

REQUIREMENT PROFILE FOR SALES EMPLOYEES

Key qualifications as a basis for training courses

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PERSONAL COMPETENCES

goal orientation	Knows overarching goals and identifies with them
	Plans goals, implements them persistently and works in a focused manner
communication	Is actively in contact with customers, asks good open questions and listens
	Is humorous, even in difficult situations
Emotional stability	Remains objective under pressure, is receptive and able to act
	Trust his own abilities and have emotions under control even in critical situations
conflict ability	Recognises conflicts in good time and addresses them openly
	Works out possibilities for reaching consensus on the basis of interests and values
accountability	Knows its decision-making powers and makes use of them
	Acknowledges his mistakes and assumes responsibility for them
commitment	Motivates itself and "pulls" customers with it
	Actively deals with new issues and independently finds solutions even in difficult situations

SALES COMPETENCES

preparation	Analyses the initial situation and makes use of documented information
	Has clear goals for the customer discussion and a corresponding "script"
call opening	Establishes appropriate contact with customers and can be experienced positively by customers
	Coordinates the framework of the conversation with the customer
demand determination	Tailors open-ended questions to the customer's situation and comprehensively captures his needs
	Listens actively and takes notes
presentation	Focuses on benefits instead of products and shows customers only what they are really interested in
	Gently uses media and is in dialogue with the customer
objection handling	Takes the customer's objections seriously, deals with them openly and questions them
	Knows its limits and gives only concessions that are also justifiable
graduation	Identifies closing signals and leads customers to a decision appropriately
	Clarifies the further procedure with the customer

NEGOTIATION SKILLS

Preparation & Opening <small>* see also chapter "Sales Competence"</small>	<p>Additional preparation: Developed on the basis of interests and values Solution corridors</p> <hr/> <p>Additional preparation: Develops a plan B</p>
Interests & Values	<p>Focuses on interests and values and is in good contact with customers</p> <hr/> <p>Targets questions, shows acceptance in case of differences and highlights commonalities for a solution</p>
trade receivables	<p>Encounters demands at eye level - only gives something away when he gets something in return</p> <hr/> <p>Sets stop signals, ideally redirecting the negotiation back to the interest and value level</p>
Dealing with Dirty Tricks	<p>Has stability, exposes dirty tricks and offers alternatives for further action</p> <hr/> <p>Goes into the conflict if necessary and clarifies the basic cooperation</p>
Lösungen	<p>Concretises approaches to solutions on the basis of common interests and values</p> <hr/> <p>Asking a lot of questions, listening, being in contact and fixing solutions</p>
graduation	<p>Identifies closing signals and leads customers to a decision appropriately</p> <hr/> <p>Clarifies the further procedure with the customer</p>

TRADE PARTNERS LEAD

goal orientation	Makes effective target agreements with the dealer on the basis of good market data
	Regularly checks with the dealer the degree of target achievement and controls in the event of deviations
model	Is a model for high quality sales conversations and also fulfils the quality criteria
	Reflects also in the presence of employees of the trading partner own sales discussions
executive	Is conscious, without authority to lead and communicates at eye level
	Understands the interests and emotions of the trading partner and thus creates effective solutions
diplomat	Represents the interests of the own company clearly and also actively demands them
	Negotiates satisfactory solutions for all parties involved in conflicts of interest
quality manager	Estimates the sales competence of the dealer or employee with the quality criteria for sales.
	Initiates learning processes at eye level in the event of deviations, provides advice and support
Trainer/Coach	Links product knowledge with sales expertise and guides to good sales behavior
	Reflects with sales employees, gives feedback and develops joint solutions if necessary