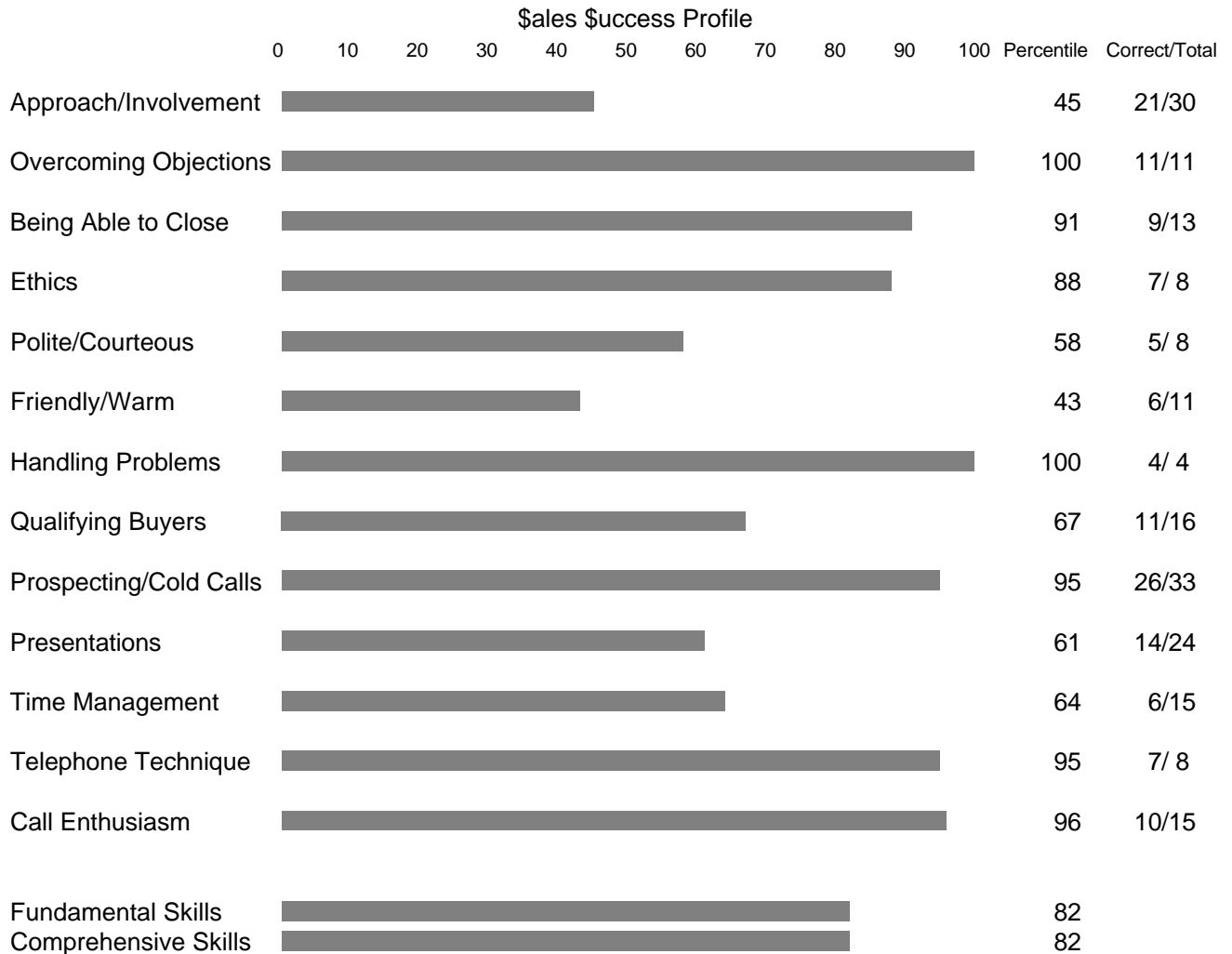




**\$ALES
\$UCCESS
PROFILE®**

Examinee: Glasspoole, Joanne
 Book #: 765389
 Position: NWM
 Location:
 Experience: 2
 Date Profiled: 3/2/2005



Answers:	1. 5	11. 1234	21. 5	31. 34	41. 23
	2. 4	12. 1	22. 25	32. 5	42. 235
	3. 5	13. 3	23. 1345	33. 123456	43. 3
	4. 46	14. 13	24. 4	34. 12345	44. 145
	5. 4	15. 4	25. 1	35. 1	45. 13
	6. 5	16. 5	26. 5	36. 1346	46. 1
	7. 4	17. 2	27. 5	37. 15	47. 4
	8. 4	18. 6	28. 4	38. 12345	48. 1
	9. 4	19. 4	29. 5	39. 4	49. 124
	10. 5	20. 5	30. 3	40. 4	50. 23

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\$ALES \$UCCESS PROFILE Analysis for: Glasspoole, Joanne

SELF EVALUATION

My ability to...

