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Sales Skills Index Summary

Examinee: - **CASEY JOHNSMITH**

Company: - ABC Corporation

Date: - September 25, 2007

INTRODUCTION:

The Sales Skills Index (SSI) is an advanced assessment designed to measure professional sales ability. It is an updated, and objective analysis of an individuals' understanding of the strategies required to be successful in sales and essentially answers the question - "Can this person sell in a competitive environment?"

Dealing with the issue of whether a person has the skills to sell is an essential component in predicting sales success, it is certainly not the only one. The Sales Skills Index is not intended to be used as the sole determining factor for a career in sales. Behavioral issues, especially self-motivation, achievement, drive, and the ability to influence others are prerequisites to a sales success. Selling Skill training is ineffective without the proper behavioral attitude. Combine this report with the to achieve the ideal analysis tool; that is, a combination of both motivation and skill.

CONTENTS:

- **SALES SKILLS INDEX TRAINING GUIDE**
Training Recap (Based on Sales Discipline).
- **RAISING THE BAR - TRAINING GRAPH**
Visual overview of sales training recommendations to develop the general sales skills of the examinee.

CONFIDENTIAL This portion of the SSI report for Management use only.

SAMPLE REPORT

SALES SKILLS FACILITATION

THIS REPORT IS PRINTED IN TWO PARTS:

1. **MANAGEMENT SUMMARY:**

This portion of the report is designed to show the selling skills of the examinee compared to successful salespeople in the same type of job. This portion of the report is designed for management use as a training guide and is not intended to be disseminated to the examinee.

2. **SALES SKILLS INDEX tm TRAINING GUIDE**

The Sales Skills Index tm Report- This portion contains valuable insight into the skill level of the examinee. The header atop each page contains information for use. This is the "Training" portion of the "Analyst-Link" commentary. This portion of the report should be made available to the examinee to assist in prioritizing and creating a sales training program. Refer to our facilitation guidelines assist in understanding this report.

"SALES is BOTH a Profession and a Skill."

MANAGER: *For more information:* - Go to: <http://www.analyst-link.net>
Enter the following user name: admin (Contact us for access password).

Selling Skill Analysis - Training Guide

Examinee: **Casey Johnsmith**
 Company: ABC Industries
 Date: 09/25/07
 Focus: **Outside, Technical, or Professional Sales**

Selling Skill Percent 66.67% Weighted Average Outside Sales

	Recommended:	Examinee:	Training Needs:
Basic Selling Skills:			
Prospecting Skill	70	77	
Impression/Approach	84	56	**** Substantial Training Required
Qualifying Skill	66	100	
Presentation Skill	84	67	*** Highly Focused Training Needed
Influence/Persuasion Skills	82	100	
Basic Closing Skill	87	90	
General Sales Abilities	75	69	** Focus Attention on this skill
Total Basic Selling Skills	<u>78</u>	<u>80</u>	
----- Advanced Ability to Strategize for Sales Success:			
Prospecting Strategies	46	54	
Impression/Approach	54	22	**** Substantial Training Required
Qualifying Strategies	45	86	
Demonstration/Presentation	60	56	
Influence/Persuasive Strategies	65	83	
Closing Strategies	66	80	
General Strategic Abilities	53	39	** Focus Attention on this skill
----- Total (Outside) Selling Skills	<u>56</u>	<u>60</u> <<	

The recommended skill levels are based on our studies documenting the difference in sales effectiveness of over 93,800 salespeople who earn the highest incomes in their field as opposed to those who earn considerably less. Refer to, and focus effort on, the enclosed custom "Action Plan" for improvement.

GENERAL DEVELOPMENT RECOMMENDATIONS:

- * Strategic Sales Ability = Ability to select the correct sales strategy in complex or competitive sales situations. Overall Closing skills are acceptable. The overall ability to qualify appears to be developed; continue focus to maintain expertise.
- * The examinee should revisit basic sales training as a "refresher." Review basic sales training techniques to update any trait rated less than that of top performers.

