

# A Sample Set of Selling Competencies

PRODUCT KNOWLEDGE/TRANSLATION					
Product Knowledge			PRODUCT TRANSLATION		
PK-1	Uses Product Vocabulary	Articulates all aspects of products, applications, solutions and services.	PT-1	Uses Customer Vocabulary	Articulates needs and solutions in terms consistent with customer's organizational operations and goals.
PK-2	Creates Links	Creates links between products, applications, services and solutions in a way that makes sense to the customer.	PT-2	Creates Customer Value	Articulates customer value and strategies in light of the product, application or solution.
PK-3	Links Features to Value	Creatively links products' and applications' features to benefits that are of value to the customer.	PT-3	Connects Market Successes	Connects Qwest market successes in accounts relevant to the proposed solution to the customer's needs and values.
PK-4	Uses Key Selling Messages	Articulates appropriate product positioning strategies and key selling messages.	PT-4	Adopts Viewpoints	Articulates solution successes from Qwest's and customer's viewpoints.
PK-5	Links Successes	Uses product and solution successes to sell products	PT-5	Articulates Solution Analysis	Communicates value analysis of proposed solution to the customer's operation and expectations.
VALUE DELIVERY					
Sales Development			Relationship Development		
SD-1	Anticipates Responses	Anticipates the customer's questions, reactions and concerns.	RD-1	Engages the Customer	Engages the customer, creates interest, and builds credibility.
SD-2	Presents Information	Presents key selling messages using appropriate promotional materials.	RD-2	Links Features to Value	Creatively links product features to benefits that are of value to the customer.
SD-3	Clarifies	Clarifies underlying assumptions, concerns, and objections.	RD-3	Seeks Customer Validation	Seeks customer input and acts promptly on key customer issues.
SD-4	Confirms	Clarifies underlying assumptions, concerns, and objections.	RD-4	Adds Value	Creates additional value for the customer by recommending insightful approaches including executive and vendor positioning, organizational (internal) leverage.
SD-5	Seeks Continuations	Seeks customer requests to follow-up on products, applications and solutions.	RD-5	Obtains Commitments	Obtains customer's commitment to continue the relationship and to advance the sale.



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