



A. N. Other 17/04/2019

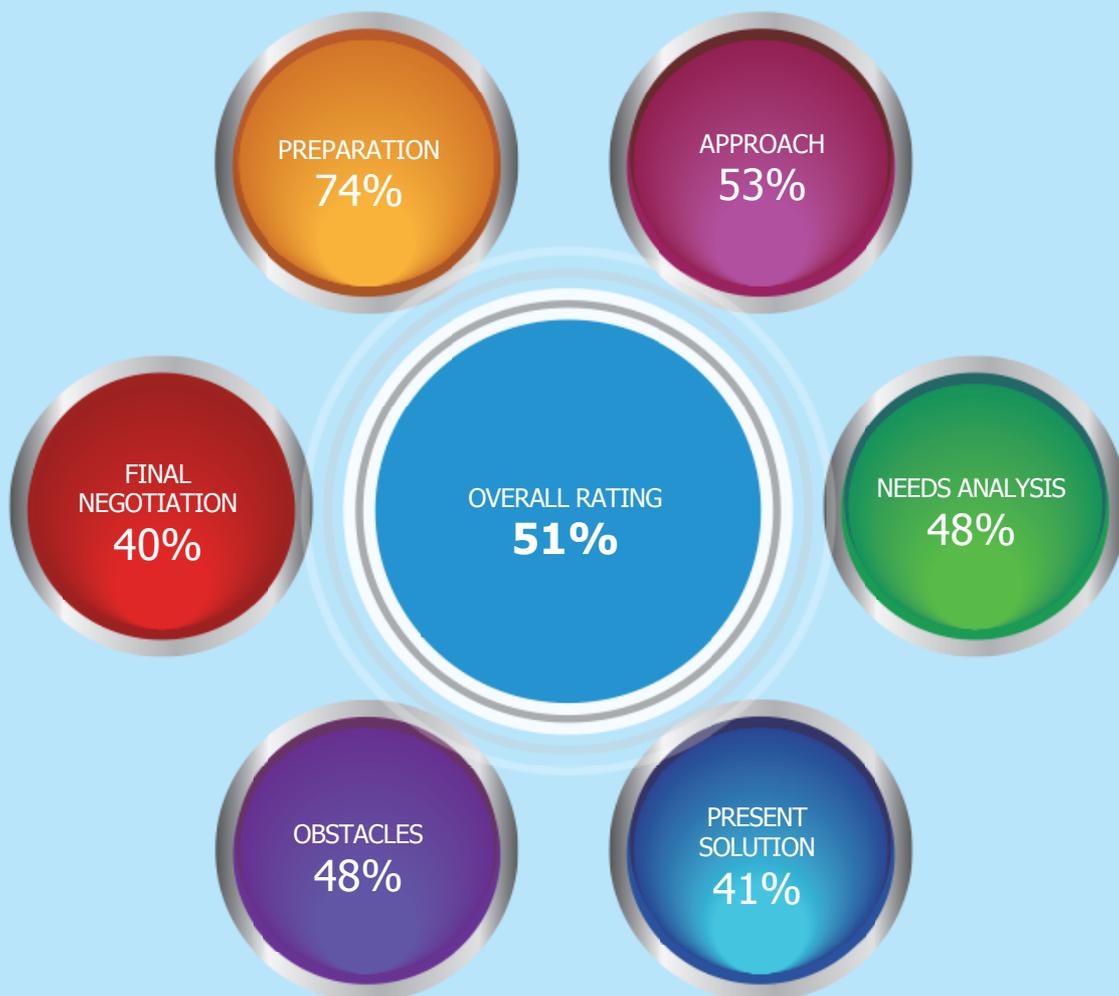
## SELLING SKILLS FEEDBACK REPORT

The selling skills report follows the 6 stages of a normal sales cycle. The rating in each stage provides an indication of the participant's understanding and application of the skills, strategies and tactics necessary to compete effectively in today's sales competitive environment.

The overall rating is the average of all 6 account development stages.

The overall rating is the average of all 6 profiles.

The following pages present each profile in more depth.





# SalesXtra

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## PREPARATION

When a salesperson understands, and applies, the activities that are necessary to develop a strategic action plan, the quality and quantity of the business generated from the same amount of effort are automatically improved.

The preparation report is concerned with the salesperson's ability to:

- A) Focus on the processes that clearly identify progress in the sale.
- B) Develop strategies to position with the various buying influencers.
- C) Identify advancing and supporting account objectives.
- D) Sell "on purpose - to a purpose",
- E) Assume a pro-active role and creatively capitalise on opportunities as they are presented.

Overall Rating



### GUIDE TO THE RATINGS

#### Medium

This rating suggests that the salesperson has a medium understanding of the actions and activities that are key factors in developing an account development strategy that will progress to a pre-determined conclusion.

This person has the ability to differentiate between advancing and supporting objectives, however he/she may tend to respond to the immediate situation to obtain a short-term result, rather than focusing on the bigger picture.



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## APPROACH

Overall Rating

5

Positioning with the buying influencers

4

Interpersonal Selling Skills

6

### Positioning with the buying influencers

Irrespective of the length of the buying chain, or the number of people involved in the buying decision, there are always the same buying roles present in every complex sale.

This report provides clear indications of the salesperson's ability to identify and position with the key buying influencers.

