



Consultative Selling Skills Healthcheck



PACE Healthcheck on consultative selling skills		Not like me at all	Not really like me	Somewhat like me	Just like me
1	I understand what makes the individuals in my clients 'tick'. I know how they think, what they like and dislike and what is important to them – in addition to understanding their technical requirements.				
2	I understand the specific reasons why each of my contacts and clients buys the kind of services my firm and my department provides.				
3	I am very good at engaging with individuals at all levels in my firm's client organisations.				
4	I understand in detail the 'world' of each of my clients and contacts. I am up to date with the pressures, opportunities and challenges they are facing and how these impact on them.				
5	I am 'easy to talk to'. Clients and contacts find it easy to be open with me about both technical issues and the wider issues they face.				
6	I am very good at active listening – many clients have told me so.				
7	I know how to manage every conversation I have with each client so that both sides get the most out of the time we invest in those interactions.				
8	I am seen as a valued advisor to my clients, not just a 'technical' expert.				
9	I am very good at facilitating discussions with clients and helping them to see their own situations with great clarity through my insightful exploration.				
10	I am confident in exploring uncertainty with clients. I am happy to engage with them in areas where there is no specific requirement and where we are both 'learning'.				
11	I am confident at handling new business meetings with clients and potential clients.				
12	I am able to engage quickly with new people (clients, contacts, colleagues).				
13	I understand how to build rapport.				
14	Clients open up to me, even when I meet them for the first time.				
15	I am very good at building a feeling of trust and credibility in others, both inside and outside my firm.				
16	I am good at demonstrating a depth of understanding of – and real insight into - clients and others in a way that builds my credibility with them.				
17	I have, and demonstrate, a genuine interest in my clients. This interest is not only in their needs or issues - or solely in how I might win more work from them.				



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18	I am able to 'represent' my whole department – and not just my personal area of expertise - in my interactions with clients and contacts.				
19	I am able to introduce (and position) my whole department to clients in an articulate, brief, confident and fluent way.				
20	I am able to engage with clients in most areas of expertise that the whole of my firm can offer.				
21	I very frequently convince clients to meet with colleagues from other disciplines within my firm – when these colleagues have something of value to offer these clients.				
22	I am comfortable in challenging clients in a constructive manner – and in a way that helps to develop the relationship and ensures the client gets the best from my firm.				
23	I keep in contact with the people I work with in my clients – even when there is no particular project or piece of work that I am currently working on.				
24	I can manage a relationship that takes months or years to come to fruition.				
25	I know how to add value to my clients and contacts in a way that is totally relevant to each of them. I make no assumptions.				
26	I make the time to do the right amount of business development effort on a regular basis. I do not do this activity in spasms - when I am not busy.				
27	I know which target clients – organisations and people – I would like to work with in the future.				
28	I have a plan that will enable me to approach my target clients and relationships in an effective and professional way.				
29	I understand in detail my strengths and weaknesses in all aspects of client engagement. I have been given valuable feedback in this by those whose opinion I value.				
30	I am confident and comfortable in working a room and meeting people I don't know.				
31	I understand how to effectively structure a first meeting with a client.				
32	I only present solutions to a client when I have a complete understanding of the client, their situation and specific requirements and when the client is ready to hear my ideas.				
33	I am very comfortable making calls to prospect clients following a campaign or post event.				
34	I have an extremely effective method of approaching target clients when I do not have an obvious or easy way in				



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