



SALES SKILL INDEX

Candidate: CA Sample
Company: Test Company
Job: Sales
Date: Jan. 30, 2018

CONFIDENTIAL

The Sales Skill Index (SSI) is an advanced assessment designed to measure professional sales ability. It is an objective analysis of an individual's understanding of the strategies required to be successful in sales.

Part 1: Executive Summary

Sales Skill Index Distributed by:

Aptitude Analytics
1385 Highway 35. Suite 118 Middletown NJ 07748
732.403.6009
info@aptitudeanalytics.com
www.aptitudeanalytics.com

SALES SKILL FACILITATION

PART 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. The portion of the report is designed for management use as a training guide and is not intended to be shown to the examinee.

This includes:

- Sales Skill Index Training Guide

PART 2: Manager's Report – Sales Training & Development Overview

The portion contains valuable insight into the skill level of the examinee. This portion of the report should be made available to the examinee to assist in prioritizing and creating a sales training program.

This includes:

- Competency Overview
- Understanding & Applying
- Basic Sales Strategies
- Advanced Sales Strategies
- SSI Training Recommendations

SELLING SKILL ANALYSIS - TRAINING GUIDE

Examinee:	CA Sample	Weighted Average Outside Sales 74%
Company:	Test Company	Exceeds Statistical Standard
Focus:	Outside, Technical, or Professional Sales	

Basic Selling Skills	Examinee	Recommended	Training Needs
Prospecting Skill	85	70	No training required
Impression/Approach	78	84	Focus Attention on this skill
Qualifying Skill	71	66	No training required
Presentation Skill	100	84	No training required
Influence/Persuasion Skill	100	82	No training required
Closing Skill	92	75	No training required
Total Basic Selling Skills	87	78	No training required

Advanced Ability to Strategize for Sales Success

Prospecting Strategies	54	46	No training required
Impression/Approach	44	54	Focus Attention on this skill
Qualifying Strategies	43	45	No training required
Demonstration/Presentation	56	60	Review this skill
Influence/Persuasion Strategies	100	65	No training required
Closing Strategies	77	53	No training required
Total Advanced Sales Strategies	61	56	No training required

Total Strategic Sales Index	74	67	No training required
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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.

Analyst Comments

Strategic Sales Ability = Ability to select the correct sales strategy in complex or competitive sales situations.
 Overall Closing skills are acceptable.
 Review basic sales training techniques to update any trait rated less than that of top performers.
 The overall ability to qualify appears to be developed; continue.



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Part 2: Sales Training & Development Insights

