

Sales Skills Template

Jumpstart your Skills Matrix using the template below. These skills are critical to every sales role and will empower your team to level up!

We encourage you to tailor the skills and definitions for your organization. As a best practice, gain agreement with key stakeholders and do not exceed 15 total skills to ensure scalability and adoption across managers and team members.

Skill	Definition
Account Strategy	I am able to map each account and understand the relationship between all decision-makers, stakeholders, champions, and influencers. With this information I can strategize next steps, key deliverables, and timelines.
Organizational Skills	I am able to structure my day effectively, identify priorities, maintain specific details within all opportunities, and consistently manage all commitments.
Value Selling/Selling Methodology	I am able to execute proper discovery to uncover prospects' challenges, needs, and priorities. By articulating my organization's relevant capabilities, experiences and insights, I can build a new perspective that leads to potential value.
Persona-Based Selling	I am able to identify industry-specific personas. I understand personal and organizational pain points, use cases, responsibilities, and business/team structure.
Delivery Skills	I am able to effectively prepare for all meetings (virtual and in-person), establish a mutually beneficial agenda, and communicate relevant meeting goals. I am able to present all slides with appropriate body language and tone to develop rapport and gain trust.
Executive Conversations	I am able to engage with C-level prospects through diligent research/preparation, using concise and relevant messaging/metrics, and pivoting to a strategic conversation rather than a tactical one.



Communication Skills	I am able to engage with a prospect at any level of an organization in a positive way using active listening skills, mirroring, paraphrasing, and reflecting back on what is said to better understand challenges and appropriately explain our product's value.
Storytelling Skills	I am able to articulate a personalized and relevant narrative centered around the prospect's specific needs and supported by the value our product. To help personalize my approach, I include personal stories from my own perspective.
Competitive Market Landscape	I am able to differentiate our product from the competition while focusing on value.
Negotiating Beneficial Terms	I can confidently negotiate mutually beneficial terms, build and deliver a business case, and generate urgency for our solution.

Questions?

The 'Sales Skills Template' is a great starting point for developing your continuous development function. However, we know that questions don't stop here. Please use our team as a resource and send questions to: enablement@seismic.com for additional support. We are here to support your growth mindset!