- x 1. Approach and involve customers
- 2. Handle and overcome objections
- 3. "Close" the sale
- 4. Be aggressive when "Closing"
- x 5. Allow people time to think
- x 6. Get "creative" when "Closing"
- x 7. Handle problems
- 8. Discover customer needs
- x 9. Maintain customer interest
- 10. Prospect and cold call
- 11. Dominate and control the sale
- x 12. Qualify prospects
- x 13. Productively manage time
- x 14. Get appointments via telephone
- x 15. Stay motivated after a bad day

	FBA	BAV	AVG	AAV	FAA	SUP			
0	1	2	√	4	5	6	7	8	9
0	1	2	√	4	5	6	7	8	9
0	1	2	√	4	5	6	7	8	9
0	√	2	3	4	5	6	7	8	9
0	1	2	3	√	5	6	7	8	9
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0	1	2	3	√	5	6	7	8	9
0	1	2	3	4	√	6	7	8	9
0	1	2	3	4	√	6	7	8	9
0	1	2	3	4	√	6	7	8	9

Items with an (x) show agreement between the \$\$P results and the applicant's 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 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 45 is AVERAGE and indicates a moderately acceptable skill level in approaching and involving a prospect in a sale. This individual will be able to successfully approach and involve prospects in an acceptable manner in many instances. This salesperson needs to be reminded that the first objective in the approach is to allow the prospect to reach a comfort level by attempting to establish rapport. Additional training in this area would be very beneficial.

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 100 is SUPERIOR and indicates an extremely desirable skill level in Overcoming Objections. This individual will almost always be able to successfully overcome an objection. 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 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 91 is SUPERIOR and indicates an extremely desirable skill level regarding closing techniques. This individual should be considered extremely knowledgeable regarding "Closing" techniques. This individual will rarely miss the opportunity to close a properly qualified prospect. This score must be complemented with acceptable scores in Approach and Involvement, and Overcoming Objections in order to achieve maximum sales potential.

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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.

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 43 is BELOW AVERAGE and indicates that the examinee will many times be viewed as insensitive, indifferent, aloof, cold, and uncaring. This individual may not take the time to attempt to discover the prospects true needs. Many times they view customers only in terms of dollars. They usually will not be able to cultivate long term client relationships. This individual must learn that closing a sale for a product or service that does not truly meet the clients needs, will result in an unhappy client. Sometimes individuals with this type of profile may become a liability to the overall professional image of the company, especially where a lasting business relationship is essential. This individual should learn to ask more questions of potential prospects, and listen carefully to determine precisely what the prospects' needs are.

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

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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 95 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 61 is ABOVE AVERAGE and indicates an acceptable skill level in giving Presentations and Demonstrations. This individual can successfully involve prospects in Presentations and Demonstrations, and close sales an acceptable percentage of the time. Additional training 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 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 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 95 is SUPERIOR and indicates an extremely desirable skill level in using the Telephone in a productive manner. This individual recognizes the most beneficial techniques to be used when dealing with prospect's telephone inquiries.

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 96 is SUPERIOR and usually indicates a very high degree of willingness to get in front of prospects face-to-face whenever possible. This type of salesperson generally thrives on human interaction. They love the thrill and challenge of the "sales call" and rarely become demotivated because of rejection. They generally are more excited about the possibility of prospects in the future who will say "YES" than they are concerned about prospects who have said "NO" in the past. Acknowledging an appreciation of their "hard-driving" spirit will reinforce this type of behavior and motivation.

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SALES SUCCESS PROFILE Analysis for: Glasspoole, Joanne

SPECIFIC OBSERVATIONS:

This salesperson's Fundamental skills score is 82. 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 82. 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.

This individual should be well suited for work in either inside/retail sales or outside sales.

Prospects may sometimes feel this individual's primary concern may be closing the sale without being sensitive to their needs.

This individual can sometimes react to prospects in a "matter-of-fact" manner. If prospects do not show an immediate interest, this examinee will usually not take the time to attempt to generate interest.

This individual, many times, may fail to attempt to identify the prospect's needs or motivations. This usually happens because the salesperson does not ask enough questions. They may attempt to close before the prospect thoroughly understands how the product will meet their needs. The customer may not feel they are making an informed decision.

This individual will be able to increase their income potential by concentrating on training that would improve their skill levels in the areas of: APPROACH AND INVOLVEMENT.