



online
www.tconline.cz



FINAL REPORT

Sales profile - test

Jane Moon

jane.moon@example.com
September 27, 2012



You now hold in your hands a report from Sales Profile TEST. This test measures nine basic sales competencies on the level of practical sales skills. These competencies are based on the logic of a sales cycle and are aimed at three main areas (customer, offer, sale).

This report contains not only numerical and graphical representation of current level of practical sales knowledge, but also a recommendation of priority areas for further development.

OVERALL KNOWLEDGE OF PRACTICAL SALES SKILLS

Overall success in the test is represented by percentual success of answers in the form of percentiles (average = 50%).

Marking the correct answers and omitting the incorrect ones is complementary information. The values are based on raw scores and they inform about overall activity in the participant's approach to the test and, implicitly, about the approach to sales cases. When completed ideally, the ratio of correct answers marked to incorrect ones omitted is 100% to 100%. If all the items of the test were ticked, the ratio of identifying correct answers to omitting incorrect ones would be 100% to 0%. If no item in the text was ticked, the ratio would be reversed, i.e. 0% to 100%.

overall success rate in the test:

52%

marking correct answers:

48%

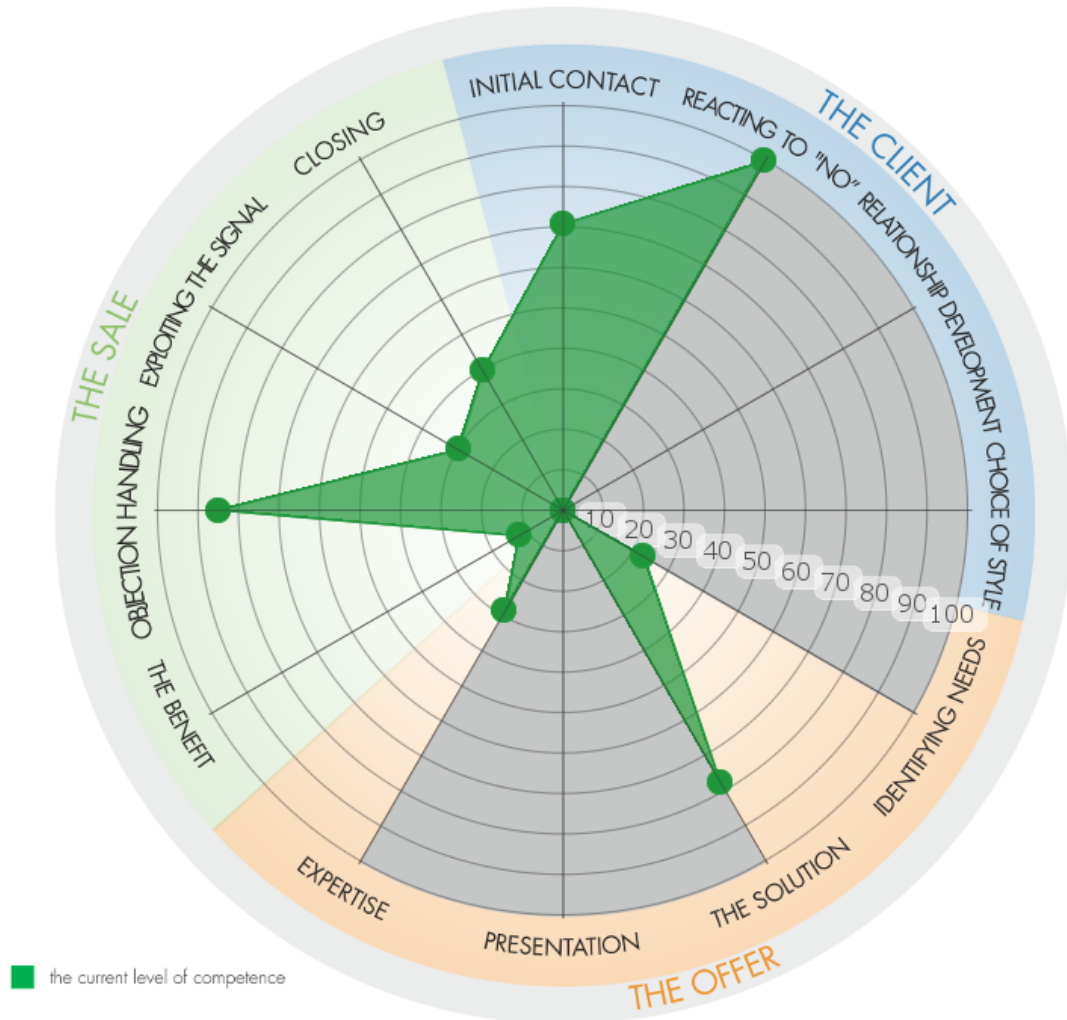
omitting incorrect answers:

74%

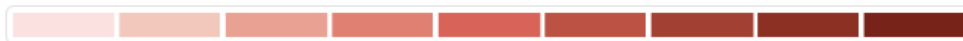
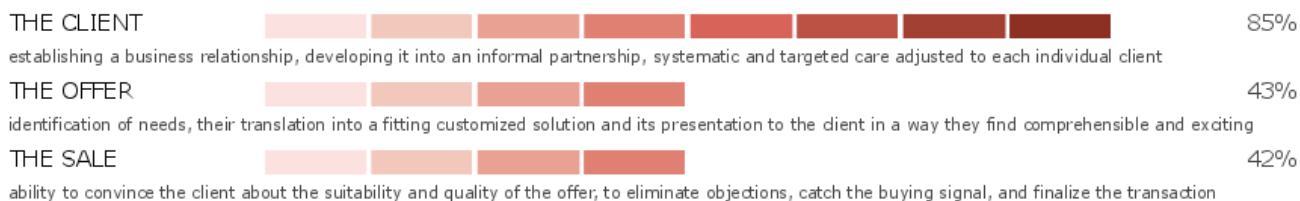
The ratio of correct answers ticked and incorrect answers omitted shows an overall careful or even passive approach to solving sales cases, together with a good ability to identify inadequate procedures and risks.

