

Sales Skill Sets

Hunter

Uses Sales 2.0 Tools
Attends Networking Events
Prospects via Phone and/or Walk-ins
Gets Referrals from Customers/ Network
Reaches Decision Markers
Schedules Appointments
Prospects Consistently
Has No Need for Approval
Recovers From Rejection
Maintains a Full Pipeline
Will Prospect

Closer

Gets Prospect To Agree To Make Decision
Wont Make Inappropriate Quotes
Will Meet with the Decision Maker
Will Find a Way to Close
Wont be Overly Patient
Unlikely to be Derailed by Put-Offs
Not Likely to Take "Think it Overs"
Isn't Looking to be Liked
Will Stay in the Moment at Closing Time

Qualifier

Uncovers Actual Budget
Meets with Decision Maker
Knows the Compelling Reasons to Buy
Knows Decision Making Process
Asks about Everything
Will Discuss Finances
Handles High-Ticket Pricing OK
Doesn't Let Being Liked Get in the Way
Able to Stay in the Moment
Self-Limiting Beliefs Won't be an Obstacle

Consultative Seller

Asks Good Questions
Asks Enough Questions
Quickly Develops Relationships
Not Presenting at Inappropriate Times
Uncovers Compelling Reasons to Buy
Understands How the Prospect Will Buy
Takes Nothing for Granted
Won't Have Trouble Asking Tough Questions
Will be Able to Listen/ Ask with Ease

Farmer

Handles "It's a Lot of Money Objection"
Has Closing Urgency
Attempts to Close
Won't Panic Over Objections
Won't Accept Put-Offs
Won't Understand Most Objections
Won't Alienate Customers
Will be Very Likable
Unlikely to be Distracted by New Accounts

Account Manager

Has Strong Relationships
Will Meet/Talk with Decision Makers
Will Know the Real Budgets
Will Handle Organizational Politics
Will Manager Time Effectively
Won't Feel Urgency to Close Business
Won't Alienate People
Won't Look for New Accounts
Will Make Friends Everywhere
Will Follow Up Often

Ambassador

Very Likable
Networks Well
Will be Effective with People
Likes Being in Sales
May Follow Up without Reason
Will Waste a Lot of Time
Prefers to Make Friends
Little in the Way of Selling Skills

Gray shading signifies acceptable for that role not preferred