

Acme Consultants Inc.



Sales Aptitude report for: Sally Sample

Date taken: Tuesday, November 29, 2011

For more information or help reading this report call: 555-234-5678

This report is a tool for the interview process and is not to be used as a sole means of hiring.

Produced for: Acme Consultants Inc.
For Applicant : Sally Sample
App.Phone : 555-596-2313
Date taken : Tuesday, November 29, 2011
Client Auth Code : BM81A - Jobcode : SalesTeam

Combined skills and knowledge. Scores are from 1 to 10 with 10 being the best

The skill score shows how much information the applicant learned by 'doing sales'. The knowledge score shows how much the applicant learned by reading sales books, seminars etc. If the skill scores are lower than the knowledge scores, some practical experience is needed and a mentor should be assigned. If the knowledge scores are lower, some training is needed in this area.

Qualifying

The score for this trait is an indication of: knowing whom to sell, what to sell, when to pass, and upon whom to pass.

Sally 's skill Level learned by experience = 7.8

Sally 's knowledge Level learned by education = 6.4

Sally seems to have learned this skill by experience rather than by education. A sales mentor may help Sally improve her qualifying skills. A good sales course may help Sally improve her qualifying skills. Sally will need help and further training in this area to do well in sales.

Presentation

The score for this trait is an indication of: knowing the correct way to convey a product or service.

Sally 's skill level learned by experience = 8.2

Sally 's knowledge level learned by education = 7.9

Sally seems to have learned this skill by experience rather than by education. Sally should not need training in this area.

Overcoming Objections

The score for this trait is an indication of: knowing what to say, when to say it, and how to say it.

Sally 's skill level learned by experience = 7.8

Sally 's knowledge level learned by education = 7.4

Sally seems to have learned this skill by experience rather than by education. A sales mentor may help Sally improve her overcoming objections skills. A good sales course may help Sally improve her overcoming objections skills.

Cold Calling

The score for this trait is an indication of: knowing how to knock on doors, making calls and being assertive

Sally 's skill level learned by experience = 9.6

Sally 's knowledge level learned by education = 7.7

Sally seems to have learned this skill by experience rather than by education. Sally should not need training in this area.

Telemarketing

The score for this trait is an indication of: knowing about making the calls, what to say and setting the appointments

Sally 's skill level learned by experience = 7.6

Sally 's knowledge level learned by education = 10

Sally seems to have learned this skill by education rather than by experience. Sally should not need training in this area.

Closing Skills

The score for this trait is an indication of: asking the right questions, knowing when to quit selling and ask for the sale

Sally 's skill level learned by experience = 7.4

Sally 's knowledge level learned by education = 7.2

Sally seems to have learned this skill by experience rather than by education. A sales mentor may help Sally improve her closing skills. A good sales course may help Sally improve her closing skills.

Out of a possible 60 points : Skill Total = 48.4 Knowledge Total = 46.6

Sally needs some training but should do well in sales.

Sally has a combined sales experience and educational level of : 4 Scored : 7.9

Sales levels	Score needed
Level 1 = Little or no sales experience and knowledge	Scored 0 to 4.9
Level 2 = Borderline some sales experience and knowledge	Scored 5.0 to 5.9
Level 3 = Average sales experience and knowledge	Scored 6.0 to 7.4
Level 4 = Above average sales experience and knowledge	Scored 7.5 to 8.4
Level 5 = Exceptional sales experience and knowledge	Scored over 8.4

Areas that need further improving are:

Closing Skills - Overcoming Objections - Qualifying Customers -

Sales analysis

Sally is an above average sales person. We based this opinion on her overall score and feel she will not need much training to do very well in sales. Based on the way the questions were answered, we feel she may do better at an outside type of sales position rather than an inside position. She should do well at outside high ticket sales. Sally is somewhat assertive in her sales manner. She seems to be more comfortable with a technical or a presentation type sale that doesn't need a hard sell but more of a factual soft sell. She stated she was most comfortable selling a high cost service. Sally may be more suited for the low pressure, soft sell position and was selling the wrong product or service.

Sally stated she had 1 to 3 years of sales experience. This may be a true statement being at a level 4 in sales. She seems to have learned sales skills very well for this amount of time.

Sally 's general question answers

She stated she had 1 to 3 previous sales jobs.

Sally stated what would help her the most would be a product knowledge session.

