

Sales Success Profile Commonly Encountered Profiles

Through the course of the validation process several things have been discovered. There may be some differences semantically between what we have chosen to call the scales, and what we have discovered that the scales actually measure. For example, we now know that the value of the **Polite & Courteous** scale is actually a measure of aggression when compared to the **Closing** score. If the **Polite & Courteous** score is higher than **Closing**, we know that this person is very non-aggressive, and a very soft closer. If the **Polite & Courteous** score is significantly lower than the **Closing** score this indicates that the person is a very aggressive closer.

In order that this aggressive style not come off as overly pushy, the examinee must have a **Friendly & Warm** score that is higher than the **Polite & Courteous** score.

The **Friendly & Warm** scale measures how effectively a salesperson identifies a prospects needs. If a salesperson asks a lot of questions in identifying a prospects needs, this make them appear as if they are truly concerned about making sure the prospect is happy with their investment. This approach makes the salesperson approach very **Friendly & Warm**.

While the scales of **Polite & Courteous** and **Friendly & Warm** may appear to be personality traits, what we are measuring is actually a **skill**. It is truly a skill to be able to be aggressive when you close, and yet be able to sense when you are applying too much pressure.

Print Analysis Edit			5-09-94 12:36pm										
SALES SUCCESS PROFILE REPORT			SSN : 000-00-0000										
Name :	Valentine												
	0	10	20	30	40	50	60	70	80	90	100	PCT	C/T
Approach/Involvement	*****											90	27/30
Overcoming Objections	*****											94	9/11
Being Able to Close	*****											91	9/13
Ethics	*****											100	8/ 8
Polite/Courteous	*****											58	5/ 8
Friendly/Warm	*****											80	8/11
Handling Problems	*****											100	4/ 4
Qualifying	*****											79	12/16
Prospecting/Cold Calls	*****											98	28/33
Presentations	*****											82	16/24
Time Management	*****											99	11/15
Telephone Technique	*****											95	7/ 8
Call Enthusiasm	*****											99	11/15
FUNDAMENTAL SKILLS	*****											91	
COMPREHENSIVE SKILLS	*****											91	

ESC to exit

A Great Salesperson's Profile

Characterized by:

- Generally High scores overall
- Lower scores in Polite & Courteous
- Friendly & Warm score between Closing score and Polite & Courteous score.

This examinee exhibits a nicely balanced profile. While the scores are generally high, they are not perfect. The lower score in Polite and Courteous indicates this person is aggressive in their closing style, yet they balance this aggression with their higher Friendly and Warm score.

An individual with this profile should prove to be an asset to a company's sales team.

Print Analysis Edit			4-26-94 1:50pm										
SALES SUCCESS PROFILE REPORT			SSN : 000-00-0000										
Name :													
	0	10	20	30	40	50	60	70	80	90	100	PCT	C/T
Approach/Involvement	*****											90	27/30
Overcoming Objections	*****											94	9/11
Being Able to Close	*****											95	10/13
Ethics	*****											100	8/ 8
Polite/Courteous	*****											58	5/ 8
Friendly/Warm	*****											80	8/11
Handling Problems	*****											100	4/ 4
Qualifying	*****											89	13/16
Prospecting/Cold Calls	*****											70	20/33
Presentations	*****											49	13/24
Time Management	*****											75	7/15
Telephone Technique	*****											46	5/ 8
Call Enthusiasm	*****											90	9/15
FUNDAMENTAL SKILLS	*****											92	
COMPREHENSIVE SKILLS	*****											86	

ESC to exit

Ideal or Balanced Aggressive Closer

Characterized by:

- High Closing Score
- Significantly Lower Polite & Courteous
- Friendly & Warm score falls between the Closing & Polite Score

This is the profile of a very skilled closer. The high closing score indicates a considerable knowledge of this skill. The lower polite and courteous score indicates the examinee will close aggressively. However, the higher friendly and warm score indicates that they will only attempt to close when they know the product or service meets the prospects needs. They are not perceived as pushy. They temper their aggressive style with a caring demeanor.

