

This is a work-in-progress document of the skills that sales people at Dquip are expected to possess / develop.

As someone who wants to join our organization, you should have several of these mastered, and be prepared to tackle the rest.

Granted that all sales people at Dquip do not possess all the skills listed herein. This document serves as a "skills-to-acquire" list for our existing team, as well as a reference list for aspiring applicants.

Capability Matrix

Sr No	Skills	Sales 0+ yrs	Sales 2+ yrs	Sales 5+ yrs
1	Communication Skills			
	Good grammar - written and oral	Must have	Must have	Must have
	Outstanding written and verbal communication skills	Must have	Must have	Must have
	Ability to understand discussions well	Must have	Must have	Must have
	Ability to articulate a concept / subject well	Must have	Must have	Must have
	Good command over vocabulary	Should have	Must have	Must have
2	Marketing			
	Marketing intellect and aptitude	Must have	Must have	Must have
	Ability to choose the right potential sectors / segments to market	Should have	Must have	Must have
	Ability to select & justify the best mediums to market	Should have	Must have	Must have
	Creativity, full of new ideas and concepts	Bonus	Bonus	Should have
	Utilize resources to the maximum	Should have	Should have	Must have
3	Sales			
	Good selling skills	Must have	Must have	Must have
	Strong negotiation skills	Must have	Must have	Must have
	Commercial maturity to take critical business decisions	Should have	Must have	Must have
	Ability to build strong relationships	Should have	Must have	Must have
	High level of drive, initiative and self-motivation	Must have	Must have	Must have

Sr No	Skills	Sales 0+ yrs	Sales 2+ yrs	Sales 5+ yrs
	Ability to meet or exceed established sales target	Must have	Must have	Must have
	Ability to interact & close prospective leads via phone, meetings, emails & chat	Should have	Must have	Must have
	Leadership abilities (would be a plus point for future growth)	Bonus	Must have	Must have
	Creativity, full of new ideas and concepts	Bonus	Should have	Must have
	Ability to keep in constant touch with his leads & clients and automate this process.	Should have	Must have	Must have
	Ability to understand & automate all sales process	Bonus	Must have	Must have
4	Digital Marketing			
	Create digital roadmap for marketing & selling services / products ie website & CRM	Should have	Must have	Must have
	Keep abreast with the latest in digital marketing	Should have	Must have	Must have
	Search Engine Marketing (SEM)			
	Campaigns / Ad Groups / Ads	Should have	Should have	Must have
	Google Keyword and Traffic Estimator	Should have	Should have	Must have
	Other techniques for determining proper keyword selection	Bonus	Should have	Must have
	Broad/Exact/Phrase Match	Bonus	Should have	Must have
	Quality Score	Bonus	Should have	Must have
	Bidding options	Bonus	Should have	Must have
	Keyword Pricing	Bonus	Should have	Must have
	Ad Diagnostic Tool	Bonus	Should have	Must have
	Google, Yahoo, MSN	Bonus	Should have	Must have
	Search Engine Optimisation (SEO)			
	Best practices	Should have	Must have	Must have
	Google Webmaster Tools	Bonus	Should have	Must have
	Developing search friendly content	Bonus	Should have	Must have

Sr No	Skills	Sales 0+ yrs	Sales 2+ yrs	Sales 5+ yrs
	Analytics			
	Goals/Funnels	Should have	Should have	Must have
	Tracking Events	Bonus	Should have	Must have
	Filters	Bonus	Should have	Must have
	Custom Segmentation	Bonus	Should have	Must have
	Google Analytics API	Bonus	Should have	Must have
	Ecommerce analytics	Bonus	Should have	Must have
	Other analytics tools	Bonus	Should have	Must have
	Social Media Marketing (SMM)			
	Social Media Marketing	Should have	Should have	Should have
	Building communities	Bonus	Bonus	Should have
	Promoting your brand	Bonus	Must have	Must have
	Monitoring perception	Bonus	Bonus	Should have
5	Strategy and Vision			
	Business acumen	Should have	Must have	Must have
	Ability to determine features, product and service strategy	Should have	Must have	Must have
	Ability to trace the key numbers related to sales & marketing	Must have	Must have	Must have
6	Soft Skills			
	Likeable / people's person	Must have	Must have	Must have
	Ability to garner respect amongst peers by demonstrable knowledge and actions	Should have	Must have	Must have
	Proactive mentor who loves to impart and share knowledge	Should have	Must have	Must have
	Attract and Recruit 'A' players	Must have	Must have	Must have

Sr No	Skills	Sales 0+ yrs	Sales 2+ yrs	Sales 5+ yrs
	Train and grow team	Should have	Must have	Must have
	Contribute to process evolution	Should have	Must have	Must have
	Motivate and inspire the team	Should have	Must have	Must have
	Eye for detail	Must have	Must have	Must have
	Ability to measure work	Should have	Must have	Must have
	Good personal appearance	Must have	Must have	Must have
	Ability to listen and document what you have heard / discussed	Must have	Must have	Must have
	Humility	Must have	Must have	Must have
	Ability to work alone and in teams			
7	Penchant for Writing			
	Frequently writes internal / external documents / articles	Should have	Must have	Must have
	Conducts internal and external training sessions	Should have	Should have	Must have
8	Penchant for Reading			
	Avid reader of tech and industry blogs, articles, news and books etc	Must have	Must have	Must have
9	Technology Knowledge			
	Avid Internet surfer and PC user.	Must have	Must have	Must have
	Knowledge about all operating systems	Must have	Must have	Must have
	Knowledge about functioning of latest devices like ipad, note, tablets etc	Must have	Must have	Must have
	Willingness to learn technology	Must have	Must have	Must have
10	Product Evangelism			

Sr No	Skills	Sales 0+ yrs	Sales 2+ yrs	Sales 5+ yrs
	Frequently blog	Bonus	Bonus	Must have