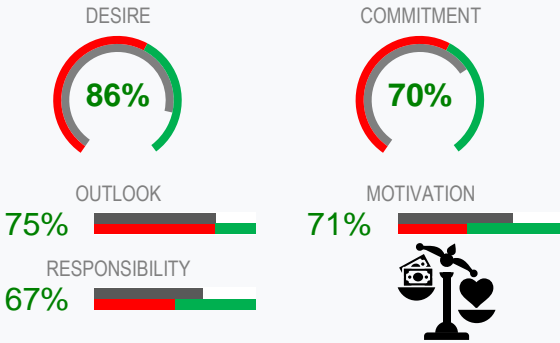
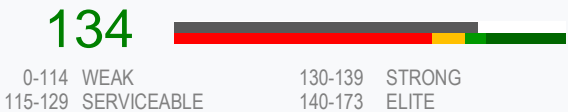


This dashboard shows the individual's scores in the 21 Core Competencies that we measure, and is intended to be used by management for coaching and development only. It is not intended to be shared with the individual who was evaluated.

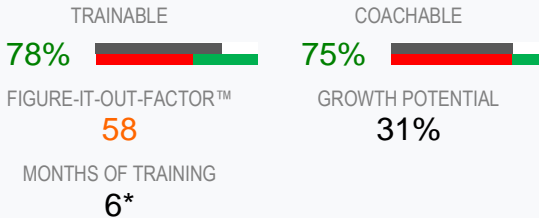
**The Will to Sell Competencies**



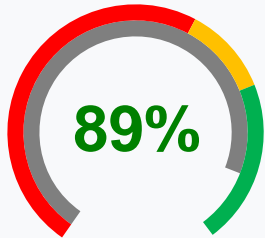
**Sales Quotient™**



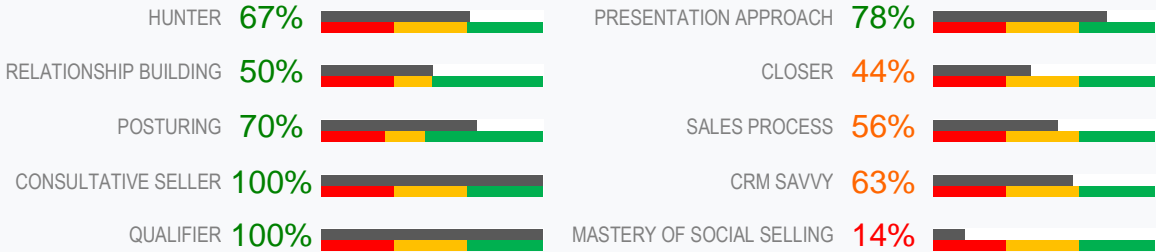
**Development**



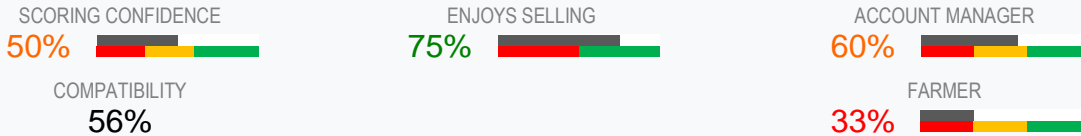
**Sales DNA Competencies**



**Selling Competencies**



**Other 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
- ✗ Effective Use of Social Selling Tools
- ✓ Prospects via Phone and / or Walk-ins
- ✗ Introductions
- ✗ Prospects Consistently
- ✓ Getting Past Gatekeepers
- ✓ Maintains Full Pipeline
- ✓ Reaching Decision-Makers
- ✗ Successfully Avoids Accepting Put-offs
- ✗ Sales Process
- ✓ Developing Relationships Early in the Sales Process
- ✓ Asking Great Questions
- ✓ Asking Enough Questions
- ✓ Presenting at Appropriate Times
- ✓ Uncovers Compelling Reasons to Buy
- ✓ How Prospects Will Make Buying Decision
- ✓ Successfully Avoids Making Assumptions
- ✗ Getting Prospects to Make Decisions
- ✗ Timing of Quotes and/or Proposals
- ✗ Will Find a Way to Close
- ✓ Control of the Sales Process
- ✗ Avoids Wasting Time with Unqualified Prospects
- ✓ Avoids Purchasing at Start of Sales Process
- ✓ Uncovering the Budget
- ✗ Follow Up Calls
- ✓ Interacts with Prospects Appropriately
- ✗ Time and Organizational Skills



## STRENGTHS

- ✓ Desire
- ✓ Commitment
- ✓ Enjoyment of Selling
- ✓ Self-Starter
- ✓ Will Attend Networking Events
- ✓ Recovers from Rejection
- ✓ Will Prospect
- ✓ Perfectionist Tendencies Not Detrimental to Prospecting
- ✓ Does Not Need to be Liked
- ✓ Decision-making
- ✓ Controls Emotions
- ✓ Talking About Money
- ✗ Healthy Skepticism
- ✗ Building Trust
- ✓ Margins
- ✗ Comparison Shoppers
- ✓ Money Tolerance
- ✗ Closing Urgency
- ✗ Capability for a Shorter Sales Cycle
- ✓ Outlook
- ✓ Self-Image
- ✓ Taking Responsibility
- ✗ Working Independently
- ✓ Is a Problem Solver
- ✗ Sales Optimism
- ✓ Sales Assertiveness
- ✗ Empathy
- ✓ Does Not Believe Presenting Equates to Controlling the Sales Process
- ✓ Does Not Believe Making A Proposal is the Most Important Part of the Sales Process
- ✓ Emphasizes Listening over Talking
- ✗ Able to Minimize Talking about Company Products or Solutions
- ✓ Not Compelled to Present
- ✓ Not Overly Reliant on Educating and Presenting
- ✗ Not Compelled to Propose or Quote
- ✓ Business Minded

- ✓ Taking Risks
- ✓ Response To Problems Encountered



## **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
- ✗ Any lack of results is due to my competitors

## 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
- i 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
- i Business Users
- i Consumers

### Resistance

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

### Competition

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

### Pricing

- i 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
- i Over \$US250,000

### Product Sold

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

### Sales Cycle

- A one call close
- Two to three calls
- ✔ 3-6 months
- i 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

- i Once to a single decision maker
- i Once to a group
- ✘ Multiple times to individuals
- i Multiple times to a group

### Product Quality

- i 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
- i Large business
- i Major corporation

### Compensation

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

### Environment

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

### Location

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

### Entrepreneurial

- Have an Entrepreneurial Mindset
- 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?)
- haven't planned to buy what we sell (Why?)

### Networking

- Social Selling
- Traditional Networking
- Either of the above
- Both Social Selling AND Traditional Networking
- These skill sets are not required

### Leads

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

## SCORING CONFIDENCE

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

- Testing time was below 12 minutes.