Print Analysis Edit			4-26-94 1:46pm	
SALES SUCCESS PROFILE REPORT			SSN : 000-00-0000	
Name :	0 10 20 30 40 50 60 70 80 90 100	PCT C/T		
Approach/Involvement	*****	84 26/30		
Overcoming Objections	*****	94 9/11		
Being Able to Close	*****	95 10/13		
Ethics	*****	100 8/ 8		
Polite/Courteous	*****	97 7/ 8		
Friendly/Warm	*****	88 8/11		
Handling Problems	*****	100 4/ 4		
Qualifying	*****	67 11/16		
Prospecting/Cold Calls	*****	38 14/33		
Presentations	*****	90 17/24		
Time Management	*****	75 7/15		
Telephone Technique	*****	75 6/ 8		
Call Enthusiasm	*****	33 4/15		
FUNDAMENTAL SKILLS	*****	95		
COMPREHENSIVE SKILLS	*****	56		

ESC to exit

Fear of Rejection

Characterized by:

- Overall Acceptable Scores
- Low Call Enthusiasm
- Possible low score also in Prospecting / Cold Calls and Time Management

This is a profile of an individual who has an acceptable knowledge of sales. However, the low Call Enthusiasm scale indicates that they do not handle rejection well. This individual may be characterized by someone who hangs out at the office too much, or looks for any excuse to cancel an appointment. If they are rejected on their first appointment, they will call it quits for the day. This person would be better suited for inside sales.

Print Analysis Edit			4-26-94 2:30pm	
SALES SUCCESS PROFILE REPORT			SSN : 000-00-0000	
Name :	0 10 20 30 40 50 60 70 80 90 100	PCT C/T		
Approach/Involvement	*****	54 22/30		
Overcoming Objections	*****	48 5/11		
Being Able to Close	*****	86 8/13		
Ethics	*****	88 7/ 8		
Polite/Courteous	*****	32 4/ 8		
Friendly/Warm	*****	43 6/11		
Handling Problems	*****	58 2/ 4		
Qualifying	*****	89 13/16		
Prospecting/Cold Calls	*****	37 15/33		
Presentations	*****	28 11/24		
Time Management	*****	58 5/15		
Telephone Technique	****	11 3/ 8		
Call Enthusiasm	*****	47 5/15		
FUNDAMENTAL SKILLS	*****	72		
COMPREHENSIVE SKILLS	*****	58		

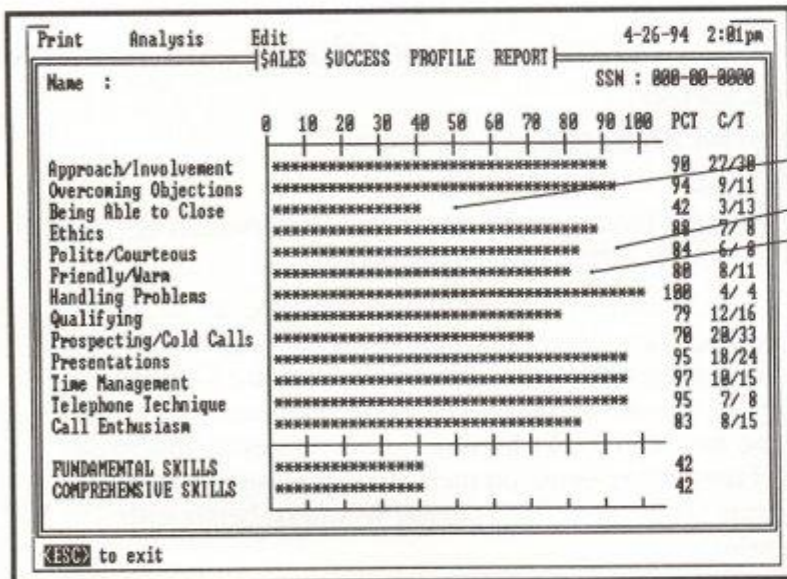
ESC to exit

Burned Out

Characterized by:

- Low Approach & Involvement and Overcoming Objections
- High Closing Score
- Low Polite & Courteous and Friendly & Warm

This individual sells because they can make a living at it, not because they enjoy it. They usually attempt to rush to close the sale because that's when they get their commission. They do not take the time to establish rapport, thoroughly handle prospect objections, or identify a prospect's needs. They usually are good at qualifying buyers because they are don't waste time on someone who doesn't have the money to "buy" what they are "selling".

