

**Organization/Expression talents**

Ability to close a deal after argumentation and negotiation	Ability to perform repeated sales	Ability to foresee future needs	Ability gain trust from the customer	Ability to propose evolution of products and services
Ability to present and defend price	Ability to argument about products and services according to different audiences	Ability to be creative when making deals with customers	Ability to negotiate a full set of sales conditions	Ability to act on customer satisfaction
Ability to overcome objections	Ability to transform product or service characteristics into customer benefits		Ability to network inside the customer and secure working relationships	Ability to take responsibility for the company in front of the customer
Ability to select from potential arguments the ones most important for the customer				

Ability to comprehend financial implications of sales	Ability to present products according to specific audiences
Ability to speak with confidence to potential customers or contacts	Ability to obtain a meeting with a potential customer using the phone
Ability to use phone using a script (qualification, obtaining customer meeting)	Ability to look and behave professionally with customers
Ability to learn and memorize product or services characteristics	Ability to plan efficiently and economically customer visits

**nm management SALES SKILLS DECODING GRID**

- Has an attitude oriented towards employer and fulfillment of mission
- Is able to handle a more difficult meeting with a customer on a sale that is more complex because of the product's characteristics or its price. This is the level required for salespeople involved in sales to professionals.
- Is able to qualify a customer from a database and retrieve important information
- Has very good technical abilities with customers during negotiations, but also has the ability to create a special relationship with buyers that creates subjective favorable arguments for the seller. An account manager is required to be able to perform on this level.
- Is able to handle a meeting with a customer with a reasonable chance of success. This is the minimum level required for a showroom salesperson.
- The quality of the relationships is so high with the customer that the seller not only sells present products but is considered "part" of the customer and is integrated in its strategic development. This is the level required for strategic key account managers.

**Relationship talents**

