

**Easy to understand  
Graphic Interpretation!!!**

**Page 1**  
 Gives a percentile rank for each of the 13 scales compared to 300,000 other salespeople. This examinee scored higher than 76% of the 300,000 salespeople in the statistical database in the skill of "Approach & Involving" a prospect.

**SALES SKILLS ASSESSMENT PROFILE**

Your Company's Name  
 Your Name  
 Address  
 City, State Zip

Examinee :Your Examinee  
 Position :Sales  
 Location : Department 4  
 Experience : 7 years

Date:  
 Examinee #  
 Book #  
 Disk #

SALES SKILLS ASSESSMENT PROFILE											Correct	
0	10	20	30	40	50	60	70	80	90	100	PCT	/Total
APPROACH / INVOLVEMENT											77	(25/30)
OVERCOMING OBJECTIONS											88	(8/11)
ABILITY TO CLOSE											71	(6/13)
ETHICS											100	(8/8)
POLITE / COURTEOUS											100	(8/8)
FRIENDLY / WARM											93	(9/11)
HANDLING PROBLEMS											100	(4/4)
QUALIFYING											97	(14/16)
PROSPECTING											92	(25/33)
PRESENTATIONS											49	(13/24)
TIME MANAGEMENT											14	(2/15)
TELEPHONE TECHNIQUE											75	(6/8)
CALL ENTHUSIASM											72	(7/15)
FUNDAMENTAL SKILLS											71	
COMPREHENSIVE SKILLS											50	

- ANSWERS:
- |           |          |         |            |         |
|-----------|----------|---------|------------|---------|
| 1. 4      | 11. 1234 | 21. 3   | 31. 2      | 41. 134 |
| 2. 5      | 12. 5    | 22. 25  | 32. 5      | 42. 235 |
| 3. 5      | 13. 4    | 23. 134 | 33. 123456 | 43. 25  |
| 4. 123456 | 14. 134  | 24. 1   | 34. 145    | 44. 45  |
| 5. 4      | 15. 4    | 25. 2   | 35. 2      | 45. 134 |
| 6. 3      | 16. 4    | 26. 5   | 36. 12346  | 46. 1   |
| 7. 4      | 17. 2    | 27. 4   | 37. 1235   | 47. 5   |
| 8. 4      | 18. 6    | 28. 4   | 38. 134    | 48. 4   |
| 9. 3      | 19. 4    | 29. 5   | 39. 3      | 49. 24  |
| 10. 2     | 20. 3    | 30. 3   | 40. 5      | 50. 13  |

**EXTENSIVE  
NARRATIVE PROVIDES  
VALUABLE INSIGHTS**

The self-evaluation is compared to the Scores on the Sales Success Profile for areas of agreement. Self evaluation of 4 or above is considered above average, 3 or less, is below average. A score of 50 or greater on the Sales Success Profile is above average, a score of less than 50 is considered below average.

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SALES SKILLS ASSESSMENT PROFILE Analysis for: Examinee, Your

**SELF EVALUATION**

My ability to...

- x 1. Approach and Involve customers
- x 2. Handle and overcome objections
- 3. "Close" the sale
- x 4. Be aggressive when "Closing"
- x 5. Allow people time to think
- 6. Get "creative" when "Closing"
- x 7. Handle Problems
- 8. Discover customer needs
- 9. Maintain customer interest
- x10. Prospect and cold call
- 11. Dominate and control the sale
- x12. Qualify prospects
- 13. Productively manage time
- x14. Get appointments via telephone
- 15. Stay motivated after a bad day

	FBA	BAV		AVG		AAG		FAA		SUP
	0	1	2	3	4	5	6	7	8	9
	0	1	2	3	*	5	6	7	8	9
	0	*	2	3	4	5	6	7	8	9
	0	1	2	3	*	5	6	7	8	9
	0	1	2	3	4	5	6	7	8	9
	0	1	2	3	4	5	6	7	*	9
	0	1	2	3	4	5	6	7	*	*
	0	1	2	3	4	5	6	*	8	9
	0	1	2	3	4	5	6	*	8	9
	0	1	2	3	4	5	6	7	8	9

Items with an (x) show agreement between the SSP results and the applicants Self Evaluation as to being above or below average.

**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. Sometimes experienced salespeople can score low in this scale if they have not recently been involved in a sales job where this skill is 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 and trust them.

The examinee's score of 77 is FAR ABOVE AVERAGE and indicates a very desirable skill level in approaching and involving a prospect in a sale. This individual will be able to successfully approach and involve prospects in a very productive manner. This skill is well developed but must be coupled with acceptable scores in Overcoming Objections and Closing in order to produce sales results.

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 88 is FAR ABOVE AVERAGE and indicates a very desirable skill level in Overcoming Objections. This individual will be able to overcome objections most of the time. This salesperson must be reminded to get a "minor

close” after answering the objection. Making a statement such as, “I feel that completely settles that point, wouldn’t you agree?” effectively “closes” the concern so the salesperson may proceed. This score must be complemented with acceptable scores in Approach and Involvement, and Closing in order to achieve maximum sales potential.

