

Sales Rep Maturity Model



	Order Taker	Inconsistent Performer	Solid Performer	Top Performer
Sales Process	<ul style="list-style-type: none"> No consistent sales process Practices vary Price focused No close Pre-judging prospect or selective lead acceptance No follow-up Does not ask for referrals 	<ul style="list-style-type: none"> Sales process in place, but not executed Inconsistent customer experience Looks for the easy lead and close Follows up when there's nothing else to do 	<ul style="list-style-type: none"> Executes the sales process consistently Delivers a consistent, positive customer experience Always asks for the sale Follows up on most, but not all, opportunities 	<ul style="list-style-type: none"> Executes the sales process on every interaction Consistent, excellent customer experience Value focused Qualifies all prospects appropriately Consistent daily follow-up Consistently asks for referrals
Sales Skills	<ul style="list-style-type: none"> Focus on transactions, not building relationships No skill development Recommendation not tailored to customer situation Lack of product knowledge 	<ul style="list-style-type: none"> Sells product features, not benefits Little skill building Uses some tools Develops product knowledge as needed 	<ul style="list-style-type: none"> Focus on developing customer relationships Regular skill development All tools used Focuses on the products they know best 	<ul style="list-style-type: none"> Creates customers for life – "raving fans" Mastery of tools Always learning about products
Performance	<ul style="list-style-type: none"> Rarely meets expected measures of performance No goal setting No planning No accountability Lack of organization Misses calls 	<ul style="list-style-type: none"> Goals and behaviors are not aligned Inconsistent sales results Poorly organized Inefficient use of time 	<ul style="list-style-type: none"> Behavioral goals tie directly to KPAs Develops S.M.A.R.T. goals Regularly exceeds KPA objectives Uses organizational system when things get very busy 	<ul style="list-style-type: none"> Proactively measures and manages personal performance Develops and works an action plan to improve performance Consistent, efficient, effective organization system
Attitude & Habits	<ul style="list-style-type: none"> Negative attitude Poor attendance Makes excuses for poor results 	<ul style="list-style-type: none"> Inconsistent effort Looks to manager/other to resolve issues 	<ul style="list-style-type: none"> Usually upbeat, but sometimes lets frustration take its toll Consistent effort 	<ul style="list-style-type: none"> Infectious positive attitude Always puts in best effort Looks for ways to overcome obstacles
Activities & Results	<ul style="list-style-type: none"> No tracking of sales activities/ KPAs 	<ul style="list-style-type: none"> Minimal tracking of activities and results/KPAs 	<ul style="list-style-type: none"> Knows their numbers/KPAs 	<ul style="list-style-type: none"> Clear alignment of KPAs, goals and activities Frequent, self-generated updates

KPA = Key Performance Area