10 Core Sales Capabilities Assessment Tool

Achieving peak sales performance cannot be left to chance. It requires intentionality, structure, and discipline. Sales leaders who embrace and develop the right capabilities within their teams will experience predictable growth, improved customer satisfaction, and sustainable success.

The **10 Critical Sales Capabilities** that define high-performing B2B sales teams:

1. **Customer & Market Understanding** – Know your ideal customers, their pain points, and how your solutions create value.
2. **Pipeline Development & Sales Prospecting** – Proactively identify, qualify, and engage high-value opportunities.
3. **Consultative Selling** – Master the skills to diagnose customer needs and position your solution effectively.
4. **Sales Opportunity Management** – Navigate the sales process with structure and discipline to improve win rates.
5. **Negotiation & Closing Skills** – Drive profitable, value-based deals and minimize last-minute concessions.
6. **Account Management & Growth** – Strengthen relationships, maximize customer lifetime value, and expand key accounts.
7. **Effective Sales Forecasting** – Use data-driven insights to improve sales predictability and execution.
8. **Sales Communication & Storytelling** – Engage customers with compelling messaging and clear, persuasive storytelling
9. **Leveraging Sales Technology** – Optimize CRM, automation, and AI tools to improve efficiency and execution.
10. **Continuous Adaptability & Improvement** – By refining your approach and evolving your skills, stay ahead of market changes.

INSTRUCTIONS

Welcome to Your Sales Capability Self-Check

Congratulations on Taking the First Step Toward Stronger Sales Performance

Effective sales leadership starts with one powerful decision: the decision to reflect, assess, and take action. By opening this tool, you've already taken that first, and often most important step on the journey to a higher-performing, more consistent sales organization. Well done.

The following Sales Capability Self-Check is designed as a quick, practical diagnostic to help you assess your team's effectiveness across 10 core sales capabilities—the essential building blocks of any successful sales organization.

This assessment is not about passing or failing. It's about insight. It's a snapshot, a single data point, intended to spark thoughtful reflection on where your team is strong and where there may be opportunities to improve. Remember: A Diagnostic Is Just the Beginning

This tool provides just one lens on your team's capabilities. Your experience, additional data, customer feedback, and team dialogue all add important context. Consider these results a launchpad for deeper conversations and exploration, not a conclusion.

If your self-check raises new questions or uncovers areas where improvement feels urgent, know that you're not alone. Our mission is to equip sales leaders like you with the tools, frameworks, and support you need to turn insight into action.

SunBurst Partners is actively developing a suite of high-impact resources. These include, leadership facilitation aids, asynchronous learning applications and resources such as the Sales Capability Builder Kit and Capability Sprint Workshops. These programs are designed to help leaders like you build the systems, skills, and strategies that unlock consistent sales success.

Let's get started.

Score Yourself Across 10 Core Sales Capabilities

Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). _**Circle the score that applies to your team today**_.

This is for you, so be honest. Insights gathered through a pragmatic thoughtful process will help you begin improvement more effectively .

1. Customer & Market Understanding
 We tailor our sales approach based on deep understanding of buyer needs, industries, and trends.

<div align="center">1   2   3   4   5</div>

2. Problem-Solving & Critical Thinking
 Our team diagnoses root problems and delivers strategic solutions, not just products.

<div align="center">1   2   3   4   5</div>

3. Consultative Selling
 Our sellers position themselves as advisors by aligning solutions to true customer value.

<div align="center">1   2   3   4   5</div>

4. Pipeline & Opportunity Management
 Our pipeline is balanced, qualified, and tied to defined execution plans.

<div align="center">1   2   3   4   5</div>

5. Communication & Messaging
 Our messaging is value-driven, consistent, and adapted to each customer conversation.

<div align="center">1   2   3   4   5</div>

6. Product & Industry Knowledge
 Sellers can speak with confidence about our products, competitors, and market dynamics.

<div align="center">1   2   3   4   5</div>

7. Sales Technology Adoption

Our team uses sales tech (CRM, enablement, analytics) to improve their performance, not just to report.

<div align="center">1   2   3   4   5</div>

8. Negotiation & Deal Closing

Our sellers negotiate with clarity and confidence, protecting value and building trust.

<div align="center">1   2   3   4   5</div>

9. Data-Driven Decision Making

Our sales decisions are driven by dashboards, KPIs, and real-time insights rather than gut feel.

<div align="center">1   2   3   4   5</div>

10. Continuous Adaptability

We regularly reflect, adjust, and improve our go to market approaches based on feedback and market shifts.

<div align="center">1   2   3   4   5</div>

What Does Your Score Tell You?

Tally your total score, then find your profile below.

Your Score	

🟢 **41–50: High-Performing Sales Engine**
You've built strong capabilities and alignment. Focus on optimization, coaching, and innovation.

🟡 **31–40: Stable but Stalling**
You're doing a lot right, but a few key capability gaps may be limiting growth or consistency.

🔴 **30 or below: Capability Gaps Are Blocking Results**
Your team may be relying on individual talent or short-term effort. It's time to build the system behind the success.

You've Taken the First Step

Your commitment to assessing your sales capabilities is the first, critical step toward building a stronger, higher-performing sales organization. But as you likely discovered through this assessment—awareness is just the beginning.

To truly unlock your team's potential, you need clarity on **where to focus**, the right tools to **take action**, and ongoing support to **keep improving**.

What's Next? Powerful Tools to Accelerate Your Sales Effectiveness

We are actively developing a portfolio of high-impact resources designed to help you strengthen your team's capabilities and amplify your leadership effectiveness. As these tools become available, we'll keep you informed—so you can stay ahead and take advantage of each new asset as it's released.

Here's what's coming soon:

- **Quantitative Sales Capability Prioritization Assessment (SCPA)**

You've identified that there are areas to improve—but where should you focus first? This diagnostic helps you move from broad awareness to clear prioritization, pinpointing the capabilities that will make the biggest difference for your team.

- **Sales Capability Builder Kit**

Think of this as a **"workshop-in-a-box"**—a complete set of exercises, tools, and resources to guide your team through understanding, practicing, and strengthening each core sales capability. Equip your managers and reps with what they need to learn, apply, and improve.

- **Capability Sprint Workshop**

Prefer direct guidance? We can help. Our facilitated sprint workshops provide hands-on support, combining assessment, analysis, and action planning into fit-for-purpose sessions tailored to your team's needs. These engagements are designed to accelerate improvement and ensure momentum.

Stay Connected

We're excited to be part of your sales leadership journey. Stay tuned for updates as these tools launch, and be the first to know when new resources are ready to help you and your team achieve more.

Let's build the capabilities that drive consistent success, together.

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