Sally stated the highest position she achieved in sales: Vice president of sales or above

She stated she was most comfortable selling medium size companies.

She would like a mid level salary with year end bonus. as a compensation plan.

She is looking for \$1,500 to \$2,500 per month in compensation.

Sally stated she made Under \$25,000 in compensation in one year.

Something is wrong with this picture - needs further investigation.

Sally stated she would work harder for a promotion.

The following scores are based from 1 to 10. With 10 being the best

The following scores are based on the way Sally answered the questions and how they will relate to sales.

Assertiveness = 5

Sally is not a steamroller but will go after sales without much supervision. She will need a push once in awhile and may not do very well at 'get the check now' types of sales. She should do fine in most retail and outside sales in this area if she has the right manager. You will need to keep an eye on Sally to ensure the calls are made and she follows up on leads.

Experience = 6

Sally has experience in sales and has probably picked up some bad habits along the way. She won't be your superstar without further training so ensure you place her under a good manager to teach her your selling style and ways.

Ethics in sales = 9

Sally has a great attitude towards the 'honest' sale and will not bend to make deal. You can have the utmost confidence that Sally will do the right thing and make your company look good and make solid honest deals.

Expectations

She is looking for \$1,500 to \$2,500 per month in compensation. Sally stated she made Under \$25,000 in compensation in one year. Sally stated she would work harder for a promotion.

Be sure to review Sally 's expectations to ensure you can meet them if she accomplishes your sales goals. Too many times applicants shoot too high for the position offered and when their expectations are not met they leave which is not good for either of you. Make sure Sally 's expectations of your company are not too high and she can achieve them with hard work and dedication.

Management insights

Sales leaders and companies that regularly meet and exceed revenue targets have mastered the art of motivating their sales representatives.

Sally seems to be more motivated by rewards, promotions and praise than money. Be sure to manage Sally this way for her to succeed.

Sally seems not to stay at one position for too long. Was it Sally or was it the companies that didn't know how to manage and motivate her . Ask her . The answer might surprise you and will help you retain her longer.

Probability of performance

The following information is based on standard industry sales answers and compares Sally to other level salespeople in each area. You can see what you may expect from Sally in each sales area. Example: If your best salesperson is a level 4 or 5 then this is how Sally will compare to them in each area. The levels are from 1 to 5 with 5 being a superstar salesperson. If a top level doesn't show then Sally can't compete with that level.

Qualifying Customers

Based on a level 5 standard :will do fair

Based on a level 4 standard :will do well

Based on a level 3 standard :will do very well

Presentation Skills

Based on a level 5 standard :will do well

Based on a level 4 standard :will do very well

Based on a level 3 standard :will do excellently

Handling Objections

Based on a level 5 standard :will do well

Based on a level 4 standard :will do very well

Based on a level 3 standard :will do excellently

Closing Abilities

Based on a level 5 standard :will do fair

Based on a level 4 standard :will do well

Based on a level 3 standard :will do very well

Cold Calling Skills

Based on a level 5 standard :will do very well

Based on a level 4 standard :will do excellently

Based on a level 3 standard :will do excellently

Telemarketing Skills

Based on a level 5 standard :will do very well

Based on a level 4 standard :will do excellently

Based on a level 3 standard :will do excellently

This part of the report we have included key questions and how the applicant answered. With most of the questions there is one very wrong answer. If the applicant made that choice, we will Red Flag it. Review the answers to determine if the applicant fits your type of sales position and style

Q # 1 - Experience - Applicants answer was 4 - Correct

As a sales person, what do you sell FIRST on a sales call ?

- 1- The fine reputation of the company you work for
- 2- The great service or product you are selling
- 3- The reasonable price for the product or service
- 4- Your personality, your style, yourself

Q # 2 - Experience - Applicants answer was 4 - Incorrect - correct answer was 3

When talking about the \$\$ amount of the service or product you're selling, the WORD YOU would use is :

- 1 - Cost
- 2 - Price
- 3 - Investment
- 4 - Total

Red Flag _____

Q # 3 - Knowledge - Applicants answer was 1 - Incorrect - correct answer was 4

When you QUALIFY a customer you :

- 1 - Find out if they are who they say they are
- 2 - Find out if their credit is good
- 3 - Find out what they want
- 4 - Find out what they need and what they can afford

Red Flag _____

Q # 4 - Knowledge - Applicants answer was 2 - Correct

In general MOST people buy a PRODUCT because they :

- 1 - Need it
- 2 - Want it

Q # 5 - Experience - Applicants answer was 1 - Incorrect - correct answer was 3

In a RETAIL type sale, which greeting would be best to greet a customer ?