#### Very Low

This rating suggests that the salesperson lacks an understanding of the roles buying influencers play in the buying process. The Salesperson is unlikely to be able to differentiate the levels of purchasing power each influencer holds in the account, and will experience difficulties in structuring a presentation/proposal to satisfy the individual's unique needs. A very low rating often results in "low value" account development strategies with proposals being submitted to recommenders rather than decision makers.

**URGENT** action is required to develop this person's understanding of the roles different influencers play.

### Interpersonal Selling Skills:

To compete successfully in today's modern market, salespeople must develop a thorough understanding of the unique personal needs and behavioural traits of the customer.

The ability to bend and flex their own personality and behavioural style to meet these needs aids not only in establishing greater rapport, but also provides much greater insight into which buying motives are likely to be predominant with the customer.

#### Very Low

A very low rating indicates the salesperson lacks the necessary understanding and confidence to display flexibility in approach. Interpersonal Skills provide the key to developing trust and rapport with the customer, and are a vital indicator in providing opportunities for Account Development.

A Very Low rating indicates that **URGENT** action is required to develop this person's ability to apply Interpersonal Skills. This will provide structure to the salesperson's approach and ability to develop relationships.



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## NEEDS ANALYSIS

Information, together with the necessary competence to gain commitment on the concept sale prior to product presentation, is probably the single greatest factor that separates a salesperson from a positive response to their Account Development objectives.

This report provides accurate feedback on the salesperson's ability to structure a "Needs Analysis" and gather information using "tactical probing skills" when faced with a low receptive customer.

The higher the Needs Analysis rating, the greater will be the customer's perception of the salesperson as a "Consultant" rather than a product focused person.

### Overall Rating



### Tactical Probing Skills



### Need Statements



### Problem Solving





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## NEEDS ANALYSIS

### GUIDE TO THE RATINGS

#### Below Average

A below average rating indicates that the salesperson attempts to communicate and develop needs, but is unsure of the processes involved in structuring a Needs Analysis using tactical probing skills.

Selling Style: More telling than asking.

When this salesperson is unsure of the probing direction the needs analysis should take, there is a natural tendency to move immediately to promoting features and benefits rather than focusing on identifying needs.

A below average rating indicates the salesperson is able to develop needs when faced with a receptive customer who is volunteering needs however, the salesperson will probably be unclear on the use of "Tactical Probing" strategies and produce inconsistent results.

The rating also suggests that the salesperson is unsure of the processes involved in structuring a tactical probing sequence to fully develop the REAL needs of the customer, and the effects these needs have in other areas of the business.

A below average rating indicates that **Immediate** action is required to develop this person's ability to employ "Tactical Probing".



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## SOLUTION PRESENTATION

This section of the profile is concerned with the salesperson's ability to introduce benefit statements that satisfy both the organisational needs and the personal needs of the senior buying influencers, and call for acceptance that they meet the customer's stated needs.

The higher the rating for this section the greater will be the salesperson's ability to prepare a solution and request acceptance that they meet the customer's stated needs

A high rating indicates a salesperson who will persuasively introduce product or service solutions to typical problems, and match these to the customers stated needs.

### Overall Rating



### Features and Benefits



### Presentation Skills



#### GUIDE TO THE RATINGS

##### Below Average

This rating suggests that the salesperson lacks an understanding of the 3 characteristics found in all products and services. A person with this rating is most likely to introduce features and advantages to the customer believing them to be benefits, and is unlikely to understand the need to match the product or service benefits to the customer's stated needs.

Immediate action is required to develop this person's ability to present benefits.



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## OBSTACLES

This essential assessment provides indications of the salesperson's strategies to counter unexpected and difficult situations.

The ability to counter and manage difficult issues is a powerful trait of "High Performance" salespeople.

Overall Rating



Trial Closing



Persuasion Skills



Dealing with Difficult Situations



### GUIDE TO THE RATINGS

<b>Trial closing</b>	This chart measures the extent to which the salesperson understands the process of "testing" the receptivity of the customer to finalise the sale.
<b>Persuasion Skills</b>	This chart measures the salesperson's ability to communicate persuasively when presented with an unexpected obstacle. The higher the rating, the more likely the salesperson will employ persuasive strategies rather than confrontation.
<b>Dealing with difficult situations</b>	This chart measures the salesperson's most likely response to unexpected and difficult situations. The lower the rating, the more likely the salesperson is to concede. The higher the rating, the more likely the salesperson is to search for acceptable compromises to resolve difficult situations.



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## NEGOTIATION

To achieve greater profitability in today's modern business environment, there is a specific requirement for salespeople to develop the skills that enable them to "Negotiate for Profit".

This critical report examines the salesperson's ability to display personal power and position with competitive buying negotiators tactics to achieve an outcome that satisfies both parties.

Overall Rating



### GUIDE TO THE RATINGS

#### Below Average

Low threshold of negotiating discomfort.

This rating suggests that the salesperson has some understanding of the negotiation process but he/she is most likely to accept that concessions are an inevitable part of the negotiation process and concede easily when faced with logical arguments from a competitive buyer.

A below average rating often results in the salesperson:

- Attempting to complete the negotiation quickly, and without confrontation, by introducing compromise solutions that avoid competitive situations developing.
- Revealing their negotiation options early in the process.
- Agreeing to the buyers suggestions of compromise or alternatives to maintain harmony.
- Presenting an agreeable, non threatening negotiating attitude.