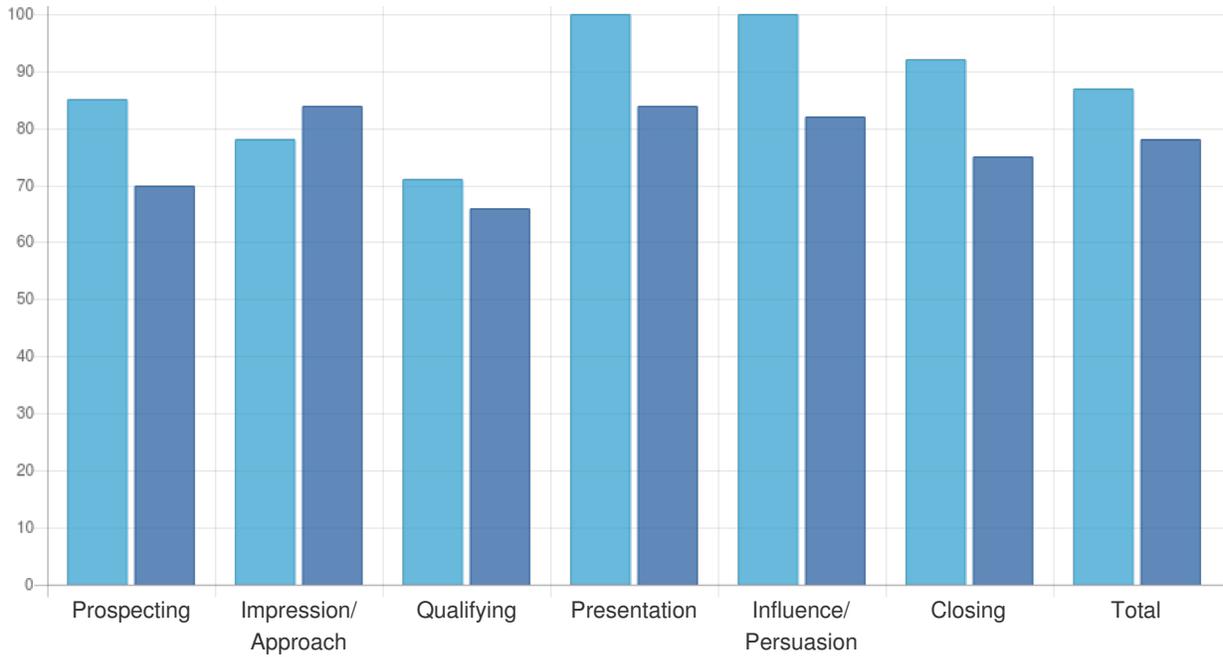
New Hire Development Guide

- Selling Skill Competency Overview
- Basic Sales Skills
- Advanced Sales Skills
- Custom Action Plan

Sales Skills Index - Competency Overview

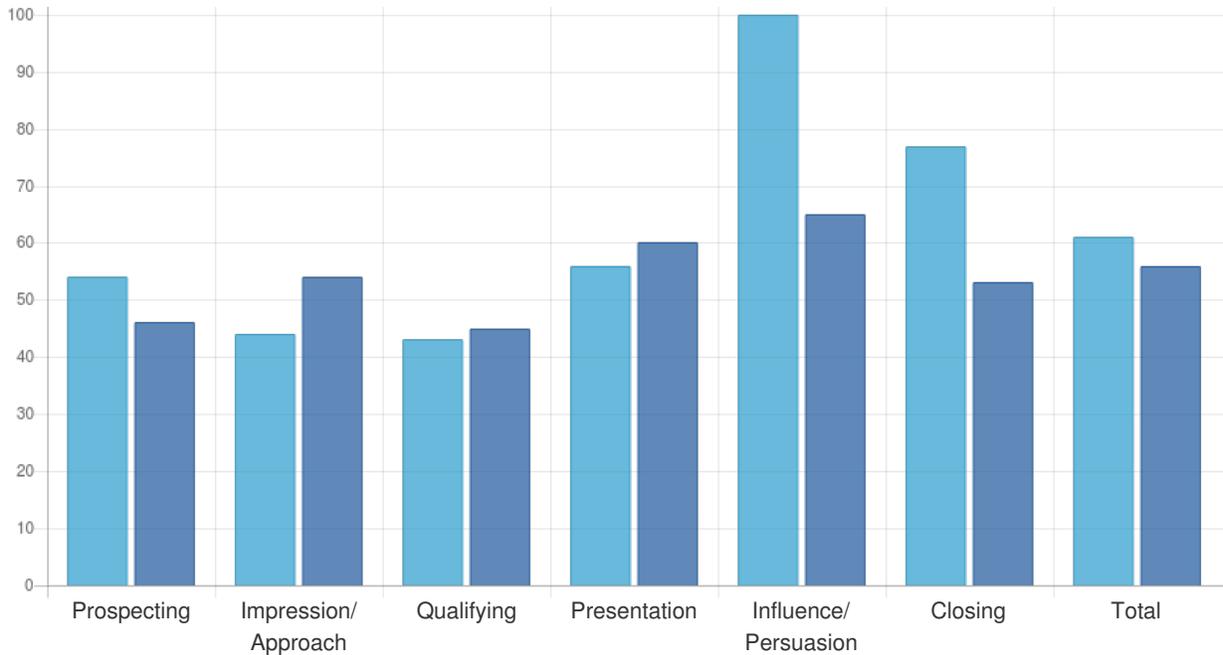
Basic Selling Skills

-- Examinee represented in light blue --



Advanced Sales Strategies

-- Examinee represented in light blue --



UNDERSTANDING & APPLYING

The SSI identifies sales knowledge in the following categories:

Prospecting

The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered.

