

Personal Sales Development	
Name	
Date	



Sales Skills Review Consultative sales, negotiation, influence, confidence, motivation, closing, customer relationships, lost sales/won sales analysis	Strengths
	Development Needs

Territory Management Diary, call planning, CRM, prospecting, conquering, networking, personal administration	Strengths
	Development Needs

Commercial Skills Financial understanding, pricing, deal management, competitive awareness, forecasting, performance management	Strengths
	Development Needs

Product Knowledge FAB, application range, operational characteristics, options/variations, alternatives, USPs, deal winners	Strengths
	Development Needs

Most Important Development Need	
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