

# SKAT Success Model

**A T T I T U D E**

$$(S + K) \times (A + T) = R$$

Skills &  
Knowledge

Activity &  
Timing

Results

(Tools)

(Process)

**C O A C H I N G**



# Leadership SKAT

## SKAT\* – Sales Leaders

(+ SKILLS + KNOWLEDGE + ACTIONS + TIMING = SUCCESS)

Skills	Knowledge	Actions	Timing
<ul style="list-style-type: none"><li>• Selling</li><li>• Assessing Performance</li><li>• Coaching</li><li>• Interviewing/Recruiting</li><li>• Negotiating</li><li>• Executive Relationship Building</li><li>• Interviewing</li><li>• Planning &amp; Forecasting</li><li>• Removing Road Blocks</li></ul>	<ul style="list-style-type: none"><li>• Deal Structuring</li><li>• Selling Process</li><li>• Financial Management</li><li>• Portfolio Knowledge</li><li>• Performance Management Process</li><li>• Internal Deal Processes</li><li>• Competitor Knowledge</li></ul>	<ul style="list-style-type: none"><li>• Training/Coaching</li><li>• Forecasting</li><li>• Quota Tracking</li><li>• Sales Reporting</li><li>• Conduct Performance Reviews</li><li>• Personnel Development Plans</li><li>• Conduct Sales Meetings</li><li>• Sales Goal Setting</li><li>• Sales Pipeline Management</li><li>• Individual Sales Coaching Sessions</li><li>• Joint Sales Calls with team members</li><li>• Industry/Technology Conference Participation</li></ul>	<ul style="list-style-type: none"><li>• Conduct one training session per quarter</li><li>• Update and submit rolling forecast each month</li><li>• Conduct two performance reviews per year for team members</li><li>• Submit annual development plans for each member</li><li>• Conduct local sales meetings each month</li><li>• Ensure 5X quota in pipeline</li><li>• Conduct individual coaching sessions each quarter</li><li>• Do one joint sales call per quarter with each member</li><li>• Attend two industry/technology conferences per year</li></ul>