- 1 - May I help you
- 2 - Are you looking for something special
- 3 - Shake their hand and introduce yourself
- 4 - None of the above

Red Flag _____

Q # 6 - Experience - Applicants answer was 1 - Correct

In general MOST people buy a SERVICE because they :

- 1 - Need it
- 2 - Want it

Q # 7 - Knowledge - Applicants answer was 3 - Secondary Answer - Most correct answer was 4

What is a sales OBJECTION ?

- 1 - It's when you can't answer a customer's question
- 2 - It's the way customers react to a poor sales presentation
- 3 - It's an excuse not to buy
- 4 - It's usually the first step in closing the customer

Red Flag _____

Q # 8 - Knowledge - Applicants answer was 1 - Correct

Customers make OBJECTIONS because :

- 1 - They are insecure about buying your service or product
- 2 - They didn't like your sales pitch
- 3 - You didn't do a good job of selling the customer
- 4 - You're selling the wrong product or service

Q # 9 - Experience - Applicants answer was 4 - Correct

When you have actually CLOSED a sale you :

- 1 - Sign the contract
- 2 - Deliver the product or service
- 3 - Get the customers word they will buy
- 4 - Get the payment

Q # 10 - Experience - Applicants answer was 3 - Correct

Which word below would SCARE a customer the most :

- 1- Investment
- 2- Purchase
- 3- Contract
- 4- Buy

Q # 11 - Knowledge - Applicants answer was 3 - Secondary Answer - Most correct answer was 4

After you ask a CLOSING question, you should :

- 1 - Immediately list all the reasons they should buy
- 2 - Emphasize the good price and quality
- 3 - Leave them alone to make a decision
- 4 - Say nothing and wait for an answer

Red Flag _____

Q # 12 - Experience - Applicants answer was 3 - Correct

If you were selling the LAST product in stock and the customer complained it was SLIGHTLY damaged you would :

- 1 - Tell the customer you would order another one for him
- 2 - Tell them it's the last one, take it or leave it
- 3 - Say if they are serious, you will see about a discount
- 4 - None of the above

Q # 13 - Knowledge - Applicants answer was 2 - Secondary Answer - Most correct answer was 4

Customers give off BUYING signs. Which example is NOT a buying sign :

- 1 - They ask more questions
- 2 - They say the price is too high
- 3 - They ask if it comes in another color or size
- 4 - They say they will make a decision tonight.

Red Flag _____

Q # 14 - Knowledge - Applicants answer was 3 - Correct

When a customer wants to THINK it over, you should :

- 1 - Give them the time they need to make a good decision
- 2 - Tell them it's the last one in stock and it may be gone soon
- 3 - Ask them if there is an unanswered question in their mind
- 4 - Thank them for coming in and give them your business card

Q # 15 - Experience - Applicants answer was 4 - Correct

As an experienced salesperson, which of the following do YOU think is MOST important item to know in a sales presentation :

- 1 - The price of the goods you're selling
- 2 - The wholesale cost of the product or service
- 3 - The correct way to read and respond to a customer
- 4 - Everything you can about the product or service

Q # 16 - Knowledge - Applicants answer was 3 - Correct

What is COLD CALLING :

- 1 - Telephoning an upset customer
- 2 - Calling around to find the best price
- 3 - Calling on a potential new customer
- 4 - Calling the customer after the sale

Q # 17 - Experience - Applicants answer was 1 - Correct

The very best source of NEW leads is :

- 1 - Old customers
- 2 - Newspaper
- 3 - Friends
- 4 - Cold calling

Q # 18 - Experience - Applicants answer was 2 - Incorrect - correct answer was 3

If you were COLD CALLING via phone for a LOW priced product, you would expect to have :

- 1- 20 new leads a week
- 2- 50 new leads a week
- 3- 100 new leads a week
- 4- 200 new leads a week

Red Flag _____

Q # 19 - Experience - Applicants answer was 3 - Correct

Is it BETTER to be working on :

- 1 - One or two REALLY big deals
- 2 - One REALLY big deal and a FEW smaller ones
- 3 - Many small deals and a couple BIG ones
- 4 - A LOT of BIG deals

