

SALES COMPETENCY WHEEL

There are common competencies every organization needs to build a truly successful sales organization. At RAIN Group, we organize these competencies around the Sales Competency WheelSM.

Not every seller must do everything in the wheel (e.g., not every seller must fill their own pipelines or drive account growth), but every sales role is comprised of some mix of these areas.

The Sales Competency Wheel itself has a number of categories. Look at it from the center out:

VALUE

At the center is value. When sellers can create value, they win. This is the end goal.

SALE

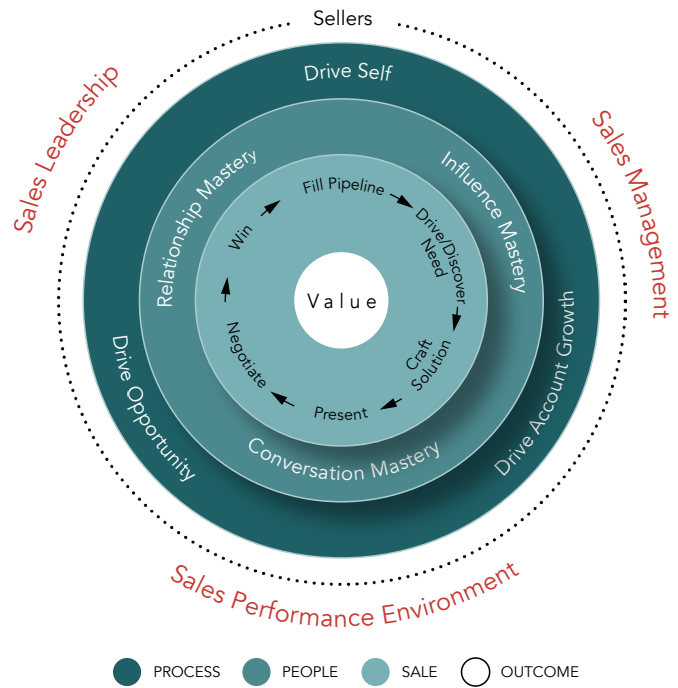
What do sellers need to do to create and win a particular sale or opportunity?

- **Fill Pipeline:** You can't sell if you don't have opportunities. If value is the outcome, then infuse value in the prospecting process itself.
- **Drive | Discover Need:** With needs discovery, the idea is to find out what may be most valuable to a buyer when they indicate they have a need. With driving need, the idea is to find untapped value in the market and at accounts, and then make a case for doing something about it that creates value for the buyer.
- **Craft Solution:** Whether you or the buyer drives the need, once you understand it, you must craft a solution that actually creates the most value.
- **Present:** You have to communicate the full value of the solution so the buyer understands it as well as you do.
- **Negotiate:** Assuming you're selected by the buyer, often you enter a negotiation phase. The idea is to maintain margin and prices by focusing on value over price.
- **Win:** The ultimate recognition of creating value is winning the sale. Winning doesn't just happen, though. Sellers have to make it happen and beat the competition.

PEOPLE

To make sales work, sellers must succeed with people. Focus on:

- **Conversation Mastery:** Sellers must lead masterful conversations across the sales process.
- **Relationship Mastery:** Sellers must build strong relationships as they affect success at every stage of the sales process.
- **Influence Mastery:** It's the job of a seller to influence buyer agendas, actions, and decisions.



PROCESS

For sellers to succeed at any of the inner circles, they must be able to:

- **Drive Opportunities:** Leading the process of winning a sale, including planning to build relationships, leading masterful conversations, and influencing buyers.
- **Drive Account Growth:** Penetrating, expanding, and protecting a company's most important accounts.
- **Drive Themselves:** Directing their own success, making their own action plans, managing their own time and activities, and managing their pipelines to yield maximum business results.

These are all the skill areas sellers must have.

Factors influencing sellers' abilities to get all of this done, are:

- **Sales Leadership:** Defining the path to overall success, and architecting the system to allow teams to achieve their potential.
- **Sales Management:** Working to help each seller reach their potential on a day-to-day basis.
- **Sales Performance Environment:** Allowing sellers to sell effectively, and providing the tools to help them win.

At RAIN Group, it's our mission to help clients unleash the sales potential of their teams as it relates to the Sales Competency Wheel.

To learn more, visit www.raingroup.com and contact us.