

My Sales Strengths

Persuasive salespeople don't operate as hucksters. They draw on a broad range of human skills, some of which you've probably already developed as a Mount Allison student.

Below is a list of 28 different strengths an effective salesperson needs. How many of these do you already have in your skillset? How many of them do you think you could develop, given a little knowledge or guidance?

Skill	I already have this	I'm confident I can develop this
1. Active listening		
2. Adaptability		
3. Ambition		
4. Assertiveness		
5. Attention to detail		
6. Collaboration		
7. Conflict resolution		
8. Courage		
9. Creativity		
10. Critical thinking		
11. Emotional intelligence		
12. Empathy		
13. Friendliness		
14. Goal-setting		
15. Leadership		
16. Meeting management		
17. Negotiation		
18. Presentation skills		
19. Problem-solving		
20. Research		
21. Resilience		
22. Resource management		
23. Self-motivation		
24. Self-reflection		
25. Social media		
26. Social perceptiveness		
27. Storytelling		
28. Writing		