REPRESENTATION OF PARTIAL PRACTICAL SALES KNOWLEDGE

The chart shows the level of practical sales knowledge observed by the Sales profile TEST method within the nine basic sales competences. The competences Relationship development, Choice of style, and Presentation cannot be measured by this test. We recommend verifying their levels through observation in practically oriented model situations, i.e. exercises, or through shadowing in the field.



DISTRIBUTION OF SALES COMPETENCES WITHIN A SALES CASE



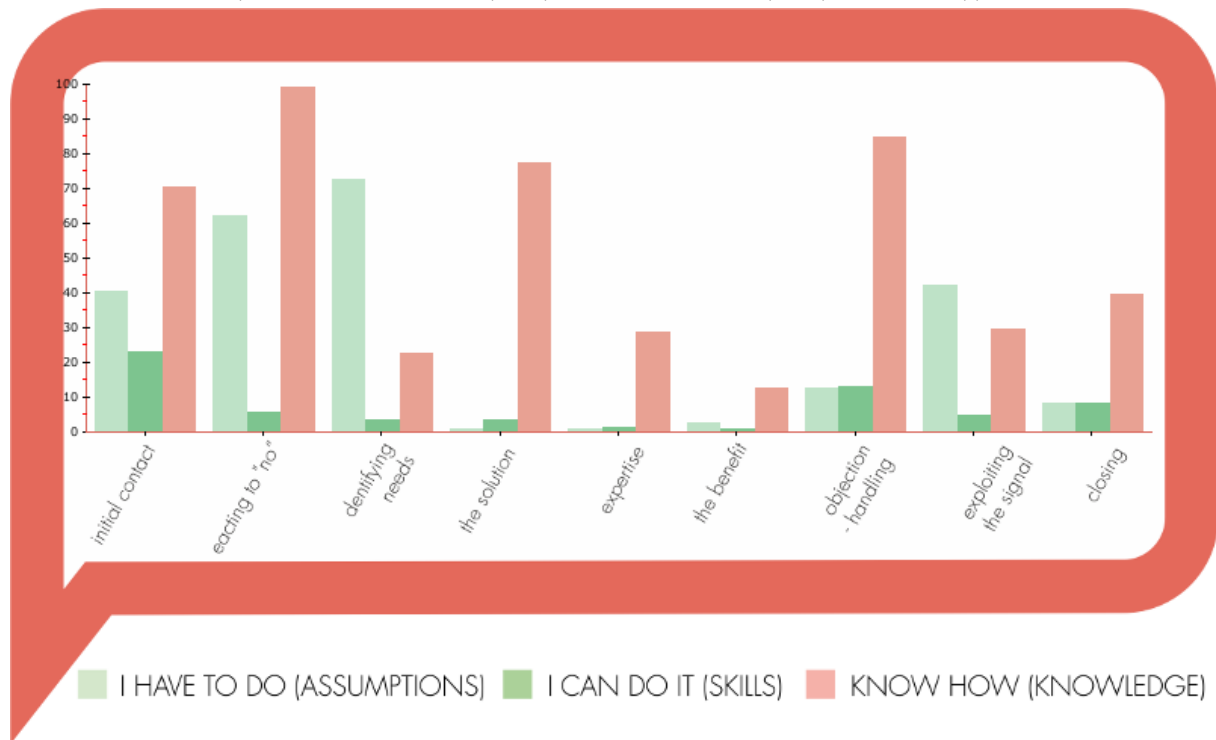
PRIORITY AREAS FOR AN ACTION DEVELOPMENT PLAN

Development of practical sales knowledge requires studying theory, understanding basic principles of a sales dialogue, and intensive training leading to the adoption of knowledge and rules and their automatization during a sales dialogue.

PRIORITY	AREAS FOR AN ACTION DEVELOPMENT PLAN	AREA DESCRIPTION
1	THE BENEFIT	ability to show the client the benefit of the potential purchase
2	IDENTIFYING NEEDS	ability to identify the client's actual needs
3	EXPERTISE	ability to convince the client, that I am the one they should execute the solution with

COMPARISON OF OUTPUT WITH THE RESULTS OF THE SALES PROFILE FULL OR SALES PROFILE QUICK QUESTIONNAIRE

Note: the SALES PROFILE QUICK questionnaire cannot monitor prerequisites - in case it is used, prerequisites will not appear in the chart



In case of low representation of skills the appropriate method of further development is training and rehearsal of model situations, or coaching.

In case of low representation of knowledge, the best method of further development is training, are workshops aimed at analysis of successful sales cases or shadowing experienced salespeople in combination with mentoring.

The level of representation of prerequisites is mirrored in the overall effectiveness and speed of application of the above-mentioned development steps in practice.