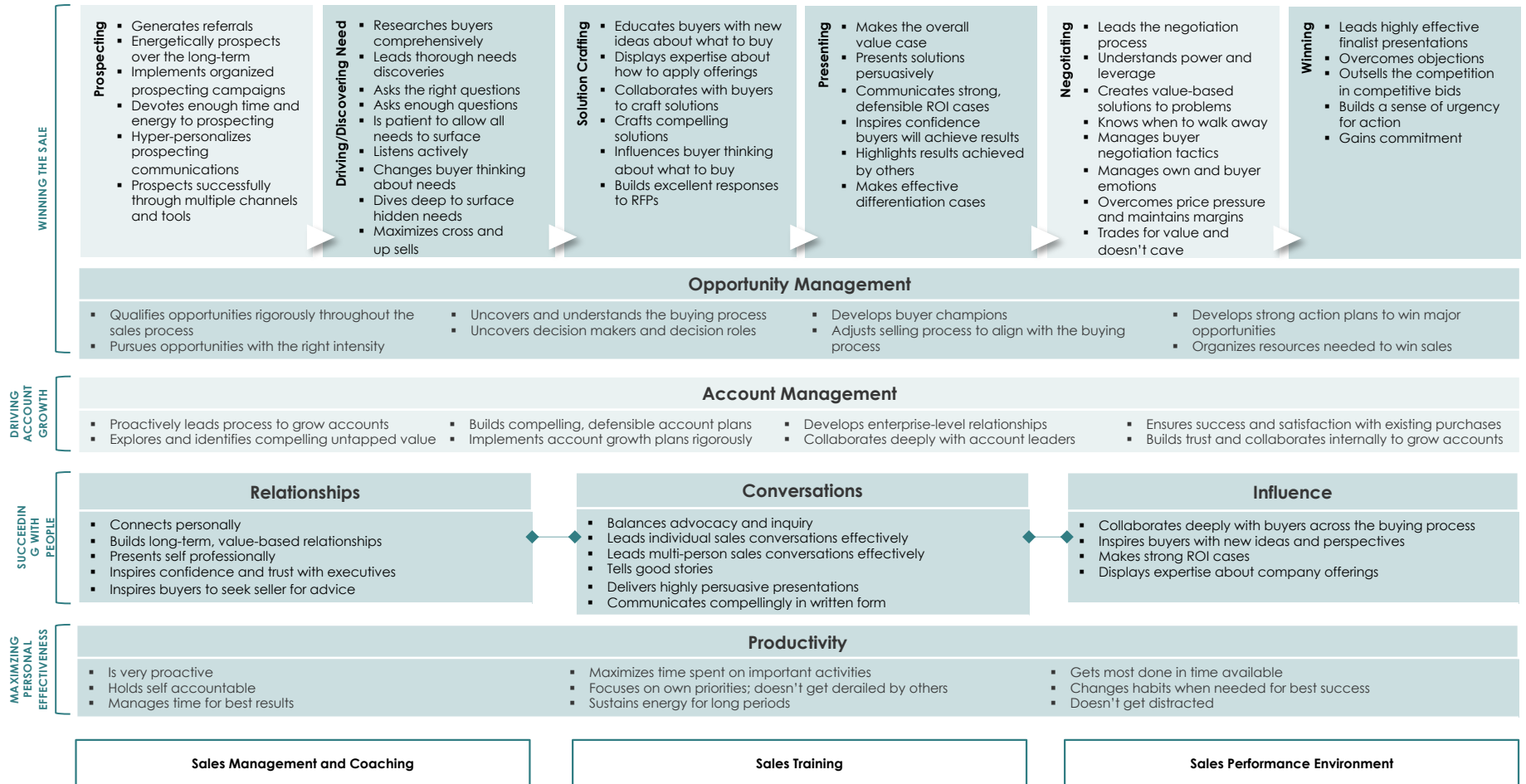




## Common Seller Skills



Topics essential to most seller role success

Topics often, but not always, essential to seller role success

Topics that influence seller success they do not control (organizational factors)



## Common Seller Attributes

Background	General Characteristics	Selling Characteristics	Intellectual Capacity	Productivity/Work Habits
<ul style="list-style-type: none"> <li>Education</li> <li>Specialties</li> <li>Selling experience</li> <li>Geographies</li> <li>Languages</li> <li>Rolodex</li> <li>Expertise area(s)</li> </ul>	<ul style="list-style-type: none"> <li>Assertiveness</li> <li>Integrity</li> <li>Confidence</li> <li>Sincerity</li> <li>Professionalism</li> <li>Emotional intelligence</li> <li>Gravitas</li> <li>Perceptivity</li> <li>Presence</li> <li>Humility</li> <li>Sense of humor</li> <li>Enthusiasm</li> <li>Likeability</li> <li>Flexibility</li> <li>Outlook/positivity</li> <li>Stress tolerance</li> <li>Poise</li> <li>Energy/vibe</li> <li>Leadership</li> <li>Risk-taking</li> <li>Cultural sensitivity</li> </ul>	<ul style="list-style-type: none"> <li>Customer focus</li> <li>Relationship development</li> <li>Money orientation</li> <li>Ambition</li> <li>Consultative orientation</li> <li>Influence</li> <li>Curiosity</li> <li>Collaboration</li> <li>Courage</li> <li>Empathy</li> <li>Resilience</li> <li>Resourcefulness</li> <li>Boldness</li> <li>Stress tolerance</li> <li>Teamwork</li> </ul>	<ul style="list-style-type: none"> <li>Financial acumen</li> <li>Clock speed</li> <li>Learning capacity</li> <li>Logic</li> <li>Problem-solving</li> <li>Written communication</li> <li>Visual communication</li> <li>Articulateness</li> <li>Detail orientation</li> <li>Conceptual thinking</li> <li>Systems thinking</li> <li>Business acumen</li> </ul>	<ul style="list-style-type: none"> <li>Proactivity</li> <li>Motivation</li> <li>Initiative</li> <li>Success drive</li> <li>Perseverance</li> <li>Sense of urgency</li> <li>Ability to focus</li> <li>Delivers under pressure</li> <li>Time management</li> <li>Accountability</li> <li>Decision making</li> <li>Self-belief</li> <li>Organization</li> <li>Planning orientation</li> <li>Works independently</li> <li>Dealing with ambiguity</li> <li>Coachability</li> <li>Trainability</li> </ul>

## Common Seller Knowledge

<ul style="list-style-type: none"> <li>Our market</li> <li>Our competition</li> <li>Our offerings (products/services, solutions)</li> </ul>	<ul style="list-style-type: none"> <li>Customer needs</li> <li>Expectations, goals, and action plan clarity</li> <li>Sales process, strategy, playbooks, and assets</li> </ul>	<ul style="list-style-type: none"> <li>Post-sale delivery and implementation</li> <li>Account development</li> </ul>
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