

# BDU Knowledge and Skills Inventory Checklist



Detailed score card to be completed by the sales manager or

associate that represents a comprehensive list of the information and skills a sales person needs for success.

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KNOWLEDGE, SKILLS and ACTIVITY ASSESSMENT

Rating	Needs Help	Good	Very Good	Outstanding
	(1)	(2)	(3)	(4)
<b>General Skills</b>				
• Relationship Management				
• Selling Approach				
• Discovery Approach				
• Understanding Business Models and Decision Making Process				
• Understanding Strategy				
• Understanding Risk Factors				
• Presentation Skills				
• Objection Handling Skills				
• Closing Skills				
•				
•				
•				
•				
<b>Product Knowledge</b>				
•				
•				
•				
<b>Telephone Skills</b>				
• Working through the system				
• Effectively convey message for the call in 10M				
• Handling objections				
• Closing for the appointment				
•				

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