Sales Leader Scorecard

Is Your Sales Team Ready for Complex Selling?

Use this scorecard to evaluate your team's readiness to succeed in complex selling environments. Rate how consistently your salespeople demonstrate each behavior across their accounts.

Rate Your Team

Scoring scale: *1 = Never* *2 = Very rarely* *3 = Sometimes* *4 = Mostly* *5 = Always*

Question	Score (1–5)
1. **Executive-Level Relationships:** Do our salespeople build relationships with senior-level decision makers and have conversations about customers' business goals?	
2. **Strategic Account Knowledge:** Does our team understand their customers' strategic priorities and business challenges?	
3. **Value-Added Conversations:** Do our salespeople consistently uncover customer needs, share insights, and create value beyond product information?	
4. **Multiple Stakeholder Relationships:** Are our salespeople skilled at building relationships with multiple stakeholders?	
5. **Competitive Differentiation:** Can our salespeople effectively communicate why customers should choose us over competitors, even if our price is higher?	
6. **Business Value:** Can our salespeople connect our solutions to customers' business priorities and demonstrate how we can help them achieve better outcomes?	
7. **Buying Process Knowledge:** Does our team understand how customers make purchasing decisions, including the stakeholders, approval processes, policies, and requirements involved?	
8. **Opportunity Expansion:** Do our salespeople proactively identify opportunities to engage additional departments, stakeholders, or business units that could benefit from our solutions?	
9. **Consultative Selling Expertise:** Can our salespeople move beyond product features and specifications to recommend solutions that address both immediate needs and longer-term business challenges?	
10. **Team Consistency:** Do our salespeople consistently follow a common sales process and demonstrate consultative selling behaviors, rather than relying on individual selling styles or the strengths of a few top performers?	
TOTAL SCORE	___ / 50

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10–27 Points: Your Team May Be Stuck in Transactional Selling

Your salespeople may rely too heavily on product knowledge, existing contacts, and responding to customer requests.

Your priority: *Build foundational consultative selling skills, including discovery, questioning, value articulation, and stakeholder engagement.*

28–38 Points: Your Team Has the Foundation, but There Are Gaps

Your salespeople demonstrate some of the skills needed to succeed in complex selling environments, but their approach may be inconsistent.

Your priority: *Identify specific skill gaps and reinforce consistent selling behaviors through targeted training, coaching, and real-world application.*

39–50 Points: Your Team Is Well-Positioned for Complex Selling

Your salespeople demonstrate many of the capabilities needed to navigate complex accounts, develop strong customer relationships, and position your solutions as a source of business value.

Your priority: *Continue strengthening advanced consultative selling skills, coaching for consistency, and identifying opportunities to expand strategic customer relationships.*

Sales Rep Scorecard

Are You Positioned To Succeed in a Complex Selling Environment?

Evaluate your positioning with a current account using the scoring scale below.

Rate Yourself

Scoring scale: *1 = Never* *2 = Very rarely* *3 = Sometimes* *4 = Mostly* *5 = Always*

Question	Score (1–5)
1. I have had discussions at the senior management level about the future direction of my customer's organization.	
2. My key contacts are in positions that have access to future plans and directions.	
3. My key contacts and I mutually share valuable information whenever we meet.	
4. My key contacts actually suggest that we have meetings with other key decision makers.	
5. My key contacts believe our product or service should receive preferred selection on vendor status.	
6. My key contacts clearly know how our product or service can provide superior solutions and actively work to further their agenda	
7. My key contacts have helped me understand the protocol, procedures, and policies related to how his or her organization buys products or services.	
8. My key contacts allow me the latitude to openly suggest meeting with others whose position can be improved through the use of our products or services.	
9. My contacts know the strengths, weaknesses and correct applications of our product or services that exceed – more than simply meet – immediate needs.	
TOTAL SCORE	___ / 45

Sales Rep Scorecard

Now, look at how your score translates into the perceptions your contacts have of you:

9–24 Points: You're seen as an enemy in their midst. You are not demonstrating that you have significant value to add, and they are unlikely to pursue doing business with you.

25–34 Points: You're perceived as a mild to severe adversary. Things could go either way for you, depending on how well you handle yourself and the sales process from this point forward.

35–45 Points: You have built strong internal advocacy. You are well-positioned and have a very high likelihood of winning business from this account

Use this questionnaire to secure your position by developing those areas where your score is low.

Dealer Sales Team Training Worksheet

Use this worksheet to identify the skills your sales team needs to strengthen to win more complex sales opportunities, build better customer relationships, and sell on value instead of price.

Step 1: Identify Your Team's Biggest Gaps

Review your Team Readiness Scorecard and your salespeople's Account Scorecards.

Where did your team score lowest? Which challenges appeared most frequently across customer accounts?

Select up to five areas that need improvement.

- ☐ Building relationships with senior decision makers
- ☐ Understanding customers' strategic business priorities
- ☐ Asking effective discovery questions and uncovering needs
- ☐ Building relationships with multiple stakeholders
- ☐ Differentiating our solutions from competitors
- ☐ Communicating business value beyond price
- ☐ Understanding customers' buying processes
- ☐ Identifying opportunities to expand existing accounts
- ☐ Applying consultative selling skills consistently
- ☐ Following a consistent, customer-focused sales process

Step 2: Identify Your Top Training Priority

Which area would make the greatest difference in your team's performance if improved?

Consider three factors:

- **Impact:** How much is this skill gap affecting sales results?
- **Frequency:** How many salespeople struggle with this skill?
- **Urgency:** How important is it to address this gap now?

Area to Develop	Why it Matters

Contact Us

Ready for a practical approach to dealer sales performance?

Get in Touch >

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