorable to prospects and make a more lasting impression.



**Good Listener**

During conversations, you listen far more than you talk, which helps customers feel understood and positively differentiates you.



**Healthy Skepticism**

You may at times be too trusting of what prospects tell you. By maintaining a healthy level of skepticism, you can ask more questions and be more memorable.

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# Negotiating

The Negotiating Competency measures an individual's ability to effectively negotiate terms, prices, and conditions throughout the sales process.

<input checked="" type="radio"/>	Seeks Win/Win	You tend to find "win/win" outcomes while negotiating, where both you and the customer get something they want.
<input checked="" type="radio"/>	Willing to Walk	You are willing to walk away from negotiations if they are not going well, which is an important strategy.
<input type="radio"/>	Manages Appropriate Amount of Patience	Though it is important to move through negotiations in order to secure an opportunity, being too impatient runs the risk of coming across as inconsiderate.
<input checked="" type="radio"/>	Able to Listen/Ask with Ease	You know the value of listening more than talking, which helps you uncover advantages during a negotiation.
<input checked="" type="radio"/>	Able to Stay in the Moment	When negotiating, you are able to remain focused and not allow emotions to cloud your objectivity.
<input type="radio"/>	Goal Oriented	You are missing one or more attributes related to personal goal management. Having a highly disciplined goal management system will also help you successfully negotiate complex situations.
<input checked="" type="radio"/>	Problem Solver	You tend to think of solutions, as opposed to worrying about problems or getting consumed by them.



Doesn't Need to be Liked

You are willing to accept that a negotiation may negatively impact how much a customer likes you.



Rejection Proof

Your ability to swiftly recover from rejection allows you to respond swiftly during negotiations.



Selling Value

Your strength in the Selling Value Competency helps you identify positive outcomes in negotiations.



Will Discuss Finances

You have the ability to discuss money with a great deal of ease. This allows you to negotiate aspects of an opportunity related to money or challenge a prospect's money-related pushback.

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# Building Trust

The Building Trust Competency measures whether an individual is seen as trustworthy by their customers and prospects.

<input type="radio"/>	Gains Trust Early	Your responses show that you don't believe you are able to get your prospects to trust you early in your conversations, which may make it more challenging to establish your credibility.
<input type="radio"/>	High Integrity Seller	When faced with a difficult business decision, you tend to choose a great opportunity over honoring an existing commitment, which can run the risk of undermining customer trust.
<input checked="" type="radio"/>	Customers Share Information Early	Customers tend to share information with you early in the sales process, opening the door to take a consultative approach.
<input checked="" type="radio"/>	Gets First Call from Customers	Your customers tend to consult or include you early in the planning process, suggesting they are more inclined to give you their business.
<input checked="" type="radio"/>	Quickly Develops Rapport	You indicated that you are generally able to build rapport on your first call/meeting, which supports your ability to quickly build trust.
<input checked="" type="radio"/>	Believes They Are Quickly Liked by Customers	You indicated that customers tend to quickly like you and/or you are able to quickly build rapport, which also helps customers quickly trust you.

# Account Management

The Account Management Competency measures an individual's ability to manage, maintain, and grow multiple assigned accounts.



Has Strong Relationships

Your strong abilities in the Relationship Building Competency also support your ability to form the long-running relationships necessary to be an effective account manager.



Will Handle Organizational Politics

When a customer exhibits unpredictable behavior, you try to discover why instead of making assumptions. This same curiosity can also help you uncover hidden opportunities and overcome obstacles.



Will Make Friends Everywhere

You don't generally prioritize customers being your friend and/or liking you. This serves you well in other areas of sales but isn't always supportive for longer account management relationships.



Will Follow Up Often

Your tendency to follow up often with customers helps ensure that they will view you as a trusted resource and provides you with more opportunities to develop additional opportunities.



Will Meet/Talk with Decision Makers

Your strength in the Reaching Decision Makers Competency also helps account managers move beyond their usual contact to the actual decision maker when needed.



Will Know the Real Budgets

You are able to get your customers to share their budget with you, which can help an account manager uncover additional opportunities.





**Won't Feel Urgency to Close Business**

Your patience regarding getting commitments from customers will make your customers more comfortable with you and help them see you as a trusted resource.

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**Won't Alienate People**

You scored highly in the Doesn't Need Approval Competency. While this is helpful in most areas of sales, it can run the risk of alienating customers when you are seen as their go-to account manager.

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**Will Focus on Current Accounts Rather than Looking for New Accounts**

As indicated in the Hunting Competency, you are strongly driven to hunt for new customers. To be successful in account management, you may need to reprioritize your focus on managing existing customers.

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**Will Manage Time Effectively**

By developing your organizational skills further, you will also be able to be a more effective account manager.

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# Farming

The Farming Competency measures an individual's ability to grow a small number of key accounts.



Attempts to Close

Your responses show that you don't always place tremendous importance on getting a customer to agree to make a decision, which is an important step in getting more business from existing customers.



Has Closing Urgency

Your responses show that you tend to not push back on customers if they ask you to follow up later about a decision.



Won't "Understand" Most Objections

The way you make purchases in your personal life is likely to help you avoid sympathizing with their objections.



Won't Panic Over Objections

Your strength in the Stays in the Moment Competency allows you to stay objective when existing customers have objections.



Handles "It's a Lot of Money" Objection

You have a healthy perspective on value that allows you to respond appropriately when a customer objects to something costing a lot.



Won't Accept Put Offs

Your answers indicate that you may not object to put offs when scheduling a meeting with your customers or trying to close an opportunity.



Believes They Are Quickly Liked by Customers

You indicated that customers tend to quickly like you and/or you are able to quickly build rapport, which will help you gain more business from existing customers.



**Won't Alienate Customers**

You scored highly in the Doesn't Need Approval Competency. While this is helpful in most areas of sales, it can run the risk of alienating customers when your role is having a long-running relationship to farm additional business.



**Unlikely to be Distracted by New Accounts**

Your enjoyment of hunting for new customers could cause you to lose focus on getting more business from existing customers.

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We hope this analysis has given you useful insights into your current sales-related skills and strengths – both the areas where you are already strongly competent as well as any areas in which you could benefit from training and development.