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NOTES:

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Analysis of the Sales Skills Index

RAISING THE BAR - TRAINING GRAPH

**Training Bar for:
Casey Johnsmith**

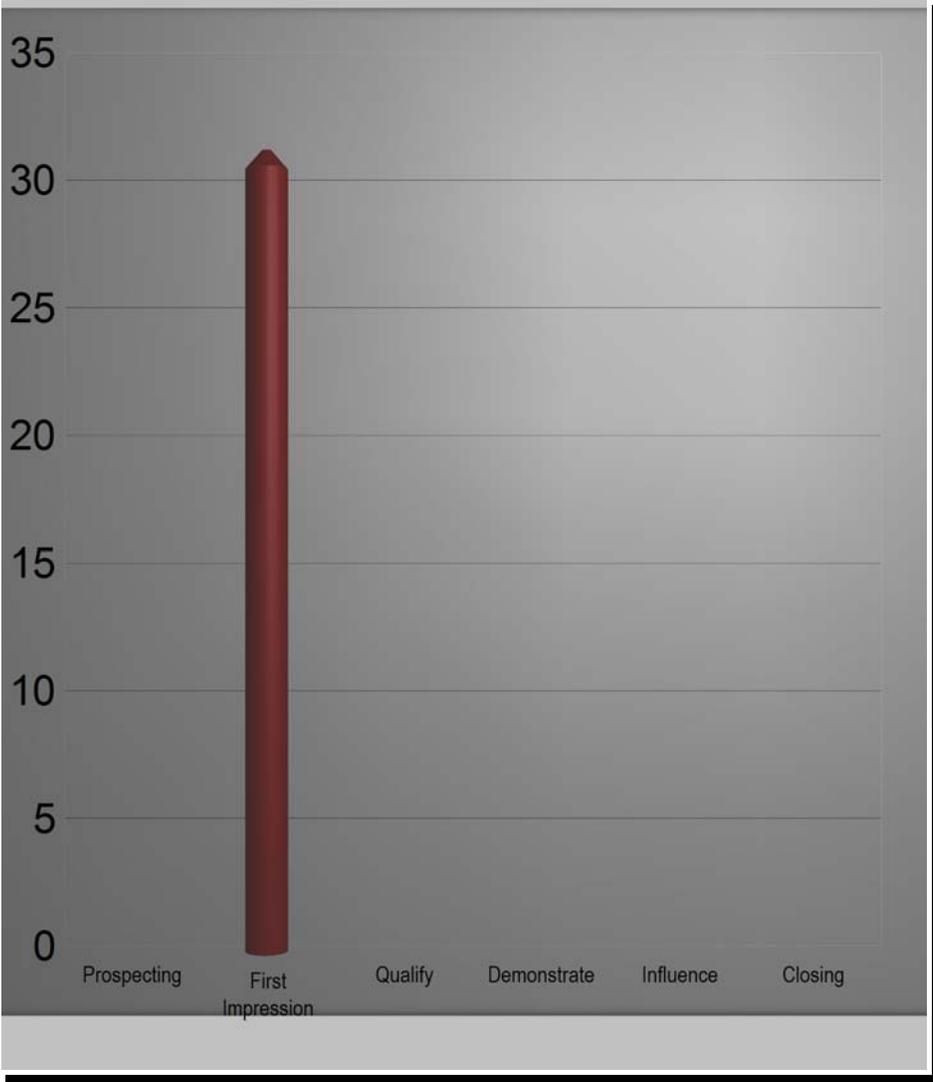
The graph on this page represents an analysis of general selling skills in need of improvement after training guide issues are resolved.

Percentages shown indicate the amount of effort required to develop this skill.

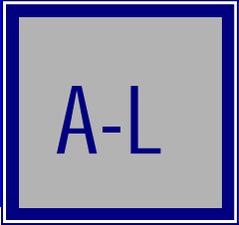
Use this graph to focus on a secondary range of skills to be developed.

Use the custom "Action Plan" to address specifics.

Data used to create this graph is compiled from weighted averages within the "General" skill rating.



