

FinxS® Sales Competence Assessment

Workbook



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What does the Sales Competence Assessment Measure?

This questionnaire measures the attitude of the respondent towards key behaviours in the sales process and their perception of their current sales competences.



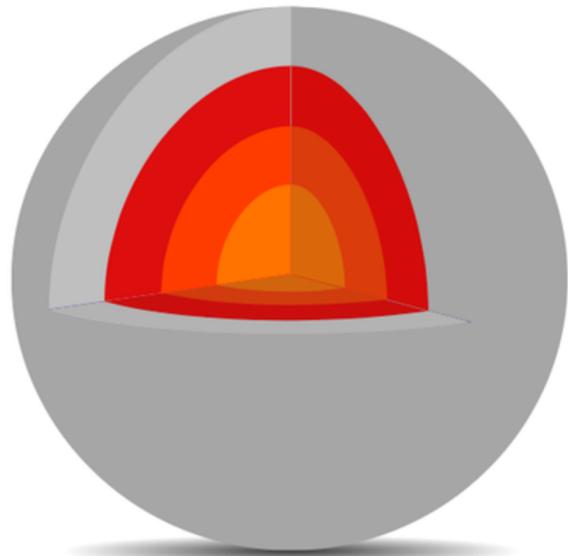
- It consists of 99 forced questions
- It takes 20 - 30 minutes to complete
- It measures the attitude of the respondent towards key behaviours in the sales process
- 18 critical sales competences
- Mindsets
- Excuse Index
- Sales Cycle
- Match Percentage to 8 different Job Roles

This questionnaire is intended for people who have a minimum of 6 months sales experience

Applications of the Sales Competence Assessment:

- Recruiting for a sales role
- Developing a salesperson
- Identifying sales training needs
- Matching sales professionals with different parts of the sales process
- To use with the Sales Manager – when managing the sales team
- Identifying culture and recognising alignment with sales behaviours

Measuring Human Capacity: Behavioural Filters



Conscious Behaviour - This is learned and connected to the situation and people involved

Behavioural Filters

Unconscious Behaviour - How we naturally express ourselves

Cultural Heritage - This includes all that we have adopted during our lives

Sales Competence

Behavioural Filters

- Attitudes
- Values
- Skills
- Knowledge
- Experience
- Expectations
- Physical Condition
- Mental Condition

Sales Competence - FAQs

Why is the language in the report quite direct?

The Sales Competence Assessment reports should not be given without first introducing the model and having a facilitator present. It assumes the reader understands that the report reflects how someone with their results is typically perceived by clients or supervisors.

The report highlights areas where the respondent can maximize their potential and points out areas of caution. No result is labelled good or bad—it shows the possible strengths and challenges of each outcome.



Are the questions easy to manipulate?

It's not easy to be dishonest on the assessment. The forced-choice, zero-sum format makes it impossible to change one answer without affecting another. If someone tries to claim traits they don't have, they also deny traits they do possess.

Most people see themselves as "good" and view their strengths positively, making it difficult to present a false version without contradicting themselves.

Please keep in mind that the tool measures what the person currently feels their most significant strengths (and weaknesses) are in sales.

Sales Competence Assessment: Reports Types

01

Development Report

FinxS® Sales Competence Assessment - Development

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about oneself. The purpose of this assessment is to provide supporting information for the respondent in self-development.

02

Recruitment Report

FinxS® Sales Competence Assessment - Recruitment

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about the individual. The purpose of this assessment is to provide supporting information.

03

Manager Report

FinxS® Sales Competence Assessment - Manager

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about the individual. The purpose of this assessment is to provide supporting information.

04

FinxS Sales 18 Report



ED Extended DISC AUSTRALIA | FS FinxS Online Platform



ED Extended DISC AUSTRALIA | FS FinxS Online Platform

Sam Sample

Organisation: FinxS Ltd
Date: 01.04.2018



ED Extended DISC AUSTRALIA | FS FinxS Online Platform | HR PROFILING SOLUTIONS

05

**FinxS Sales 18 Report
(Combination Report with SCA)**

Teams Pages

(Note: The Development and Recruitment reports have the same information in the first half)

Sales Competence Assessment

1. The Development Report

FinxS® Sales Competence Assessment - Development

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about oneself. The purpose of this assessment is to provide supporting information for the respondent in self-development.

Sam Sample

Organisation:

FinxS Ltd

Date:

02.04.2018

Extended DISC
AUSTRALASIA

FinxS
ONLINE PLATFORM

HR PROFILING
SOLUTIONS

What is a Competence?

The combination of observable and measurable skills that contribute to enhanced sales performance.

Competences are:

- Coachable
- Observable
- Measurable
- Critical to successful individual or team performance.



What does the report measure?

It reflects your current level of competence and you can develop your skills in all of the 18 Sales Competences with training and coaching.

The Assessment identifies your strengths and areas of development in sales.