Q # 20 - Experience - Applicants answer was 4 - Correct

If a customer asks you a question you CAN'T answer you should :

- 1 - Tell them what you think they want to hear
- 2 - Tell them you will call later with an answer
- 3 - Ask them a question you know they can't answer
- 4 - Tell them you don't know but will find out immediately

Q # 21 - Attitude - Applicants answer was 3 - Secondary Answer - Most correct answer was 2

What is YOUR view of selling for a living :

- 1 - It's a good living
- 2 - It's a game, and I like to win
- 3 - It's a challenge, and I like to excel
- 4 - None of the above

Red Flag _____

Q # 22 - General - Applicants answer was 1 - General Type Question

Which one of the following would help you the most in THIS sales position

- 1- Learn more about this company's products or services
- 2- Take a good sales course
- 3- Take a body language course
- 4- Learn more about the competitors products or services

Q # 23 - Experience - Applicants answer was 2 - Correct

The BEST way to spend your time waiting in the reception area is :

- 1 - To read a magazine and stay quiet
- 2 - Read the company's brochures and newsletters
- 3 - Check over your sales materials
- 4 - Go over your sales pitch in your mind

Q # 24 - Experience - Applicants answer was 1 - Correct

The customer has just phoned and CANCELED an order, you would :

- 1 - Call them back and find out the reason
- 2 - Tell the boss so the goods don't sit there
- 3 - Write them a letter to find out the problem
- 4 - Turn them over to customer support

Q # 25 - Experience - Applicants answer was 2 - Incorrect - correct answer was 1

Which is the most important thing YOU do after a sale :

- 1 - Analyze the sale
- 2 - Call in a few days to thank the customer
- 3 - Call the customer to see if they are satisfied
- 4 - Ask the customer for other potential customers

Red Flag _____

Q # 26 - Experience - Applicants answer was 2 - Incorrect - correct answer was 1

If you're SELLING 2 out of 5 customers, are you doing well :

- 1- Yes
- 2- No
- 3- It would depend on where you worked and what you sold

Red Flag _____

Q # 27 - Attitude - Applicants answer was 4 - Correct

The BEST sales approach for YOU is to :

- 1 - Be kind and courteous
- 2 - Dominate and control the sale
- 3 - Let the customer do most of the talking
- 4 - Ask questions

Q # 28 - Attitude - Applicants answer was 4 - Incorrect - correct answer was 2

After a NO sales day OR a bad sales day I'm :

- 1- Depressed
- 2- Upset with myself
- 3- Even, not up or down
- 4- Anxious to do better tomorrow

Red Flag _____

Q # 29 - Experience - Applicants answer was 3 - Correct

If selling over the phone you would FEEL most comfortable :

- 1- Being aggressive and read from a prepared script
- 2- Being natural, relaxed, use your own words
- 3- Changing styles with different type customers
- 4- Being low keyed, not very aggressive but factual

Q # 30 - Knowledge - Applicants answer was 2 - Secondary Answer - Most correct answer was 3

A customer shows INTEREST when :

- 1 - They cross their arms
- 2 - They change their tone of voice
- 3 - They sit forward
- 4 - They talk louder

Red Flag _____

Q # 31 - Attitude - Applicants answer was 3 - Secondary Answer - Most correct answer was 1

Your company sells a product for four times what it costs to make it.

Is this FAIR to the customer :

- 1 - Yes
- 2 - No
- 3 - I don't know
- 4 - It depends on where you're selling it and to whom you are selling.

Red Flag _____

Q # 32 - Experience - Applicants answer was 4 - Secondary Answer - Most correct answer was 1

A customer is looking at the most EXPENSIVE product you offer.

You know they can't afford it. Do you :

- 1- Steer them towards something they can afford
- 2- Don't hurt their feelings, tell them you will try to get financing
- 3- Tell them the cheaper one is actually a better deal
- 4- None of the above

Red Flag _____

Q # 33 - Experience - Applicants answer was 2 - Correct

The BEST way you have found to sell a service or product is :

- 1- On quality and price
- 2- On what the customer needs
- 3- On the benefits
- 4- On what everyone else is buying

Q # 34 - Experience - Applicants answer was 2 - Correct

The Best way for YOU to have good customer relations is to :

- 1- Give the customer a good deal
- 2- Give the customer what they need
- 3- Have a good customer support group
- 4- Make the customer think you're their friend

