

SALESPERSON DEVELOPMENT CHECKLIST FOR 2024



Date: _____

Salesperson Name: _____

Sales Manager Name: _____

Instruction: With your salesperson, select 3-5 high need area of growth for the Salesperson to improve in 2024. Make sure Action are observable or measurable.

<u>Area of Growth/Improvement</u>	<u>Salesperson Needs</u>	<u>Actions</u>	<u>By When</u>	<u>Done</u>
A. Product and Market Knowledge				
1. Existing Product Features and Benefits				
2. New Product Introduction Features & Benefits				
3. On line Applications & Tools				
4. Competitive Analysis				
5. Company History, Mission, Values				
6. Market Knowledge				
7. Specific Industry Knowledge				
8. Customer Research				
9. Web Based AI Research				
10. Lead Generation Research				

*H = High Need *M = Medium Need *L = Low Need

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<u>Area of Growth/Improvement</u>	<u>Salesperson Needs</u>	<u>Actions</u>	<u>By When</u>	<u>Done</u>
B. Selling Skills and Sales Processes				
1. Prospecting				
2. Sales Meeting Activity Level/KPI				
3. Pre-Call Preparation & Planner				
4. Selling Skills				
1. Set the Agenda				
2. Probing/Questions				
3. Communicating Benefits				
4. Closing				
5. Overcoming Apathy				
6. Handling Price Objection				
7. Resolving Resistance				
o Skepticism/Misunderstanding/Drawbacks				
5. Negotiating Skills and Preparation				
6. Selling Against the Competition				
7. Key Account Management & Strategy				
8. Selling to Different Levels/Personalities				
9. Sales Presentation Skills				
10. Virtual Communication Skills				
11. Cross and Upsell/Expand Accounts				
12. Proposal Generation				
13. Sales Process & CRM				
14. Sales Coach Interaction / Teachability				
15. Scheduling Joint Sales Calls with Sales Manager				
16. Sales/Service Team Relationships				
17. Collections				
18. Personal Learning Plans				
19. Grooming and Professional Presence				

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Agreed by:

Salesperson

Sales Manager