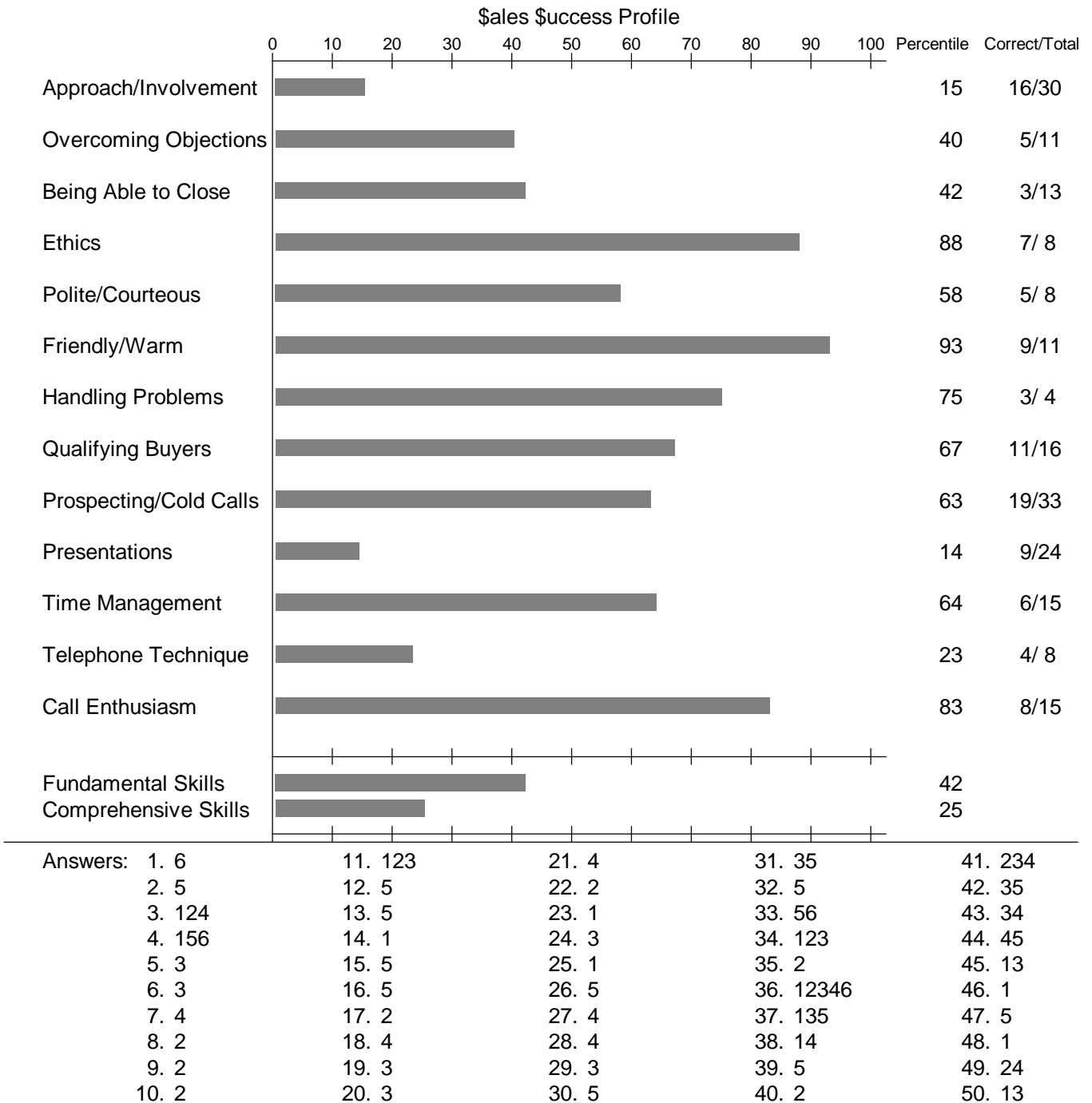




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Examinee: Sample, John
 Book #:
 Position: Sales Executive
 Location:
 Experience: 0
 Date Profiled: 16/08/2005



GENERAL OBSERVATIONS:

The APPROACH and INVOLVEMENT Scale refers to a salesperson's ability to approach and involve a prospect in a sale in a positive manner. Low scores indicate the salesperson may alienate the prospect before they have a chance to present their product or service. This usually happens because their approach is too aggressive.

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Sometimes experienced salespeople can score low in this scale if they have not recently been involved in a sales job where this skill was necessary. Experienced salespeople have usually built a strong following of satisfied customers, so they are not as actively involved in initial contacts. A sales position that involves following-up on leads does not require the same level of skill in this area as does a position which requires Cold Calling and Prospecting. Successful salespeople realize that their initial objective should be to establish rapport, and get the prospect to like them and trust them.

The examinee's score of 15 is FAR BELOW AVERAGE and indicates a lack of skill in approaching and involving a prospect in a sale. This individual approach many times may fail to generate sufficient interest to involve the prospect. This salesperson may also "come on" too strong, and scare the prospect. Intensive training in this area is essential.

