

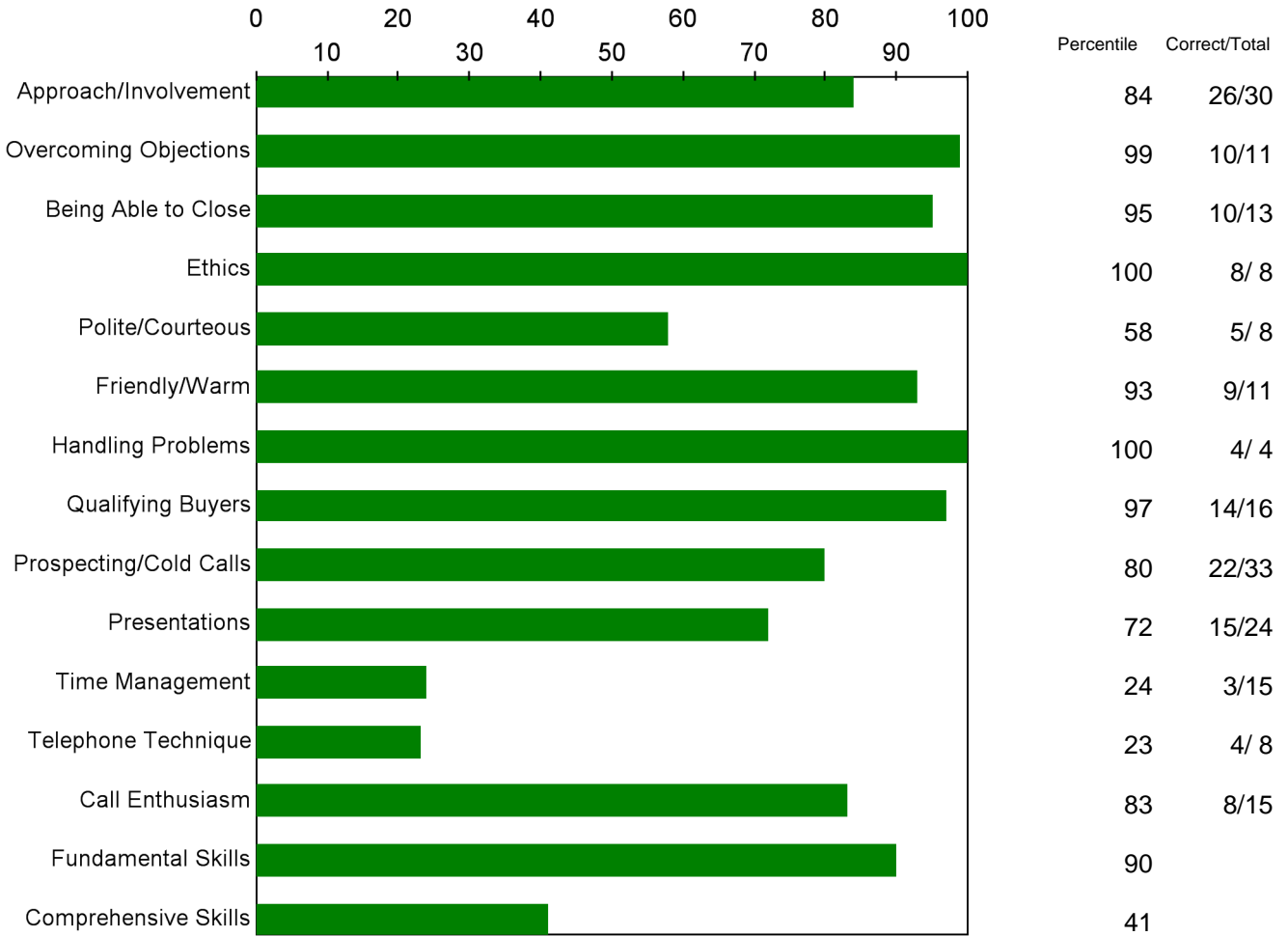


**SALES
SUCCESS
PROFILE**

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Sales Success Profile



Answers:	1.1	11.1234	21.5	31.235	41.134
	2.4	12.1	22.5	32.5	42.235
	3.5	13.5	23.12345	33.12456	43.23
	4.12456	14.134	24.2	34.5	44.145
	5.4	15.4	25.1	35.1	45.1345
	6.1	16.4	26.5	36.12346	46.1
	7.4	17.2	27.5	37.15	47.1
	8.2	18.6	28.4	38.12	48.1
	9.1	19.4	29.5	39.3	49.125
	10.2	20.3	30.3	40.4	50.23

SELF EVALUTION

My ability to...

