

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