



# THE ADVANCED SELLING PODCAST

**Skills Assessment (10)** *Part 1 of 3*



This document, comes from our sales training curriculum and was recently highlighted on either an episode of The Advanced Selling Podcast or The Ultimate Sales Chick Podcast (Brooke Green).

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## Our Trainers

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## Skills Assessment

### RATE YOURSEL

The following is a brief skills assessment for sales / account people or for sales managers to help understand gaps in competency. Our belief is that we can all learn more and be more effective in the sales profession.

Here is our list of 10. Rate yourself between 1-10 (1- "Awful"; 10-"You could teach the course")

**1. PRECALL PREPARATION.** You must know what you're getting yourself in to. Do you take anytime upfront understanding what kinds of problems the customer "may" be having? Do you read industry trade magazines? Do you know the trends that your customers may be wrestling with?

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1—2—3—4—5—6—7—8—9—10

**2. UPFRONT AGREEMENT.** This is part of the sales process where you set the tone for truth and honesty. If your goal is merely to sell them something, don't use this. They'll be on to your game. But if you're truly wanting to change the buyer-seller dynamic then you have to have the "context" for the call right.

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1—2—3—4—5—6—7—8—9—10

**3. STORY.** What is your story? Are you able to communicate it well to the prospect? Does it have a flow to it? Does it make logical sense? Is there emotional appeal to it? If you tell the story to a friend, does it make them go "Huh?" or "Wow!?"

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1—2—3—4—5—6—7—8—9—10



**4. PAIN.** You can call this what you want, but our belief is that companies have problems—people have pain. If you aren't having a discussion about their issues—objectives—pains—then you're talking about the wrong things.

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1—2—3—4—5—6—7—8—9—10

**5. ECONOMICS.** This is the discussion/skill around money. The money they will pay you to buy—and the money they will lose if they continue to live with their problem. If you are not having any conversation about money, then you're out of control.

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1—2—3—4—5—6—7—8—9—10

**6. PROCESS.** Do you know their buying process? Do they know your diagnostic/selling process? The **elementary** version of this is you ask them, "What is your buying process for this?" In, **graduate** school, you learn that you don't ask them—you "tell" them what **your** process is (nicely, of course). How effective are you at laying out your process and having them follow it? If you always feel out of control in the sales cycle, then you aren't good at this.

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1—2—3—4—5—6—7—8—9—10



**7. RECOMMENDATION.** This is the skill of presenting your findings/proposal to the prospect. You will ALWAYS find things that should be in the proposal that weren't or things that were that shouldn't have been. Get really good at presenting and linking up their pains and your solutions. Most don't. You don't have to be great at this compared to the world.

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1—2—3—4—5—6—7—8—9—10

**8. CLEAR FUTURE.** When you leave a meeting, do you have a clear understanding about next steps with your prospect? This is a great skill. Most amateurs leave with cloudy futures—highly paid pros don't let this get past them. Be very specific about next steps.

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1—2—3—4—5—6—7—8—9—10

**9. STAY BEHIND.** This is the act of being less excited about the deal than they are about solving their problem. The more "ahead" of the prospect you are, the more you scare them and they'll be in danger of fleeing. This is very hard for those of us that came up through the ranks of "enthusiastic selling." But it is much more effective to have them pulling you than you pulling them.

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1—2—3—4—5—6—7—8—9—10



**10. INNER GAME.** This is the skill of managing your mind. Some would say this is an **attitude** but we think it a skill. It permeates every part of the sales cycle. How effective are you at being confident? At being relaxed when bad news is on the table? How appealing is the idea of bringing up problem situations in front of the prospect?

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1—2—3—4—5—6—7—8—9—10

Stay tuned for the next podcasts on ATTITUDE and BEHAVIOR Assessments.



## Sales Managers/Leaders

Take the table below and rank your people in each area (1-10). Then you can highlight the areas that cause the most concern—or where there is the most opportunity for growth.

SKILL	SP 1	SP 2	SP 3	SP 4	SP 5
PRE CALL PREP					
UPFRONT AGREEMENT					
STORY OF VALUE					
PAIN FINDING					
ECONOMICS					
PROCESS CONTROL					
RECOMMENDATION					
CLEAR FUTURE					
STAY BEHIND					
INNER GAME					



## Our Services

Caskey is a sales development firm in Indianapolis. You might know us as podcasters and bloggers but there's a whole lot more behind the scenes to know. We help organizations specifically in many ways:

- Training Sales Teams
- Developing Company Leaders
- Creating Messages of Value
- Designing Successful Sales Processes
- Engaging in High Level Skills Training (Sales, Communication, Process Management)

We do this in the following ways:

**Speeches and EVENTS.** This includes anything from a 1- hour speaking gigs to 3-day Training Events with your team on your site.

**Teleseminars.** Many of our clients supplement their face-to-face training with remote work, like teleseminars or webinars. If you have a remote sales team, webinars might be the best ticket.

**Personal Coaching.** We have an arm of the business totally dedicated to working with people one-on-one (in person or on phone). This is typically for the high achievers who need work at a different level than the entry-level person. The fee for this is \$1500 per time block.

**Ongoing Group Sessions.** We believe that adults don't learn well in one time events. Instead, they work best when they have a chance to try new things, new thoughts, new tactics and report back to the group and trainer about their success. Our most effective programs are long term and on going in nature. Most of our work with a sales team (#s 5-50) is a minimum of 6-months.

**MasterMinds** is our peer sales learning program that meets twice per month (1st and 3rd Friday) at our training center in Indianapolis. (Tuition: \$500/month) Includes one on one coaching, each session is audio recorded.





Notes