

# CHECKLIST: WHAT YOU SHOULD LOOK FOR IN A SALES TEAM ASSESSMENT



No matter which performance assessment you choose, there are advantages and disadvantages for measuring your sales employees. Bottom line: you'll want to make sure you're measuring the qualities, skills, and behaviors that actually matter for sales success.

Here is a checklist of the most essential areas for an individual employee's sales success. Use this as a guide for evaluating whether an assessment is right for your sales organization. Look for assessments that speak to your employees' specific sales skills in the following areas.

**For each salesperson, a reliable test will evaluate:**

1. What are their prospecting capabilities?
2. Are they able to meet with the actual decision maker and is there anything that could interfere with that?
3. What is the quality of their business relationships?
4. Are they able to take a consultative approach to a sales opportunity and uncover compelling reasons to buy?
5. Are they able to quantify the opportunity and be the value rather than selling on price?
6. Are they able to thoroughly qualify an opportunity?
7. Can they present the right content to the right people at the appropriate point in time?
8. Can they close business on a timely basis?
9. Are they able to follow a staged, milestone-centric sales process?
10. Can they leverage CRM, social selling, and video proficiency for sales success?
11. Are they able to ask questions, push back, and challenge conventional thinking without needing to be liked by others?
12. Are they able to stay in the moment and use active listening skills?
13. Do they have beliefs about sales that support or sabotage ideal sales outcomes?
14. Does the way they make major purchasing decisions support ideal sales outcomes?
15. Are they comfortable having in-depth discussions about money and finances with prospects?
16. How well do they recover from rejection?
17. How badly do they want to achieve greater sales success?
18. How committed are they to do whatever it takes to achieve greater sales success?
19. How do they feel about themselves and their career outlook in sales?
20. Do they take responsibility for results or rationalize and make excuses?
21. How motivated are they to achieve sales success?



**Objective Management Group's sales assessments target key selling skills for current and prospective employees. These assessments combine the most relevant aspects of biodata and skills in a sales context.**

## LEARN MORE ABOUT SALES SKILL ASSESSMENTS WITH THESE RESOURCES:

- [The science behind the 21 sales core competencies](#)
- [Evaluate your sales organization—for free](#)
- [What is the sales assessment like?](#)
- [Assess the selling skills of your sales candidates](#)