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Sales Skills Index tm

Examinee: - **CASEY JOHNSMITH**

Company: - ABC Corporation

Date: - September 25, 2007

SALES TRAINING & DEVELOPMENT INSIGHTS

CONTENTS:

- **SELLING SKILL COMPETENCY OVERVIEW** - Graph
This page compares your selling skills to top salespeople in both inside and outside sales. Use this graph to create an "Overview Impression" of the training you may require.
- **BASIC SALES SKILLS** - *Analysis & Ratings*
- **ADVANCED SALES SKILLS** - *Analysis & Ratings*
- **CUSTOM ACTION PLAN**

Understanding the SSI - Go to: www.analyst-link.net

Enter the following user name: success

Enter the following password: guide (lower case type) Select Guide (7)

SAMPLE REPORT

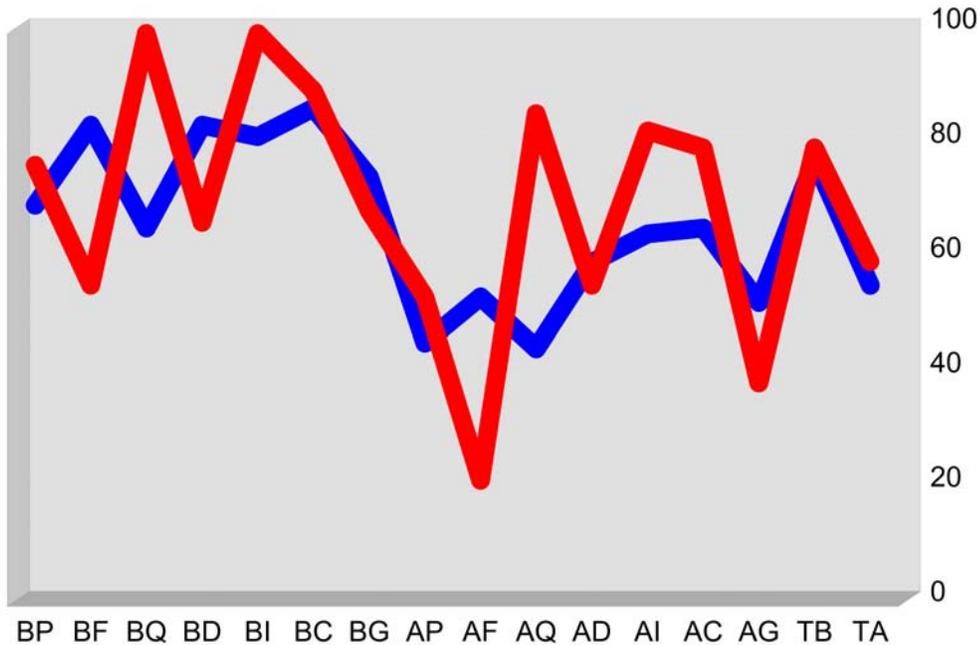
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Sales Skills Index - Competency Overview

Prepared for: **Casey Johnsmith**

SELLING SKILL PATTERN COMPARISON WITH "STANDARD."

Focus: *Outside, Technical, or Professional Sales*



The Examinee is represented by the red dotted bar.

- INSIDE SALES -	- OUTSIDE SALES -
BP = Basic Prospecting	AP = Advanced Prospecting
BF = Basic First Impression	AF = Advanced First Impression
BQ = Basic Qualifying	AQ = Advanced Qualifying
BD = Basic Demonstrations	AD = Advanced Demonstrations
BI = Basic Influence	AI = Advanced Influence
BC = Basic Closing	AC = Advanced Closing
BG = Basic General Skills	AG = Advanced General Skills

TB = TOTAL Basic or "Inside" Selling Skills
TA = TOTAL Advanced or "Outside" Selling Skills

BASIC SALES STRATEGIES

The information that follows is designed to assist you in interpreting the "Sales Skills Index tm ."

THIS SECTION CONTAINS:

■ INTRODUCTION

■ PRIMARY AND SECONDARY EFFECTIVENESS RATING GRAPH

- Measures "Basic" Sales ability -

■ CATEGORY ANALYSIS

The combination of both primary and secondary sales Skills effectiveness ratings provides broad-based selling skill analysis for:

- Inside Sales
- Contract or Bid Sales
- Telemarketing Sales
- Account Maintenance (Relationship Sales)
- Route Sales
- Sales trainee

It should be noted that even in cases where General Sales abilities or the overall total exceeds or matches top sales performers, direction of effort should be focused on any skill that is less than the "standard" set by top performers.