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

FBA	BAV		AVG		AAV		FAA		SUP
0	1	2	3	4	5	6	7	8	V
0	1	2	3	4	5	V	7	8	9
0	1	2	3	4	5	6	V	8	9
0	1	2	V	4	5	6	7	8	9
0	1	2	3	4	5	V	7	8	9
0	1	2	3	4	5	V	7	8	9
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0	1	2	3	4	5	V	7	8	9
0	1	2	3	4	5	6	V	8	9
0	1	2	3	4	V	6	7	8	9
0	1	2	3	4	5	6	V	8	9
0	1	2	3	4	5	6	V	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 84 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 99 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 95 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.

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 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 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 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 93 SUPERIOR and indicates that the examinee will, with rare exception, be regarded as friendly, sensitive, warm, and caring individual. This individual will probably build a large following because most people will find them to be extremely likeable 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 likeable. 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 & 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 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.

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 97 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 80 FAR ABOVE AVERAGE and indicates a very desirable skill level in Prospecting and Cold Calling. This individual will be able to successfully generate new leads the majority of the time with a minimal amount of effort. They recognize that there is more than one way to generate 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 72 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 24 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 in a polite and productive manner.

The examinee's score of 23 FAR BELOW AVERAGE and indicates that the examinee is unskilled in use the Telephone as a productive sales tool. Intensive training is needed in this area.

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 83 FAR ABOVE AVERAGE and usually indicates that this individual loves to meet prospects face to face. It is rare that a salesperson with a score this high will take rejection personally. This type of individual understands that selling is a numbers game, and hearing the word "NO" is just part of the game. Even so, it never hurts to acknowledge the fact that you appreciate their efforts, especially after they may have experienced a disappointment!

SPECIFIC OBSERVATIONS:

This salesperson's Fundamental skills score is 90. 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 41. 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 is knowledgeable and can be considered an aggressive closer. While the examinee is aggressive they are tactful in their closing methods and will not be perceived as being a "high pressure" salesperson. Customers will react in a positive manner to their sales style.

This individual has acceptable fundamental skills, but has room for improvement. Because their comprehensive skill level is below average, they may not be able to realize their full income potential in an outside sales position until they improve their skill levels in TIME MANAGEMENT and TELEPHONE TECHNIQUE.

TRAINING TIPS:

APPROACH AND INVOLVEMENT

Remember, people love to buy, but hate to be sold, so they are always "on guard" when a salesperson approaches. It is particularly helpful in a retail environment to approach a potential customer with a statement rather than a question. A question generally will be answered with a "I'm just looking". Opening with a statement such as, "Thank you for coming in. I'll give you a moment to look and then I'll answer any questions you may have.", will generally result in a "Thank you" and put the potential customer "at ease".

The knowledgeable salesperson realizes that there can be any number of reasons that motivate a prospect to make a purchase. If you can "key in" on this motivation you can involve and sell the prospect by showing how your product or service will meet those needs. This is called "selling the person the way they want to be sold". It is important to remember that there can be any number of motivations for people "to buy". The reasons do not have to be logical, nor do you have to agree with them. To be successful you just need to be able to attempt to learn what the motivations are. Keeping up with the Jones'; when watching football on your neighbors new widescreen television you may think about how old your television is. Wanting what everyone else has can be a very subtle but persuasive motivation.

Prior to approaching and involving a customer you must have a knowledge of your product, service, inventory, and type of financing available.

OVERCOMING OBJECTIONS

Whenever you are asked a question regarding whether your product or service has a particular feature, a good technique is to repeat the question first, then ask, "Is that important to you?". By repeating, the client knows that you heard the question. Asking if it is important prompts the client to tell you more about his concern. This helps you decide how much detail you should go into. Just because a prospect asks a question, it does not mean it is important to them. A prospect may ask, "Does this software also run on a color monitor?" Asking, "Is that important to you?" may bring the reply, "No, not really, I only have a monochrome monitor. I was just asking".