First Impressions

The first 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, and to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the phase of building trust and sets the selling process in motion.

Qualifying/Questions

The questioning and detailed needs analysis phase of the sale. This step of selling enables the salesperson to discover what the prospect will buy, when they will buy, and under what conditions. 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.

Demonstration

In this step, the salesperson should 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 in the Qualification step.

Influence

This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have of placing little belief or trust in what is told to them. It is this phase of the same that solidifies the prospect's belief in the supplier, product, or service and the salesperson.

Close

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

Analyst Training Recommendations

Prepared For: **CA Sample**
Focus: **Weighted Average Outside Sales**

Action

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

Focus Attention on this skill

Action

2. Ask someone to critique your Presentation effectiveness & Demonstration abilities.

Review this skill

Action

3. The ability to Qualify prospects is key to success. Don't misdirect your efforts!

No training required

****Key Trait****

Action

4. Study more current Prospecting Strategies. Avoid "Call Reluctance," be more assertive!

No training required

****Key Trait****

Action

5. Focus on learning a variety of new and more current Closing techniques.

No training required

Action

6. Your ability to Influence & Persuade needs review. Consider a communications course.

No training required

Action:

Secondary #1: Study methods to involve the prospect in the sale to assist in making a positive First Impression.

Secondary #2: Enhance your ability to Qualify; is there a want or need AND can it be afforded?

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

BASIC SALES STRATEGIES

Contents:

- **Primary & Secondary Effectiveness Rating Graph**
- **Category Analysis**

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

- Executives and Business Development
- Inside Sales
- Contract or Bid Sales
- Telemarketing Sales
- Account Maintenance
- Route Sales
- Sales Trainee

Direction or effort should be focused on any skill that is less than the “standard” and where training is recommended.

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.

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Category Analysis

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

(4/13) 31% 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.

(4/9) 44% 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.

(3/7) 43% of the time you chose the most effective strategy

(2/7) 29% of the time you ranked the second most effective strategy as your first choice

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Category Analysis

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
- (4/9)** 44% 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.

- (6/6)** 100% of the time you chose the most effective strategy
- (0/6)** 0% 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.

- (5/10)** 50% of the time you chose the most effective strategy
- (3/10)** 30% 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.

- (10/13)** 77% of the time you chose the most effective strategy
- (2/13)** 15% of the time you ranked the second most effective strategy as your first choice

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Question Analysis

QUESTION ANALYSIS

- 40 times chose the MOST effective strategy
- 18 times chose the SECOND most effective strategy as #1
- 5 times chose the THIRD most effective strategy as #1
- 4 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.

7. In talking with your prospect, you discover she is new in the position and is unaware about the past, as well as immediate or future needs. You should:
 - D. Offer to partner with her and assist her in gaining knowledge at a more rapid pace.

13. You and your prospect have invested sufficient time with your presentation and your prospect says, "Everything looks good to me." You should:
 - B. Ask what you have to do to get started.

42. A prospect states, "You have 15 minutes to give your presentation." However, you need at least 30 minutes. What should you do?
 - B. Proceed to do additional qualifying to discover whether there is a need for a presentation.

47. Your prospect says "How fast can you deliver?" You should:
 - C. Ask "How soon would you like delivery?"

ADVANCED SALES STRATEGIES

Contents:

- **Primary Effectiveness Rating Graph**
- **Question Analysis**
- **Custom Action Plan**

Direction or 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 the 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.