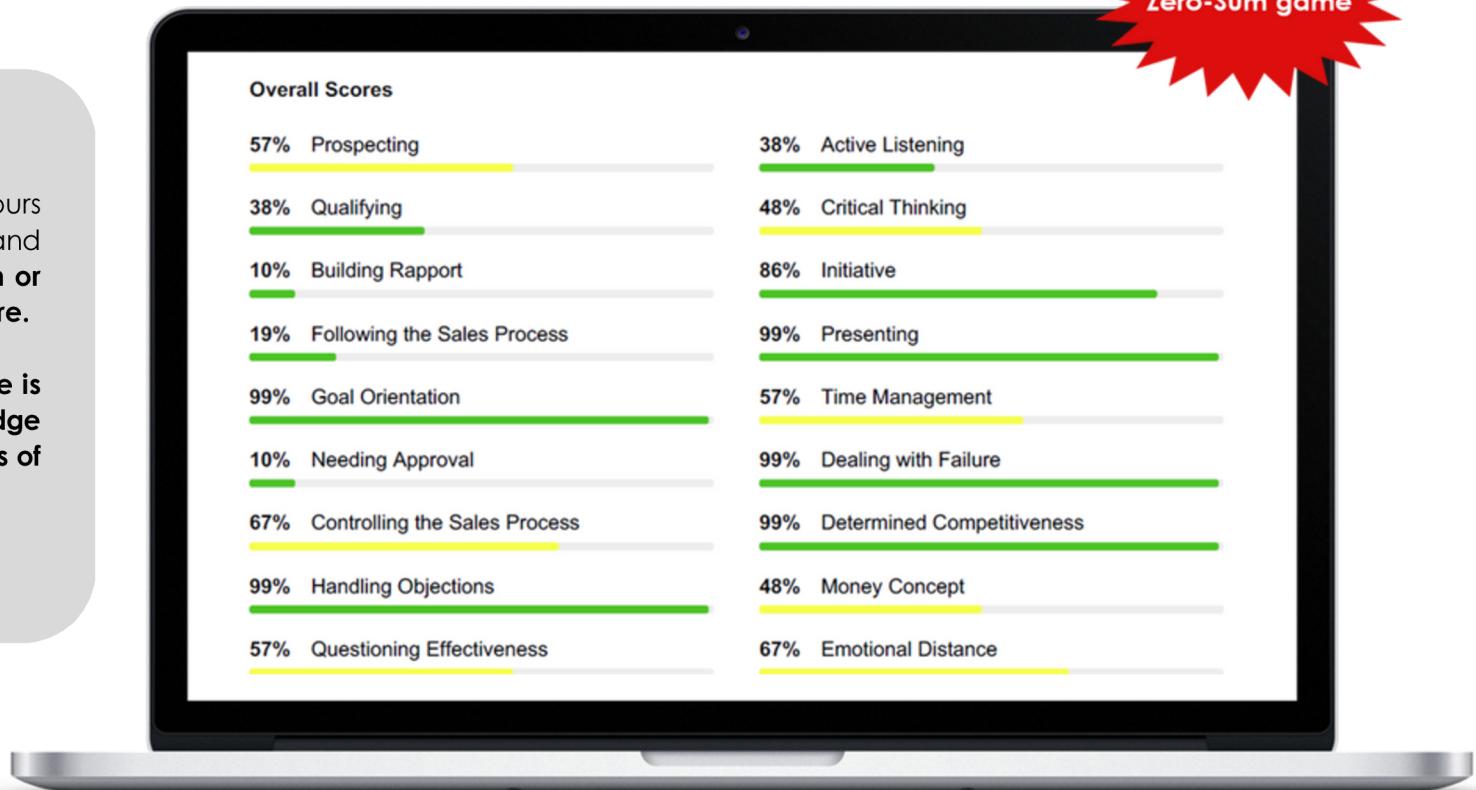
Development Report: 18 Sales Competences

The Sales Competence Assessment measures a persons self perception against 18 sales competences.



Colour Interpretation: The two colours help separate a middle from a high and low score. A **green score** is either high or low and a **yellow score** is a middle score.

Remember, a high, middle or low score is neither good nor bad. You need to judge the scores in relation to the sales needs of your organisation.



FAQ's

I misunderstood the actual meaning of a competence because the word meant something else to me.

There is no one word in any language that would mean the same to everyone speaking that language as a native language.

For this reason, we always emphasise the importance of reading the descriptions of the sales competences (as well as of the sales mindsets) before drawing any conclusions.

The sales competence names are commonly used competences in sales; however, they may have different meanings in some industries, or if you do not have a background in sales.



Why can I not get a high score in every sales competence?

We developed the Sales Competence Assessment with the belief that sales professionals can always improve and they are never "perfect". Some instruments make people sound better than they are. We did not want to do that.

The underlying algorithms ensure that no one will be able to create perfect/very high scores in all 18 Sales Competences. When a respondent selects an option, they are also providing an answer with the choice they do *not* select. As a result, if a person tries to 'cheat' the questionnaire by elevating particular competence score(s), they are simultaneously lowering other(s).

