# Sales Skills Assessment

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| Employee Name: |  |
| Identification Number: |  |
| Job Title: |  | Assessment Date: |  |

1. What is the main objective of your job?

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1. How long does it take you to follow up on sales call?

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1. How do you choose the clients that you approach?

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1. Which sales techniques have been the most effective for you?

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1. How do you assist your client's buying decisions?

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1. How strong are your non-verbal cues?

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1. Do you have complete knowledge of the product you're selling?

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1. How frequently do you gain commitment from the client before you conclude the sales call?

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1. How quickly can you adapt your sales technique to suit different customers?

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1. How do you choose the individuals/companies you approach?

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1. In the past year, what have you done to improve your salesmanship?

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1. Describe the questions you use during your sales routine.

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1. What do you think is the weakest part of your sales routine?

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1. As a salesperson, what do you consider are your strengths?

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1. What steps do you intend to take during the upcoming year to improve your sales numbers and to ensure you reach your quotas?

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