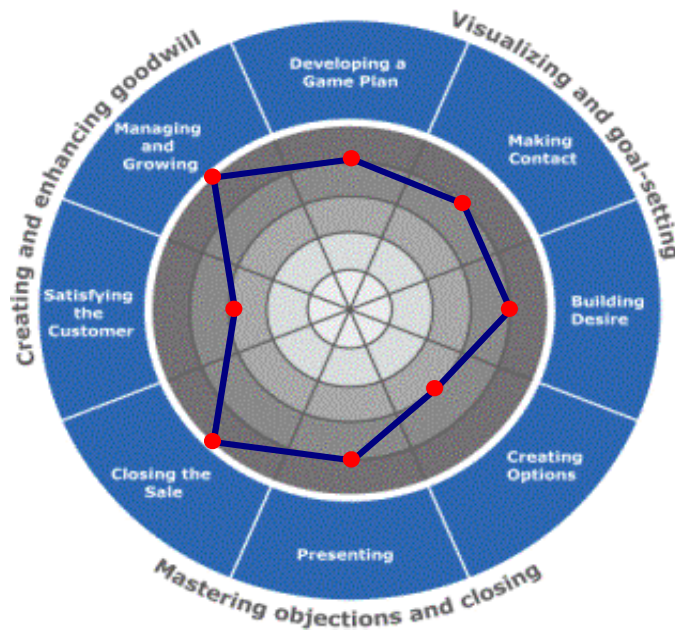


**SALES CYCLE**

The Sales Cycle displays the individual's preferences using factors that are important in a typical sales cycle. It indicates the likely effectiveness of an individual in eight critical stages of the sales process and helps to determine where in a typical sales cycle this person will be most effective. The bold line inside the sales cycle diagram is the Sales Cycle Profile. Points towards the outside perimeter of the circle represent higher scores. Points towards the center represent lower scores. In general, scores towards the outside of the circle are preferred in each area that is critical to sales success for a particular sales role. Scores closer to the center of the circle highlight areas for development and/or training.

The definitions of each factor in the Sales Cycle and a bar graph display are shown below the Sales Cycle diagram.



|   |     |            |            |            |            |      |
|---|-----|------------|------------|------------|------------|------|
| <b>Developing a Game Plan</b>   | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Analyzing the market in depth, putting effort into positioning products and effective sales activities.</i>  |     |            |            |            |            |      |
| <b>Making Contact</b>   | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Contacting prospects, 'breaking the ice' and making people feel comfortable, taking the initiative to establish new relationships.</i>               |     |            |            |            |            |      |
| <b>Building Desire</b>  | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Engaging the customer emotionally, creating a preference to buy and a feeling of fondness about the product or service.</i>                          |     |            |            |            |            |      |
| <b>Creating Options</b>   | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Understanding the customer's needs and producing innovative solutions.</i>   |     |            |            |            |            |      |
| <b>Presenting</b>   | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Presenting products and/or solutions engagingly and confidently to individuals and customer groups; feeling free of stress and worries.</i>          |     |            |            |            |            |      |
| <b>Closing the Sale</b>   | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Bringing the business home, managing the customer for timely decisions, dealing with objections, negotiating final price and conditions of sale.</i> |     |            |            |            |            |      |
| <b>Satisfying the Customer</b>  | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Delivering post sales care persistently, relating to the customer and taking all steps necessary to satisfy the customer.</i>                        |     |            |            |            |            |      |
| <b>Managing and Growing</b>   | Low | ██████████ | ██████████ | ██████████ | ██████████ | High |
| <i>Maintaining the customer relationship after the sale is completed, continuously looking to identify new needs and business opportunities.</i>        |     |            |            |            |            |      |

## SALES FOUNDATIONS

The Sales Foundations are factors that are important to sales effectiveness in most sales situations. The bar chart indicates your candidate level of strength in each area. The definition for each factor is shown immediately below the bar graph. Descriptions of high and low scores are presented below each definition.

Each of these factors has been shown to influence sales success across a variety of sales situations. As a general rule, a high level in any factor is preferred for most sales roles. However, some factors may be more or less relevant in different sales situations. You should determine which factors are more and less relevant for your specific situation.

These ratings can identify areas of strength that can be harnessed to improve sales effectiveness. They can also identify key areas where targeted development and/or training may improve sales performance.

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### Sales Confidence



*Definition: Projects an air of confidence when dealing with others and portrays outstanding personal capabilities and talents.*

- People with higher scores tend to be very self-confident even in challenging and stressful situations.
- People with lower scores may be shy or reserved. They may seem to be intimidated or uncertain in some situations.

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### Sales Drive



*Definition: Has drive and enthusiasm, seems hungry for success, and propels oneself to meet tough targets.*

- People with higher scores are full of energy, determined to take on any goal and any competitor.
- People with lower scores show less energy and determination.

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### Sales Resilience



*Definition: Is full of optimism and very resilient, perseveres in the toughest situations, is on the lookout for new opportunities.*

- People with higher scores are optimistic and relaxed even when the going gets rough.
- People with lower scores can be discouraged when things do not go so well.

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### Adaptability



*Definition: Identifies and adopts the most appropriate style to maximize success in sales situations. Is able to relate to clients or prospects.*

- People with higher scores are sensitive to others and very flexible and deliberate in the way they behave in front of customers.
- People with lower scores do not as readily adjust their style or approach based on specific situations or people.

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### Listening



*Definition: Listens sympathetically to others and vigilantly observes and interprets peoples' behavior.*

- People with higher scores listen attentively and relate well to others.
- People with lower scores tend to come across as poor listeners.

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### Embracing Change



*Definition: Has the ability to quickly adapt to dramatic and continued changes in the workplace or environment or changes in the way things are done.*

- People with higher scores deal effortlessly with changes of policy and workflow, showing the ability to quickly adapt to changing work conditions.
  - People with lower scores don't react as efficiently or positively to situational or organizational changes.
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