



Coaching Checklist

Core Selling Competencies

Directions: Complete the following checklist for each salesperson that you are coaching in order to determine current strengths versus areas that need further development.

Competency	Yes	No
1. Has written goals		
2. Has a plan for written goals		
3. Conveys a positive attitude		
4. Takes responsibility		
5. Possesses strong self-confidence		
6. Has supporting record collections		
7. Controls emotions		
8. Displays no need for approval		
9. Recovers quickly from rejection		
10. Comfortable talking about money		
11. Has supportive buy cycle		
12. Conducts consistent & effective prospecting		
13. Reaches decision makers		
14. Exhibits effective listening & questioning		
15. Creates bonding & rapport early		
16. Uncovers actual budget		
17. Discovers why prospects buy		
18. Qualifies proposals & quotes		
19. Obtains commitment & decisions		
20. Possesses strong desire for success		
21. Exhibits strong commitment for success		
TOTAL		