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 “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 examinees skill level unless the examinee makes a dedicated effort to implement the training in his or her sales presentations.

The examinee’s score of 71 is ABOVE AVERAGE and indicates an acceptable skill level in closing. This individual can be considered moderately knowledgeable in closing techniques and will be able to successfully close properly qualified prospects at an acceptable rate. While this skill has been developed to an acceptable level, the salesperson may be able to improve their closing ratio by being more aware of “buying signals”. It is recommended that this salesperson be given an assignment of learning at least three new closes word for word. This score must be complemented with acceptable scores in Approach and Involvement, and Overcoming Objections, in order to achieve maximum sales potential.

**This extensive narrative provides valuable clues on the sales behavior  
you are likely to exhibit in each of the 13 sales skills areas.**

**You can also quickly identify weak areas so you can target training efforts!**

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 100 is SUPERIOR and indicates that this individual will rarely, if ever, resort to unethical tactics to close a sale. Reinforce this individual’s dedication to ethical conduct by acknowledging that your company agrees with an ethical approach to business.

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 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 100 is SUPERIOR and indicates an extremely Polite and Courteous demeanor. Sometimes people who score high in this skill may tend to score poorly in Closing. Many times they are so Polite and Courteous that they may fear they will appear to be too “pushy” by attempting to use an aggressive closing technique. Interestingly, the high Polite and Courteous, low Closing profile, can be exhibited by very inexperienced salespeople, who lack aggression, or very experienced salespeople. Experienced salespeople with an established client base many times no longer need to actually close sales. Essentially they become order takers. When this happens, Polite and Courteous scores go up, and Closing scores go down.

**The “Polite and Courteous” score, when compared to the “Ability to Close” score has been found to be a  
measurement of how aggressively a person closes!**

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 significant benefit to the purchases. 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 the prospect will perceive the salesperson’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 is normal for a sales managers attention to be focuses more on “what’s the bottom line?”, “what’s it going to take?” etc. They don’t have the time to establish rapport, or establish the prospects 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 sensitive, warm and caring individual. This individual will probably build a large following because most people will find them to be extremely likable 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 likable. 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 and WARM scores because these salespeople will not generally generate problems. However, individuals with low FRIENDLY and 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 required for managerial candidates.

The examinee’s score of 100 is SUPERIOR and indicates an extremely desirable skill level in problem handling. This individual indicates a strong ability in interpersonal relationships that require patience. This individual will most likely be able to handle any problem situation that arises.

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 the prospects have the authority to make the purchase, and if the purchase is within their financial means.

The examinee’s score of 97 is SUPERIOR and indicates an extremely desirable skill level in QUALIFYING BUYERS. This individual has learned the most productive and efficient methods for Qualifying prospective buyers. This individual will easily recognize potential buyers as opposed to individuals who are “just looking”.

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 92 is SUPERIOR and indicates an extremely desirable skill level in Prospecting and Cold Calling. This individual has learned the most productive and time-efficient methods for generating qualified new leads. This person will spend more time on selling because this individual has to spend less time on generating new leads.

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 49 is AVERAGE and indicates a moderately acceptable skill level in giving Presentations and Demonstrations. This individual can increase sales productivity by remembering that the key to success is proper prospect involvement. Additional training in this area would be beneficial.

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 14 is FAR BELOW AVERAGE and indicates that the examinee exercises little self-control in Time Management. This individual will not be productive in sales without very strict supervision and accountability.

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

The examinee's score of 75 is FAR ABOVE AVERAGE and indicates a very desirable skill level in using the Telephone in a productive manner. This individual will usually attempt to use those techniques which have proven to be most effective and productive when dealing with a prospect's telephone inquiries.

The CALL ENTHUSIASM scale measure an individuals 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 72 is ABOVE AVERAGE and does not seem to indicate any significant aversion to meeting with clients face to face. They may, at times, experience period of demotivation, but most time should exhibit a willingness to get in front of prospects face to face. Even the most motivated salesperson can get in a slump if they experience a series of "lost sales". If this individual starts to experience a string of unsuccessful closing attempts, it would be well advised to schedule a "one on one" pep talk. People love recognition, and this may be just the medicine needed to restore their self-confidence.

Specific observations give detailed information about the overall Profile.

#### SPECIFIC OBSERVATIONS:

This salesperson's Fundamental skills score is 71. 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 50. 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.

Because this individual has a higher score in their Fundamental skills than their Comprehensive skills, they may be stronger in an inside or retail position. However, their Comprehensive skill levels are acceptable. They could be considered for an outside sales position if they were given strict supervision and continued training.

While this individual enjoys working with the public, they lack the aggression in attempting to close sales. This type of individual many times forgets to "ask for the sale", or fears that they will offend the customer by applying a little pressure. This individual may have the necessary "people skills", and they have average or better knowledge of closing techniques. However, they may sometimes fail to be persistent in attempting to close. If the first attempt fails, they will be reluctant to try and close again.

This individual will be able to increase their income potential by concentrating on training that would improve their skill levels in the areas of: PRESENTATIONS AND DEMONSTRATIONS and TIME MANAGEMENT.