

Skills Matrix Template

Chapter 2



Jump-start your Skills Matrix using the template below. We use a similar matrix in our SaaS business at Seismic and the competencies below have been designed to apply to most any customer-facing role.

We encourage you to tailor the skills and definitions for your organization. As a best practice, gain agreement with key stakeholders and do not exceed 10 total skills to ensure scalability and adoption across managers and team members.

SKILL

DEFINITION

Account Strategy	I am able to map each account and understand the relationship between all decision-makers, stakeholders, champions, and influencers. With this information, I can strategize next steps, key deliverables, and timelines.
Communication Skills	I am able to engage with a buyer at any level of an organization in a positive way using active listening skills, mirroring, paraphrasing, and reflecting back on what is said to better understand challenges and appropriately explain our product's value.
Competitive Market Landscape	I am able to differentiate our product from the competition while focusing on value.
Delivery Skills	I am able to effectively prepare for all meetings (virtual and in-person), establish a mutually beneficial agenda, and communicate relevant meeting goals. I am able to present all slides with appropriate body language and tone to develop rapport and gain trust.
Executive Conversations	I am able to engage with C-level buyers through diligent research/preparation, using concise and relevant messaging/metrics, and pivoting to a strategic conversation rather than a tactical one.
Negotiating Beneficial Terms	I can confidently negotiate mutually beneficial terms, build and deliver a business case, and generate urgency for our solution.
Organizational Skills	I am able to structure my day effectively, identify priorities, maintain specific details within all opportunities, and consistently manage all commitments.

SKILL**DEFINITION**

Persona-Based Selling	I am able to identify industry-specific personas. I understand personal and organizational pain points, use cases, responsibilities, and business/team structure.
Storytelling Skills	I am able to articulate a personalized and relevant narrative that is centered around the buyer's specific needs and is supported by the value of our product. To help personalize my approach, I include personal stories from my own perspective.
Value Selling / Field Methodology	I am able to execute proper discovery to uncover buyers' challenges, needs, and priorities. By articulating my organization's relevant capabilities, experiences, and insights, I can build a new perspective that leads to potential value.