Like any profession, selling has a body of knowledge related to successful execution. It is this knowledge that is measured by the Sales Skills Index. Understanding effective sales strategies will lead to success upon implementation of the recommendations contained herein.

UNDERSTANDING SKILL CLUSTERS:

INSIDE SALES - One may usually eliminate Prospecting as a necessary skill for inside sales; however, Demonstration, First Impression, Influence, and Closing are requisite to success.

CONTRACT OR BID SALES - Prospecting is not a vital component of the job, neither is qualifying. The key traits are Influence and First Impression followed by Demonstration, Closing, and high task orientation.

TELEMARKETING SALES - All traits are important but the greatest strength must of necessity be Prospecting.

RELATIONSHIP SALES - Demonstration is often the most vital trait followed by First Impression, Influence, and Closing.

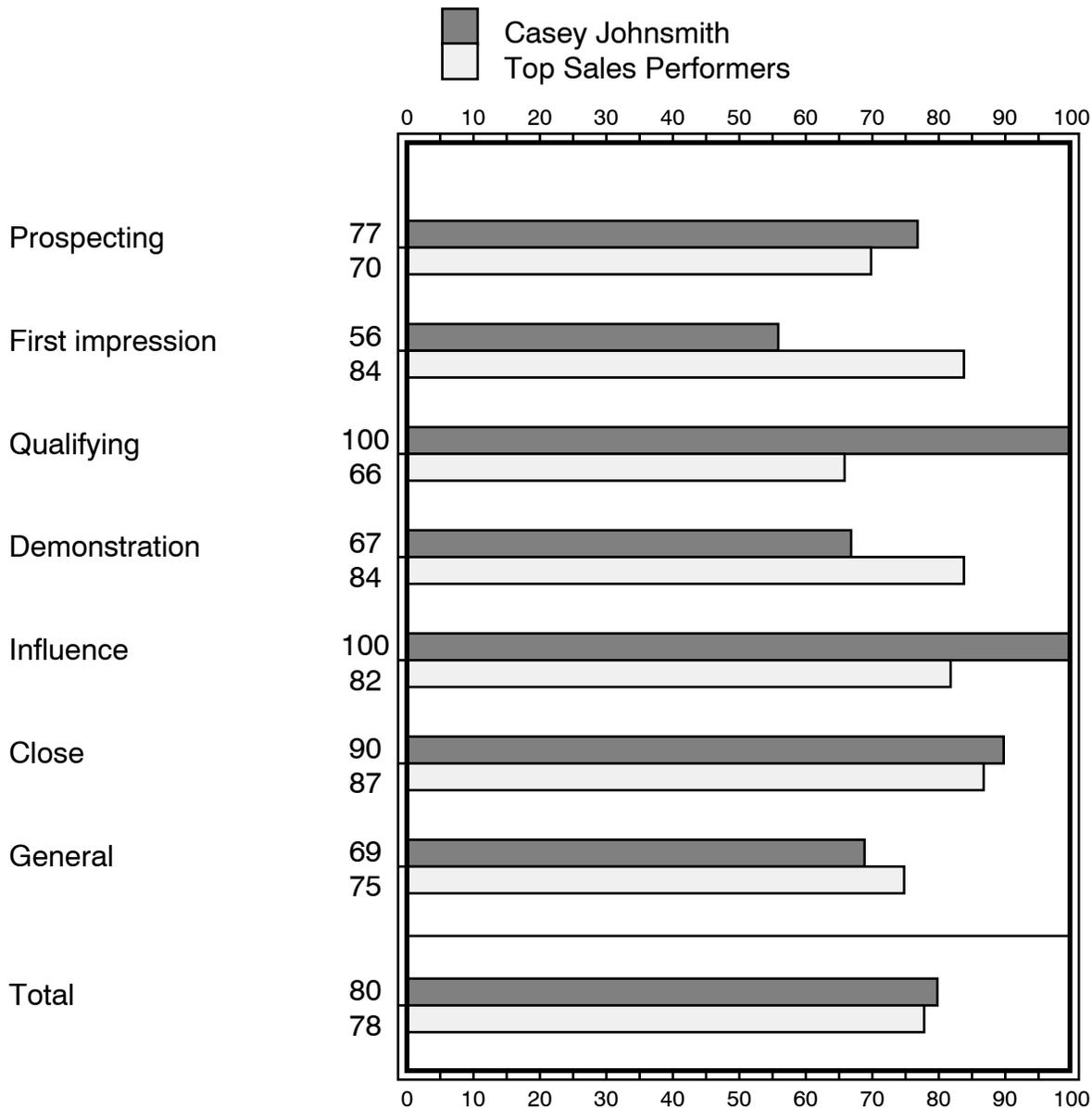
TERRITORY DEVELOPMENT SALES - All traits are important. Pay specific attention to Prospecting, Qualifying, & Closing.