Q # 35 - Experience - Applicants answer was 1 - Secondary Answer - Most correct answer was 4

The person most likely to LISTEN to your sales pitch is :

- 1- The sales manager
- 2- The president
- 3- The comptroller
- 4- The secretary

Red Flag _____

Q # 36 - Experience - Applicants answer was 3 - Correct

The BEST person you have found to give your sales pitch to is :

- 1- The sales manager
- 2- The president
- 3- The comptroller
- 4- The secretary

Q # 37 - Experience - Applicants answer was 4 - Correct

In general, MOST customers need to :

- 1 - Be pushed into a sale
- 2 - Be lead into a sale
- 3 - Be given time to make a sound decision
- 4 - Be convinced they can't live without it

Q # 38 - Knowledge - Applicants answer was 2 - Secondary Answer - Most correct answer was 1

When selling a client, who should be asking the most questions?

- 1 - You the salesperson
- 2 - The client or customer
- 3 - Neither. You are there to present the product or service.
- 4 - The client should ask questions when they don't understand.

Red Flag _____

Q # 39 - Knowledge - Applicants answer was 3 - Secondary Answer - Most correct answer was 4

Your competitor is charging MORE than you. Do you say your product is :

- 1 - Less expensive
- 2 - Cheaper
- 3 - More affordable
- 4 - A better deal

Red Flag _____

Q # 40 - Experience - Applicants answer was 2 - Incorrect - correct answer was 4

What TYPE of customer are you most comfortable with :

- 1- The large corporate companies or professional people
- 2- The medium size companies or average working people
- 3- The small size companies or in home sales
- 4- All of the above

Red Flag _____

Q # 41 - General - Applicants answer was 2 - General Type Question

If you have taken a sales course, did it help you :

- 1 - Make more sales
- 2 - Become aware of mistakes you were making
- 3 - Become more motivated
- 4 - All of the above
- 5 - Never took a sales course

Q # 42 - General - Applicants answer was 4 - General Type Question

Which would you PREFER to sell :

- 1 - A low cost product sale
- 2 - A low cost service sale
- 3 - A high cost product sale
- 4 - A high cost service sale

Q # 43 - General - Applicants answer was 3 - General Type Question

Which compensation plan would you prefer :

- 1- A high salary with low commissions
- 2- A good draw with high commissions
- 3- A mid level salary with year end bonus
- 4- Paid by the hour

Q # 44 - General - Applicants answer was 1 - General Type Question

Which would you work harder for :

- 1- A promotion
- 2- A company car
- 3- A raise in pay
- 4- A longer paid vacation

Q # 45 - General - Applicants answer was 4 - General Type Question

How did you learn your sales skills :

- 1- The road of hard knocks
- 2- Good training by others
- 3- Reading books on my own
- 4- All or most of the above
- 5- I need to learn sales skills

Q # 46 - General - Applicants answer was 2 - General Type Question

How many years of sales experience do you have :

- 1- None to 1 year
- 2- 1 to 3 years
- 3- 3 to 6 years
- 4- Over 6 years

Q # 47 - General - Applicants answer was 1 - General Type Question

What is the top SALES compensation you have earned in one year :

- 1- Under \$25,000
- 2- \$25,000 to \$50,000
- 3- \$50,000 to \$100,000
- 4- Over \$100,000

Q # 48 - General - Applicants answer was 1 - General Type Question

How much money do you need to make each month to JUST pay bills :

- 1- \$1,500 to \$2,500
- 2- \$2,500 to \$3,500
- 3- \$3,500 to \$4,500
- 4- Over \$4,500

Q # 49 - General - Applicants answer was 5 - General Type Question

What is the highest position you have achieved in sales :

- 1- Vice president of sales or above
- 2- Regional sales manager or above
- 3- Branch manager or above
- 4- Have not yet had the chance for a management position
- 5- I have always been interested in just selling, not management

Q # 50 - General - Applicants answer was 3 - General Type Question

Which group of sales people are you in :

- 1- Very aggressive, work hard, steamrollers
- 2- Aggressive, factual, to the point
- 3- Somewhat laid back, work smart, not hard
- 4- Do your job well, and enjoy life
- 5- None of the above

Red Flag _____

Q # 51 - General - Applicants answer was 1 - General Type Question

How many different sales jobs have you had :

- 1- 1 to 3
- 2- 4 to 6
- 3- 7 to 10
- 4- More than 10
- 5- None

Red Flag _____