The HANDLING and OVERCOMING OBJECTIONS scale refers to a salesperson's ability to answer prospect's questions in a knowledgeable manner. It also applies to the salesperson's skill in helping a prospect rationalize a purchase. Individuals strong in this skill will usually have a greater chance of closing prospects. To successfully overcome objections a salesperson must have a knowledge of the product and a basic understanding of the psychology of what motivates prospects to consider making purchases. High scores in this scale generally indicate the salesperson understand that it is essential to thoroughly answer prospects questions and concerns before attempting to close.

The examinee's score of 40 is BELOW AVERAGE and indicates that the examinee has poor abilities in Overcoming Objections. This individual will probably be unsuccessful in overcoming the objections of most prospects. The examinee is unsure of the motivations which drive consumer purchases. Individuals who have been in sales for a considerable length of time, and are experiencing "burnout", can sometimes score low in this scale. Intensive training is essential in this vital area.

The skill of "BEING ABLE TO CLOSE" is essential to profitability. Even if salespeople can successfully approach and involve customers in a sale and overcome objections, if they are unable to ask for the sale, or "Close," they will not have a positive impact on bottom-line profits. The ability of "BEING ABLE TO CLOSE" not only involves knowing what to say, but also involves being able to recognize the proper time to attempt to "Close" the sale. Low scores in this area indicate a lack of knowledge and experience in this vitally essential skill. Intensive training may have little effect on the examinee's skill level unless the examinee makes a dedicated effort to implement the training in his or her sales presentations.

The examinee's score of 42 is BELOW AVERAGE and indicates that the examinee has poor abilities in being able to close a sale. This individual will probably be unsuccessful in closing most sales. Intensive training is essential in this vital area. Some individuals feel uncomfortable "asking for the order". However, if they will learn several "closes", and will force themselves to use them, success will usually follow. Success usually dispels those previous feelings of discomfort. After learning the "closes", if the salesperson cannot overcome their reluctance to ask for the sale, the chance for a successful career in sales is unlikely.

The ETHICS scale refers to a salesperson's commitment to conduct a sale in a reputable and truthful manner. Low scores indicate a willingness on the part of the salesperson to make a sale no matter how many lies or empty promises need to be made. Such individuals can seriously damage a company's reputation. These salespeople may initially appear to be very productive in terms of closing sales. However, ultimately their deceit and unethical conduct will be detrimental to promoting a business relationship that involves long term repeat customers.

The examinee's score of 88 is FAR ABOVE AVERAGE and indicates that this individual hardly ever resorts to unethical conduct to close a sale. Any behavior of this nature would be very minor. An example may be telling a prospect that if they do not make a decision quickly there may be a price increase. You should emphasize that your company expects sales to be made by an accurate representation of your product or service by a knowledgeable and skilled salesperson. There is simply no substitute for this approach. Honesty and integrity in today's marketplace can put your company far ahead of your competition.

The scale of POLITE and COURTEOUS refers to an individual's willingness to use commonly accepted social conventions when dealing with prospects. Use of phrases such as: "Thank you", "Please", "I'm sorry", "Would you be kind enough to excuse me...", are indicative of a Polite and Courteous salesperson. However, there is a time to be POLITE and COURTEOUS, and there is a time to be very direct and to ask for the sale. This is why some of the most effective "Closing" techniques are not the most Polite and Courteous techniques. So, it is not unusual to see lower scores in the Polite and Courteous scale when you see high scores in the Closing scale.

The examinee's score of 58 is ABOVE AVERAGE and indicates an acceptable use of everyday common courtesy in dealing with prospects and clients. If the closing score is high, this individual will aggressively attempt to close the sale. If this aggressive profile is present, the salesperson must remember to relieve pressure after a failed closing attempt. This can be accomplished by apologizing for moving too quickly. It also helps if the salesperson explains that they are excited because they know how much the person will benefit from their product or service.

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The FRIENDLY and WARM scale refers to a salesperson's ability to be perceived as being sensitive to the needs of the buyer. High scores are indicative of salespeople who project to a prospect that they have a genuine concern that their product or service will be of a significant benefit to the purchaser. Individuals with low scores on this scale tend not to be perceived, in a sales situation, as "people oriented," therefore, without proper training their likelihood of long term success in sales is questionable. (NOTE: This scale measures how a prospect will perceive the sales person's selling style, not their basic personality.) While this may seem strange, it is perfectly normal for managers to rank lower in this scale. Because managers are usually placed in the position of problem solver, or are called in on extremely difficult closes, they tend to be very practical and pragmatic in their approach. It's normal for a sales managers attention to be focused more on "what's the bottom line?", "what's it going to take?" etc. They don't have time to establish rapport, or establish the prospect's needs, they assume the salesperson has done that. They view their function as a problem solver.

The examinee's score of 93 is SUPERIOR and indicates that the examinee will, with rare exception, be regarded as friendly, sensitive, warm, and caring individual. This individual will probably build a large following because most people will find them to be extremely likeable and will characterize them as having a charming personality. They have learned how to gain peoples confidence, and they will not betray their trust. This type of person projects a positive image for the company they work for and are generally considered to be very likeable. However, having high scores in this area and lower scores in closing may indicate approval seeking at the expense of closing sales.