SALES SKILLS INDEX™

PRIMARY AND SECONDARY EFFECTIVENESS RATING

This graph illustrates your overall knowledge of the most and second most effective sales strategies. The higher your score in any segment, the better your broad understanding of the overall sales strategy required in that step of a successful sale.





SALES SKILLS INDEX™

CATEGORY ANALYSIS

Name: **Casey Johnsmith**

PROSPECTING / QUALIFY: The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

(7/13) 54% of the time you chose the most effective strategy

(3/13) 23% of the time you ranked the second most effective strategy as your first choice

FIRST IMPRESSION / GREETING: The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his or her sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

(2/9) 22% of the time you chose the most effective strategy

(3/9) 33% of the time you ranked the second most effective strategy as your first choice

QUALIFYING / QUESTIONS: The questioning and detailed needs analysis phase of the face-to-face sale, this step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.

(6/7) 86% of the time you chose the most effective strategy

(1/7) 14% of the time you ranked the second most effective strategy as your first choice



SALES SKILLS INDEX™

CATEGORY ANALYSIS

Name: **Casey Johnsmith**

DEMONSTRATION: The ability of the salesperson to present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.

(5/9) 56% of the time you chose the most effective strategy

(1/9) 11% of the time you ranked the second most effective strategy as your first choice

INFLUENCE: What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

(5/6) 83% of the time you chose the most effective strategy

(1/6) 17% of the time you ranked the second most effective strategy as your first choice

CLOSE: The final phase of any selling system. This step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

(8/10) 80% of the time you chose the most effective strategy

(1/10) 10% of the time you ranked the second most effective strategy as your first choice

GENERAL: This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

(5/13) 39% of the time you chose the most effective strategy

(4/13) 31% of the time you ranked the second most effective strategy as your first choice

ADVANCED SALES STRATEGIES

CONTENTS:

■ PRIMARY EFFECTIVENESS RATING GRAPH - (*Advanced Selling Skills*)

■ QUESTION ANALYSIS

■ CUSTOM ACTION PLAN

The action plan is a customized guide created by our analysts assist in prioritizing your sales training program.

Ratings that meet or exceed those of Top Sales Performers in the Primary (or Advanced) effectiveness graph indicate competency in:

- Brokerage/Financial/Insurance Sales
- Outside Sales (Territory Development)
- Placement Sales
- Consulting Sales
- Travel Sales
- Trade Show Selling

Direction of effort should be focused on any skill that is less than the "standard" and where training is recommended.

SKILL INTERACTIONS

PROSPECTING - is the key to advanced selling. Low scores in this skill often indicate burnout or Call Reluctance. Behaviorally, prospecting is linked to Challenge and Drive

QUALIFYING - is often considered the key skill. Expend the greatest effort on those who have a need for the product (or service being sold) and have the authority to make the purchasing decision. Link qualifying with sound closing techniques.

FIRST IMPRESSION / DEMONSTRATION - these skills work together to add credibility to the sales presentation. Critique your presentation on video. Include Social Skills here: Manners, Dress, Grooming, Vocabulary, Interpersonal skills, and Communication ability.

