



# FS Sales Roadmap with Competencies



## Competency Defined

The ability to do something successfully or efficiently. Proficient, incorporation, full embodiment of skill and behavior.

### 1 Research and Preparation

*Ability to understand what is required of the FS Professional Salesperson and how to utilize knowledge for strategic preparation*

### 2 Value Statement

*Ability to be fully aware and create authentic partnerships with the customer, employing a style that is open, flexible and confident.*

### 3 Discovery of Needs Through Questioning

*Ability to ask quantifying questions that reveal the information needed for maximum benefit to the business partnership and customer.*

### 4 Acknowledging Needs Through Listening

*Ability to focus completely on what the customer is saying and is not saying, to understand the meaning of what is said in the context of the customer's needs, and to support customer's business and personal values.*

### 5 Development of Business Plans (Proposals)

*Ability to integrate and accurately evaluate multiple business needs and to make precise business recommendations that help the customer achieve agree-upon results..*

### 6 Continuous Service/Retention

*Ability to create with the customer opportunities for a continuous business partnership, and for taking new actions that will most effectively lead to on-going, positive business results.*

## Trusted Advisor

*Customer has complete trust in knowing you, the FS Professional Salesperson, understand them as a whole person and business owner, have their best interests at heart, approach them with candor, possess authentic integrity, and take a long term and strategic business perspective.*