The scale of HANDLING PROBLEMS refers to an individual's ability to handle customer problems, as well as problem customers. Sometimes the profession of selling requires a great deal of patience when it comes to overly demanding customers. A low score on this scale indicates a lack of ability or desire to deal with such problems. These salespeople tend to avoid conflict. Many good salespeople do not like conflict, and are not very good at handling problems. This is not a significant drawback if the salesperson has high Friendly & Warm scores because these salespeople will not generally generate problems. However, individuals with low Friendly & Warm scores and low scores in this scale will many times cause problems that they are not willing to correct themselves. Higher score levels are also more important for managerial candidates.

The examinee's score of 75 is ABOVE AVERAGE and indicates an acceptable skill level in handling problems. The examinee should be able to handle most normal problem situations including angry or hostile customers.

The skill of QUALIFYING BUYERS refers to the ability to determine the needs of prospects. Included in this area is the ability to learn if prospects have the authority to make the purchase, and if the purchase is within their financial means.

The examinee's score of 67 is ABOVE AVERAGE and indicates an acceptable skill level in Qualifying Buyers. This individual will be able to successfully Qualify Buyers a majority of the time. While this skill has been developed to an acceptable level it can be further enhanced by learning to ask good questions. Simple inquiries such as, "Is that an important benefit for you?" "Would that meet your requirements?" "What do you think would be the benefits if you were able to...?" Learning more advanced techniques such as watching "body language" to identify those areas that are of the most interest can be helpful.

The PROSPECTING and COLD CALLING scale refers to a person's ability and tenacity in generating prospective clients. Knowing how and where to look for new prospects cuts down the amount of time needed for this task.

The examinee's score of 63 is ABOVE AVERAGE and indicates an acceptable skill level in Prospecting and Cold Calling. This individual will be able to successfully generate new leads the majority of the time. While this skill has been developed to an acceptable level, it can be further developed by learning techniques which maximize the productivity of the time spent Prospecting.

The skill area of PRESENTATIONS and DEMONSTRATIONS refers to a salesperson's ability to give productive product demonstrations and effective presentations. A key element to success in this skill area is "Prospect Involvement" in the Presentation or Demonstration.

The examinee's score of 14 is FAR BELOW AVERAGE and indicates that the examinee is unskilled in giving Presentations and Demonstrations. This individual will be unable to productively involve prospects in the sales process. Intensive training in this area is essential.

TIME MANAGEMENT refers to an individual's ability to structure time in an effective and productive manner. (It should be noted that individuals who have owned their own company, or who have been in upper management tend to score low in this area. These individuals usually do not have to account for their time. Accordingly, they structure their time less rigorously than that which would be required of a salesperson expected to make sales quotas.)

The examinee's score of 64 is ABOVE AVERAGE and indicates an acceptable amount of self-control in Time Management. This individual will maintain a positive attitude most of the time. On occasion, this type of individual may find that they lose their "focus" and catch themselves wasting time. However, they possess the ability to recognize non-productive time and will attempt to eliminate it. A moderate amount of supervision is usually sufficient to

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encourage the individual to maintain acceptable productivity levels.

The TELEPHONE TECHNIQUE skill level refers to an individual's ability to use the phone in a polite and productive manner.

The examinee's score of 23 is FAR BELOW AVERAGE and indicates that the examinee is unskilled in use the Telephone as a productive sales tool. Intensive training is needed in this area.

The CALL ENTHUSIASM scale measure an individual's motivation level and willingness to meet with prospects and present their product or service. Individuals with high scores on this scale usually have little reluctance in meeting with prospects face to face. However, individuals with low scores may be avoiding person to person contact because they fear rejection. It is important to realize that even though a salesperson may have excellent skills, if they are reluctant about meeting prospects, they will have a difficult time being successful and productive.

The examinee's score of 83 is FAR ABOVE AVERAGE and usually indicates that this individual loves to meet prospects face to face. It is rare that a salesperson with a score this high will take rejection personally. This type of individual understands that selling is a numbers game, and hearing the word "NO" is just part of the game. Even so, it never hurts to acknowledge the fact that you appreciate their efforts, especially after they may have experienced a disappointment!

SPECIFIC OBSERVATIONS:

This salesperson's Fundamental skills score is 42. The Fundamental skills score is a weighted average of the first 8 scales. It refers to those basic skills which are essential for any job in sales. Whether the job is in retail sales, inside sales, telemarketing, or an outside sales position involving territory management, an acceptable overall score is important for success.

This salesperson's Comprehensive skills score is 25. The Comprehensive skills score is a weighted average of all 12 scales. It includes the Fundamental skills, and the last 4 scales which are more closely associated with more sophisticated sales positions. These generally include those sales positions that involve territory management, good time management skills, and low supervision.

It is questionable whether this individual would prove to have any significant effect on your company's overall sales effort without intensive training in the areas of: APPROACH AND INVOLVEMENT, OVERCOMING OBJECTIONS, BEING ABLE TO CLOSE, PRESENTATIONS AND DEMONSTRATIONS and TELEPHONE TECHNIQUE.