INFLUENCE - is the precursor to Closing. Influence is akin to the behavioral trait, persuasiveness. Those who know their product, the competition, and their clients' needs, can often become strategically aligned with their customers and influence the purchasing decision.

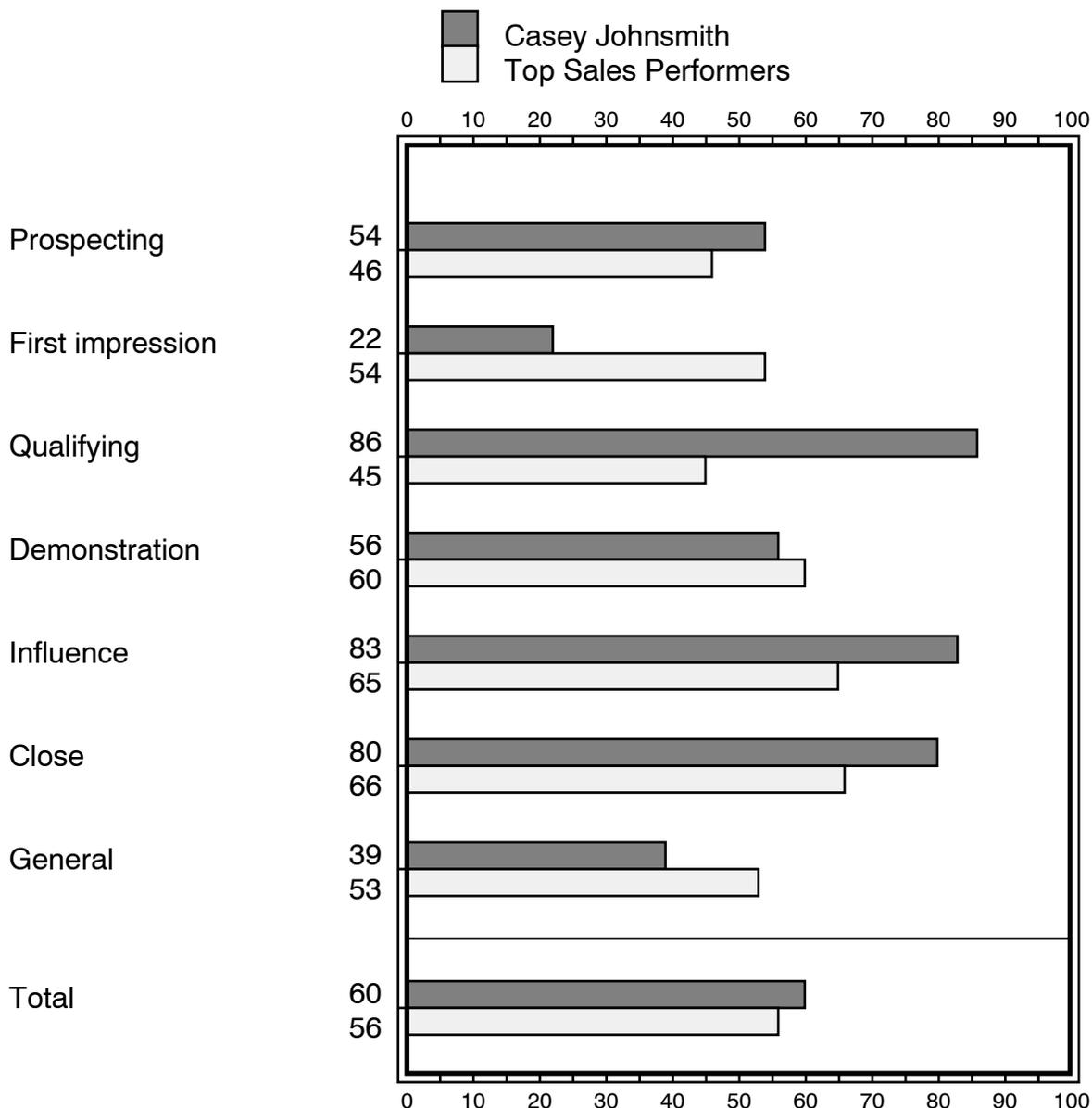
CLOSING - requires a certain amount of intuitiveness. Knowing when to close is as important as knowing a variety of closing techniques. Closing the sale is validation of your skill as a salesperson.