An objection is simply one of the steps you must go through in order to make a successful presentation and close the deal.

Sometimes a prospect may not understand how the product you are showing him will fill his needs or satisfy his motivations. If you sense this may be the problem, you may need to ask more questions to make sure you understand precisely what the prospect's needs are.

BEING ABLE TO CLOSE

After closing a prospect on owning your product or service, you may want to offer the customer an optional accessory or an added service. One of the most effective ways to bring up this subject is to ask a question that might get the customer thinking about an additional need. For example, "John, I know you are really going to enjoy this car stereo system. By the way John, do you ever have to park your car in parking garages or in shopping center parking lots in the evening?". Of course, John will probably answer "Yes, why?". Now you can follow up your question with a statement about a product that has some significant benefit. For example, "Well John, I'd like to show you our state-of-the-art car burglar alarm system. It will help protect the investment you have made in this fantastic stereo. We can install the alarm at the same time we install your stereo. And John, if you have an alarm, many insurance companies offer a discount on your car insurance. It is really a very worthwhile investment; wouldn't you agree?".

PROSPECTING AND COLD CALLS

Prospects and leads can come from a variety of sources. The best salespeople keep an open mind as to where they can locate new leads. Some of the places you can generate prospects from are: Reading the newspaper for stories of promotions, birth announcements, mergers, etc.. Use your imagination.

Prospecting can pay off with persistence and imagination. Try the following: Call on people who have already purchased from you. Keep the lines of communication open. They may need to make another purchase, or be willing to refer you to a business associate who will. Do not quit trying for the day until you have made at least one sale. It is hard to go on when you are tired, but no one said being the best would be easy. No one can do it but you. It takes determination.

PRESENTATIONS

A successful sales presentation generally has several qualities, among these are: No longer than 20 minutes in length for the actual presentation.

When using printed materials in your presentation or demonstration follow a few simple guidelines. Use wide margins, put no more than 10 lines of text on a page, use large bold type, and use bullets to accentuate.

The use of visual aids can be a valuable asset to a presentation or demonstration providing; Visual aids can help you close a prospect, but they are not a substitute for a skilled salesperson with an aggressive closing technique.

You can never be too sure of yourself when giving a presentation or demonstration. Check over your samples, and visual aids one last time before your appointment; be prepared. A quick once over of your presentation plan can never hurt. It may be just this quick refresher which makes you "come off" as a polished professional.

TIME MANAGEMENT

After failing to close a sale, there may always be a tendency to feel like going back to "the office", or worse yet, "calling it a day". If you allow yourself to fall into this trap, your annual income will suffer. After a rejection, make it a habit to go right out and make another sales call. Remember to ask everyone you meet, "Do you know of anyone who might have a need for my product or service?" It takes only a second to ask the question but, an affirmative reply may save you days of time looking for your next sale.

Effective time management can mean recognizing unproductive calls and bringing them to a prompt and courteous conclusion. Plan your presentations carefully. Taking more than 20 minutes to give a presentation can cut down the time allowed to answer questions and attempt to close the sale. When allocating your time between prospecting, qualifying, planning, and giving presentations keep this in mind. You only have the opportunity to close a sale during presentations. Therefore, if you organize your prospecting, qualifying, and planning in such a way that it maximizes your time to give presentations, your sales will climb.

Remember, the most important thing you can do to increase sales is to plan your schedule in such a way as to increase the actual time you are in front of prospects.

TELEPHONE TECHNIQUE

When prospecting by phone, try calling 30 minutes before or after closing. You will be surprised how many times the "decision maker" will answer the phone. Your primary goal when talking to an individual who has called to inquire about your product or service should be to get an appointment to meet the prospect in person.

When attempting to arrange an appointment using the telephone, the following suggestions should be remembered: It may sound "corny" but you should put a "smile in your voice". People always form a mental image of the person on the other end of the phone line. If you sound uninterested, the prospect may also lose interest. Unless you are involved in telemarketing, closing a deal should take place in person. You will always have a greater chance of success when you are face to face with the prospect.