



Introduction to Candidate of our Sales Strength Report

The Sales Strength Report measures your fundamental strengths and weaknesses in the Sales Cycle. For example, are you as comfortable closing the sale as you believe you are? Do you have what it takes to build desire in your clients? Can you successfully farm your accounts?

Your ratings are not an indication of performance. They represent your natural potential in each area. You should use this information as a road map for self-awareness and development.

Developing a Game Plan *Developing a Game Plan* measures elements in the sales cycle such as market analysis, understanding product positioning, effectively planning sales activities and analyzing and using product strengths to increase sales success. High scorers tend to analyze and conceptualize the market, their product(s) and understand how they will approach market opportunities. They have a strong attention to detail, and are likely to have detailed plans. Low scorers do not naturally analyze and conceptualize opportunities, and may not overtly plan their attack before entering into sales situations. Research shows that the degree of interest in working with and using data, conceptual thinking, and the level of detail consciousness influence *Developing a Game Plan*.

Making Contact *Making Contact* measures elements in the sales cycle such as initiating contact with new clients, cold calling, building networks, and starting relationships with potential acquaintances to convert them to business opportunities. High scorers are likely to be outgoing in nature, are comfortable breaking the ice, easily approach others with confidence, and will have some creativity. Low scorers are not as outgoing and generally won't find it as easy to approach new contacts. Research shows that the level of persuasion, outgoing behavior, social confidence, and innovation influence *Making Contact*.

Building Desire *Building Desire* measures the factors that relate to engaging clients in an emotional sale, creating a preference to buy, and developing a sense of urgency or loyalty for a product or service. High scorers are savvy in the way they deal with customers, can read customers' actions carefully, and can manipulate customer perceptions to maximize the effectiveness of their sales activity. Low scorers may lack smoothness in their style with the customers and they are less likely to influence the customer's buying decision on an emotional level. Research shows that the level of interest in understanding how people behave, being outgoing, and the level of need for control influence the success of *Building Desire*.

Creating Options *Creating Options* measures factors relating to the capability to correctly understand and integrate client information into a coherent and conceptually sound proposal or offering. It also measures the degree of innovation in both the types of solutions proposed and the form of the proposal. High scorers are generally highly analytical and can digest large amounts of information; they understand the core of the issue and can add a creative touch to proposed solutions. Low scorers are less analytical and rely less on using data for propositions and proposals. Research shows that the degree of interest in working with and using data, conceptual thinking, and the level of innovation influence *Creating Options*.

Presenting *Presenting* measures the factors related to presentation ease and comfort, the ability to confidently present products and/or solutions in an engaging manner, and the level of anticipation or stress in presentation or high impact situations. High scorers easily connect with others, present themselves and their solutions with overwhelming confidence even in situations of extreme stress, and don't worry before big events. Low scorers are less apt to connect with others, are not as self-confident and may worry before major events or presentations. Research shows that the level of outgoing behavior, worrying, and social confidence influence *Presenting*.

Closing the Sale *Closing the Sale* deals with factors that influence bringing business home, pushing for closure, managing the client effectively, dealing with objections, and negotiating price and conditions of sale. High scorers effectively manage the relationship to maximize the commitment and see the deal through to completion. Their outspoken and persuasive approach tends to help pressure decision makers into action. Low scorers are less apt to push for closure or action, and don't typically place emphasis on influencing the sales process after the proposal has been presented. Research shows that being outgoing, persuasive and controlling influence the process of *Closing the Sale*.

Satisfying the Customer *Satisfying the Customer* measures the factors involved in post sale care. It looks at the level of focus and persistence in follow-up, how well someone relates to the customer, how critically a sales person monitors the deliverable to the client, and the extent to which one takes all steps necessary to make a customer satisfied. High scorers are in tune with the client on an ongoing basis, draw the right conclusions and follow up conscientiously. Low scorers may not remain connected with the client and are less prone to follow up with every little detail. Research shows that the level of interest in understanding how people behave, conscientiousness, and how critically one evaluates information have a role in *Satisfying the Customer*

Managing and Growing *Managing and Growing* covers factors relating to maintaining the customer relationship after a sale is completed and looking to identify emerging needs and new business opportunities from existing clients. High scorers are typically highly conscientious and show a good understanding of the client and their needs. Low scorers typically aren't as driven to grow existing accounts and may not be as in tune with customer relationship management that is typical for strong 'farmers'. Research shows that the level of controlling behavior, the level of conscientiousness and achievement orientation, and the strength of one's affiliative nature impacts *Managing and Growing*. There are many ways for you to use this report, including creating a more effective resume, preparing for an interview, and profiling a job description

where you will be most effective and thrive. If you would like additional support in understanding or using your assessment go to our coaching page.