SALES SKILLS INDEX™

PRIMARY EFFECTIVENESS RATING

The following graph illustrates YOUR understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area the stronger your specific understanding of what is required to be successful in the sales process.





SALES SKILLS INDEX™

QUESTION ANALYSIS

Name: **Casey Johnsmith**

QUESTION ANALYSIS

- 38 times chose the MOST effective strategy
- 14 times chose the SECOND most effective strategy as #1
- 12 times chose the THIRD most effective strategy as #1
- 3 times chose the LEAST effective strategy as #1

LEAST EFFECTIVE STRATEGY ANALYSIS

Please review the following questions. In these situations you selected the least effective strategy as the most effective strategy. For each question listed, the most effective strategy is provided for your review.

- 20. During your presentation, the prospect continually asks for your "absolute best price." You should:
 - B. Say "I can only provide you the best price when I know if our product or service will meet your needs."
 - 35. Potential customers may be afraid of:
 - A. Making a wrong decision.
 - 38. When a prospect asks a question to which you don't know the answer, you should:
 - A. Admit that you don't know the answer but will get it.
-

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Analyst-Link Training Recommendations:

Outside, Technical, or Professional Sales

*Sales Skills Index - Custom "Action Plan" for: **Casey Johnsmith***

Training Recommendations - Please focus attention on the following:

1. - First Impressions are vital; Re-study how to approach & Involve the prospect.

**** Substantial Training Required

Action:

2. - Study new and more current techniques in relationship and spin selling strategies.

** Focus Attention on this skill

Action:

3. - Ask someone to critique your Presentation effectiveness & Demonstration abilities.

Action:

4. - Have your "Social Skills" kept pace with your position?

Action:

5. - Are you considered a "Strategic Partner" by your clients?

Action:

6. - Are you well versed in what your competition has to offer?

Action:

Secondary #1. - Are you diligent in asking for referrals - even if you did not close the sale?

Secondary #2. - Do you maintain a "Contact Management" file or system?

- Sales is both a profession and a skill; it requires continuous training. -

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NOTES:

SALES SKILLS INDEX - DEVELOPMENT GUIDELINES

The ability to sell in a competitive environment requires ever increasing levels of professionalism, motivation, and skill. It is not sufficient to review this report to learn about your weaknesses; you must be motivated enough to do something about them.

Professional salespeople often go through a "call reluctance" or "burnout" cycle. The best salespeople occasionally suffer downturns that may be caused by their attitude toward the job. Instead of each day being a source of new opportunity and full of challenge, it becomes ordinary and routine. The net result is - your income suffers.

Is the job routine or has your response to the job become routine?

Do you use the same closing techniques, do you tell the same story over and over again? Consider for the moment the possibility that over a period of time a series of negative influences and bad habits has been permitted to dilute your real abilities. Like any bad habit, these negative influence cycles are difficult to break. Training helps, but the best way to overwrite negative traits is through the repetition of positive influences.

Use the Sales Skills Index report to identify areas in need of improvement . Review the report carefully and either read some of the excellent Sales books on the market or purchase a sales development system on audio tape that train in your weakest areas. We often recommend audio tape systems as they can make good use of your travel time. Your car should be your learning center.

AUDIO TAPE IMPLEMENTATION:

For audio development systems to be effective, you must employ repetitive listening techniques to *overwrite negative selling patterns*. Listen to each tape once daily, five days in a row. On the 6th day listen to it again and fill out the workbook that accompanies the program. Write a brief summary detailing the three most important things you learned from listening to the tape and the one change you intend to make in your selling style. You may then proceed to the next tape. A six tape series will take six weeks to effectively imprint positive selling traits. Your test administrator will be able to recommend specific training tapes suited to your needs.

SALES DEVELOPMENT BOOKS:

There are many good books designed to improve professionalism in sales. To influence change, all books should be absorbed using the same techniques we described in the audio tape program, that is, read each chapter several times, and write a brief summary detailing the three most important things learned by reading that chapter and the one change you will make in your selling style. Contact your test administrator for specific recommendations.