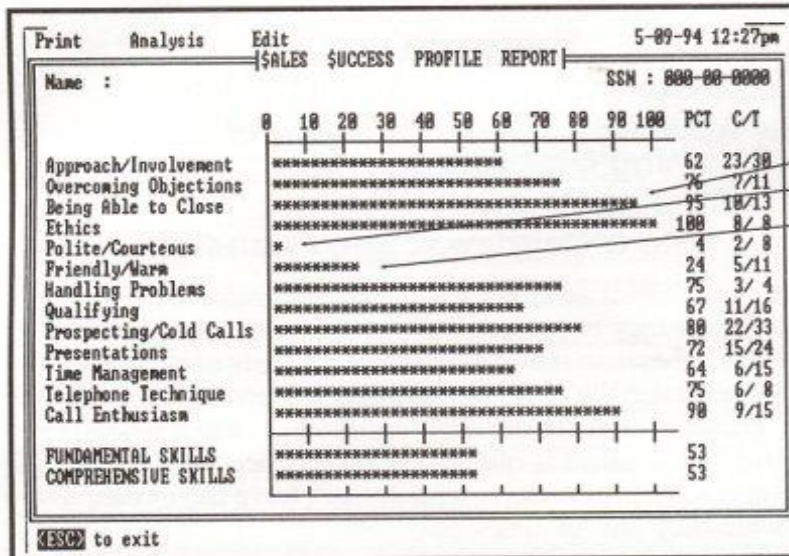


Non - Aggressive, Non - Closer

Characterized by:

- Low Closing Score
- Very High Polite & Courteous
- Very High Friendly & Warm

This individual, while being skilled in other aspects of the sales process is very often afraid to ask for the sale for fear they might offend the prospect. If the first attempt at closing fails they are reluctant to try again. These individuals are excellent candidates for training because they truly like people, they just need to learn more closing techniques. Very good for customer service positions where closing is not necessary.



Overtly Aggressive Closer

Characterized by:

- High Closing Score
- Very Low Polite & Courteous
- Very Low Friendly & Warm

This individual is extremely aggressive and will do almost anything to close the sale. They do not care whether the product or service meets the customers needs, all the care about is closing the sale. This profile is sometimes typical among telemarketers. This individual will typically be characterized as "pushy", or a "high pressure" salesperson. This individual is generally not good in positions where long term, repeat client business is desired. This person may be putting pressure on themselves.

Print Analysis Edit		4-26-94 2:25pm	
SALES SUCCESS PROFILE REPORT		SSN : 000-00-0000	
Name : Judy			
	0 10 20 30 40 50 60 70 80 90 100	PCT	C/T
Approach/Involvement	*****	54	22/38
Overcoming Objections	*****	57	5/11
Being Able to Close	*****	91	9/13
Ethics	*****	100	8/ 8
Polite/Courteous	*****	84	6/ 8
Friendly/Warm	*****	43	6/11
Handling Problems	*****	100	4/ 4
Qualifying	*****	41	9/16
Prospecting/Cold Calls	*****	86	23/33
Presentations	*****	61	14/24
Time Management	*****	75	7/15
Telephone Technique	*****	95	7/ 8
Call Enthusiasm	*****	96	18/15
FUNDAMENTAL SKILLS	*****	80	
COMPREHENSIVE SKILLS	*****	53	

Press ESC to exit

The Phony

Characterized by:

- High Closing Score
- High Polite & Courteous
- Low Friendly & Warm

This individual, while being skilled in other aspects of the sales process, is unconcerned about meeting peoples needs. Their high Polite & Courteous score makes them appear come across as being "sugar coated". However, the low Friendly & Warm indicates they really don't care about what the prospect needs. This can be further evidenced in some profiles by low scores in Overcoming Objections and Qualifying. They don't thoroughly answer prospects concerns because they don't care. They are insincere.

Print Analysis Edit		5-09-94 12:39pm	
SALES SUCCESS PROFILE REPORT		SSN : 000-00-0000	
Name : applicant, unknown			
	0 10 20 30 40 50 60 70 80 90 100	PCT	C/T
Approach/Involvement	*****	100	38/38
Overcoming Objections	*****	99	18/11
Being Able to Close	*****	95	18/13
Ethics	*****	100	8/ 8
Polite/Courteous	*****	100	8/ 8
Friendly/Warm	*****	100	11/11
Handling Problems	*****	100	4/ 4
Qualifying	*****	97	14/16
Prospecting/Cold Calls	*****	100	33/33
Presentations	*****	100	24/24
Time Management	*****	100	14/15
Telephone Technique	*****	95	7/ 8
Call Enthusiasm	*****	100	14/15
FUNDAMENTAL SKILLS	*****	95	
COMPREHENSIVE SKILLS	*****	95	

