



- Identifying Superstars •
- Searching for Superstars •
- Assessing their Strengths •
- Qualifying their Fit •
- Interviewing Them •
- Making Recommendations •

Identifying Sales Competencies

Finding Individuals who possess these unique sales skills and strengths is the key to building a superstar sales team

Finding superstar sales people requires identifying more than just personality profiles, and behavioral strengths and weaknesses. It requires identifying people who have the following recognizable skills and competencies that are unique only to the field of sales. Successful candidates in your hiring process will possess these. These 21 competencies are for both sales persons and sales managers (*there are an additional 7 for sales managers only*). These are the competencies we measure for to secure for you a superstar sales workforce.

Identifying those skills unique only to the sales profession



1. Has Written Goals
2. Follows Written Goals With a Plan
3. Has Positive Attitude
4. Takes Responsibility
5. Strong Self-Confidence
6. Supporting Record Collection
7. Controls Emotions
8. Doesn't Need Approval
9. Recovers From Rejection
10. Comfortable Talking About Money
11. Supportive Buy Cycle
12. Consistent Effective Prospecting
13. Reaches Decision Makers
14. Effective Listening and Questioning
15. Early Bonding and Rapport
16. Uncovering Actual Budgets
17. Discovering Why Prospects Buy
18. Qualifies Proposals and Quotes
19. Gets Commitments and Decisions
20. Strong Desire for Success
21. Strong Commitment for Success



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