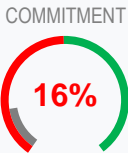
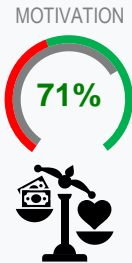


This document is intended to be used by management for coaching and development only.
It is not intended to be shared with the individual who was evaluated.

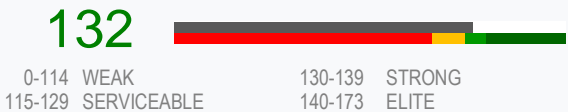
The Will to Sell



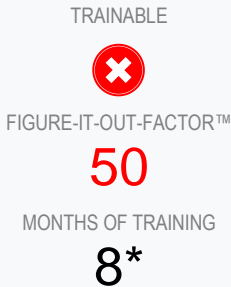
- OUTLOOK
- RESPONSIBILITY
- ENJOYS SELLING



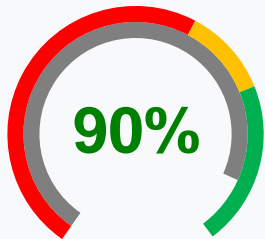
Sales Quotient™



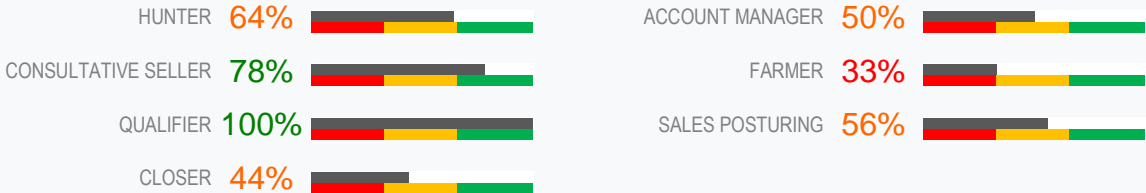
Development



Sales DNA



Competencies



Scores



* The actual duration of training will vary depending upon the frequency and duration of the training sessions, as well as the trainer and his/her content.



SKILLS

- ✓ Personal Goals
- ✓ Meaningful Goals
- ✓ Plan for Reaching Personal Goals
- ✓ System to Track Progress
- ✗ Introductions
- ✓ Getting Past Gatekeepers
- ✓ Reaching Decision-Makers
- ✗ Put-offs
- ✗ Sales Process
- ✓ Asking Good Questions
- ✓ Asking Enough Questions
- ✗ Developing Relationships Early in the Sales Process
- ✗ Timing of Presentations
- ✓ Compelling Reasons to Buy
- ✓ How Prospects Will Make Buying Decision
- ✓ Assumptions
- ✗ Getting Prospects to Make Decisions
- ✗ Timing of Quotes and/or Proposals
- ✓ Control of the Sales Process
- ✗ Unqualified Prospects
- ✓ Buyers
- ✓ Uncovering the Budget
- ✗ Follow Up Calls
- ✓ Dealing with Prospects
- ✗ Time and Organizational Skills



STRENGTHS

- ✓ Desire
- ✗ Commitment
- ✓ Enjoyment of Selling
- ✓ Rejection
- ✓ The Need to be Liked
- ✓ Decision-making
- ✓ Emotions
- ✓ Talking About Money
- ✗ Trusting or Skeptical
- ✗ Building Trust
- ✓ Margins
- ✗ Comparison Shoppers
- ✓ Money Tolerance
- ✗ Closing Urgency
- ✗ Capability for a Shorter Sales Cycle
- ✓ Outlook
- ✓ Self-Image
- ✓ Taking Responsibility
- ✗ Working Independently
- ✗ Empathy



BELIEFS

- I understand when my prospects want to comparison shop
- I need to educate my prospects
- I have a long sales cycle
- I'm uncomfortable with certain aspects of selling
- Prospects are honest

SELLING PROFILE COMPATIBILITY

- The individual has the experience required in your selling profile
- The individual does not have the experience required in your selling profile
- The individual has experience that was not required in your selling profile

Primary Market

- Corporate/Industrial
- Residential
- Small business/professional
- Institutional

Prospects by Title

- Ownership or C Level
- Management Level
- Business Users
- Consumers

Resistance

- No resistance
- Very little resistance
- Moderate resistance
- Lots of resistance

Competition

- Tremendous Competition
- Regular competition
- Occasional competition
- We are the only game in town

Pricing

- We are usually higher
- We are usually competitive
- We are usually lower

Average Order

- Under \$US1,000
- \$US1,000 - \$US25,000
- \$US25,000 - \$US250,000
- Over \$US250,000

Product Sold

- Custom engineered solutions
- Conceptual services
- Products we can demonstrate
- Commodities

Sales Cycle

- A one call close
- Two to three calls
- 3-6 months
- More than 6 months

Customer Development

- ✓ Sell them and move on
- ✓ Sell them on a regular basis
- ✓ Sell them and renew yearly
- i Sell them and service them

Priorities

- ✗ Hunting required
- i Mostly hunting
- ✓ Some hunting required
- Mostly Account Management

Closing

- ✓ Salesperson will do the closing
- ✓ Salesperson will plant seeds
- ✗ Inside people do the closing
- Someone else does the closing

Presentations

- ✓ Once to a single decision maker
- ✓ Once to a group
- ✗ Multiple times to individuals
- ✓ Multiple times to a group

Product Quality

- ✓ Top of the line
- ✗ Middle of the pack
- A little behind
- i Different

Pressure

- i High
- ✗ Medium
- Low
- None

Supervision

- Micro managed
- ✗ Closely managed
- i Seldom managed
- Not managed

Company

- Small professional firm
- Small to medium sized business
- ✓ Large business
- i Major corporation

Compensation

- i All salary
- Straight commission
- ✓ Mostly salary with some commission
- Mostly commission with some salary

Environment

- i Turbulent and ever changing
- ✓ Downsizing and turnover
- i Rapid growth and expansion
- Very calm and stable

Location

- i Out of my office or one staffed by a sales manager
- i Out of a branch office without a sales manager
- ✓ Out of a remote or home office without staff

Entrepreneurial

- ✗ Have an Entrepreneurial Mindset
- i Not Have an Entrepreneurial Mindset
- It does not matter

Selling Methods

- ✗ On the phone
- ✓ Face to Face
- At trade shows

Channel

- ✓ Directly to the Customer / Client
- ✗ Through someone who sells to our Customer / Client

Decision Factor

- ✓ are buying what we sell but must choose from whom to buy (Why me?)
- i haven't planned to buy what we sell (Why?)

Networking

- Sales 2.0 / Social Networking
- ✓ Traditional Networking
- Either of the above
- i Both Sales 2.0 / social networking AND Traditional networking
- These skill sets are not required

Leads

- We provide all they need
- ✓ We provide some - they need to supplement
- i We don't provide any - they need to prospect
- This is an account management position

CONFIDENCE

We identified the following key issues which lowered our confidence score for this individual:

- Testing time was above 1 hour 40 minutes.