Press ESC to exit

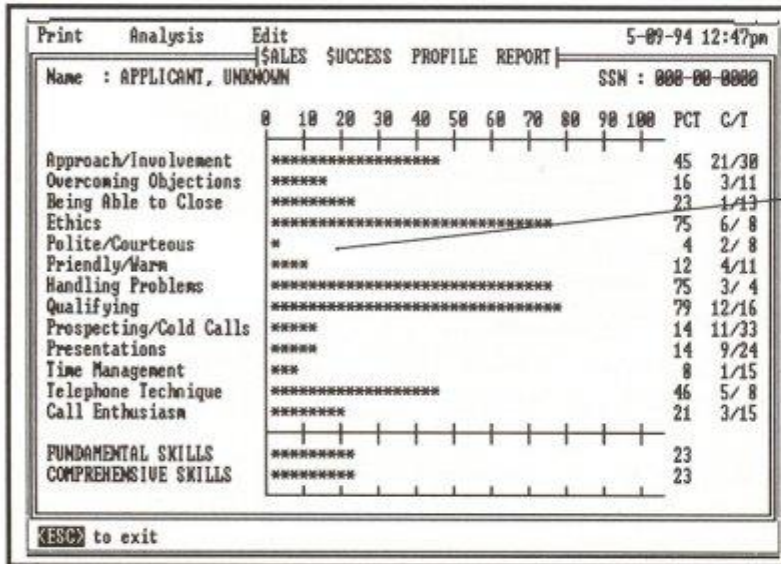
Too Perfect

Characterized by:

- Very High Scores in every scale

This individual is a professional student of sales, not a professional salesperson. Be cautious of an individual with this profile. They may be meticulous in their appearance, and something of a perfectionist. However, because they place such high standards for themselves they become easily discouraged when they are rejected.

You should not rely upon this profile as an indicator of sales performance.

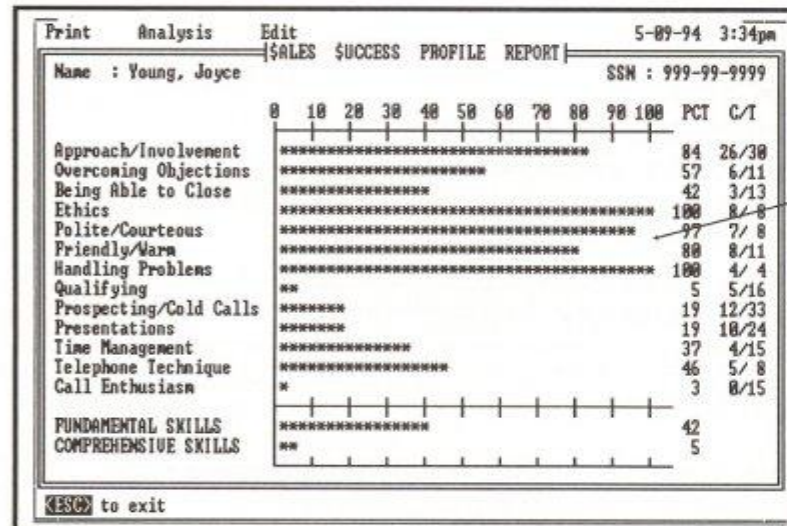


Unskilled and Difficult to Train

Characterized by:

- Generally low scores overall
- Very low scores in Polite & Courteous and Friendly and Warm

This individual, is totally unskilled. It is also questionable whether they even enjoy working around people. Liking people is not something you can train someone to do. If a sales manager had to decide between a candidate that exhibited this profile or a candidate that exhibited the profile directly above, the sales manager would be better off selecting the individual with the higher scores in Polite & Courteous, Friendly and Warm.



Unskilled but Trainable

Characterized by:

- Generally low score
- High scores in Polite & Courteous, Friendly & Warm.

This is a profile of an individual who generally has no sales experience. However, they like people, as is evidenced by their high scores in Polite & Courteous and Friendly & Warm. Additionally they seem to have an intuition about how to build rapport, which can be seen in their Approach & Involvement score. Their Ethics are high, as is their Handling Problems, which probably indicates they know how they want to be treated by a professional salesperson.