If you score "low" on a particular item, it not NOT mean that you cannot succeed in that area. It could merely mean that right now you prefer to use other competences over this one. Also, you may score low on a competence that you're good at, but which you don't need to exercise at the moment (e.g., Prospecting - I'm good at it, not doing it much at the moment because it is not required, not a priority).

Some of the sales competences seem very similar to me.

This is correct; some of the sales competences have a positive correlation with each other, whereas some correlate negatively. This DOES NOT mean they are the same and that every person getting a high score in one would get a high score in the other. The highest correlation between two competences is .47 and the lowest -.57.

Also, every sales competence has some unique features no other sales competence has. If you feel you cannot distinguish the difference between any two sales competences, we suggest you try to describe a salesperson who has a high score in one and a low score in the other, and vice versa. This exercise should help you identify the difference between the two competences.

Reading Guide: 18 Sales Competences

Refer to pages 4-6 of the FinxS® Sales Competence Assessment: Development

Prospecting	High	Actively pursuing new business, having the mindset of a "HUNTER" and taking responsibility for finding sales opportunities.
	Low	Reluctance to call on prospects; having the mindset of a "FARMER" and waiting for opportunities to show up. Focus on cultivating existing customers for more business.
Qualifying	High	Willing to engage in a deliberate process of questioning and listening to determine whether the prospect is a good fit for business and likely to buy prior to presenting and/or proposing.
	Low	Very eager to present and give away information, whether it is appropriate to the prospect's situation or not; tries to close early, often forgetting to take time or effort to uncover the prospect's potential for proper business fit.
Building Rapport	High	Being able to create trust and rapport with prospects quickly. Adjusting one's own personality style to the style of the prospect in order to create a sense of ease for the prospect.
	Low	Is not focused on building trust; appears self-centered or self-orientated; avoids intimacy; finds it difficult to be genuinely interested in the prospect's needs or well-being. Maybe too shy.
Following the Sales Process	High	Having the patience and attention to detail to follow a step-by-step process. Believing that systematically following well-defined processes will provide the best results.
	Low	Impatient and reluctant to engage in detailed processes or procedures. Generally attempts to cut corners and "wing it." Impulsive, not prone to follow instructions or rules.

Goal Orientation	High	Avidly pursuing goals and higher levels of performance. Setting high goals, then determining the necessary activities to achieve the goals. Rarely being satisfied with own current level of performance.
	Low	Likes to live in the moment without continuously pursuing higher levels of performance, easily satisfied with the status quo when it comes to personal accomplishment and level of income.
Needing Approval	High	Respects the prospects and wants to keep them positive throughout the sales process to create a trusting relationship. May hesitate taking up topics that could challenge prospects.
	Low	Self-confident, does not seek approval from others, willing to be assertive and politely demanding without regard for whether it will result in being disliked.
Controlling the Sales Process	High	Being willing and able to set the conditions for a meeting, describing the process to a prospect and stating potential outcomes. Then being able to gently control the conversation.
	Low	Willingly lets the prospect lead a meeting. Allows others to take charge of the process, drifts away from own plan or prefers to proceed without one. Has challenges in keeping the sales process on track.
Handling Objections	High	Viewing stalls and objections as opportunities to be politely assertive and asking the prospect self-discovery type questions in order to get the prospect to deal with their own objections.
	Low	Reluctant to challenge the prospect on their stated objections. Not assertive. Finds it difficult to construct an effective case as to why the stalls or objections might not be valid or might not be the "real issue." Easily accepts prospect's stalls and "gives up."
Questioning Effectiveness	High	Creating a structured system of questions to "diagnose" the prospect's situation and determining the likelihood of a fit between the prospect's needs and the salesperson's product or service.
	Low	Believes that questions are "intrusive" and that one should not ask too many. Does not create a structured approach to asking questions. Easily falls into "show and tell" mode.

Active Listening	High	Actually seeking to understand what the other person is attempting to communicate. Going beyond "hearing" and focusing on the various messages (words, tonality, body language).
	Low	Easily distracted while attempting to listen. Formulating replies in one's own mind while others are speaking. Frequently tuning out from what others are saying when not interested.
Critical Thinking	High	Being able to apply existing knowledge to solving new problems. Being able to suspend judgement to check the validity of a proposition or action. Taking multiple perspectives into consideration.
	Low	Often fails to apply current knowledge to solve new problems. Generally, spends little time solving problems, meaning if the answer is not readily apparent, lacks the patience to use logic, deductive reason to solve the problem.
Initiative	High	Constantly striving to achieve progression and higher levels of performance. Not waiting for good things to happen, believing it is up to oneself to make sales success happen.
	Low	Prefers others to initiate and guide action. Low desire to seek out progression and increased responsibility. Prefers supervision and direction to begin new initiatives.
Presenting	High	Effectively engaging an audience and able to hold their attention with good communication skills, insightful questions and dramatic presentation techniques.
	Low	Presentations are often ineffective because fails to engage the audience, thus losing the attention of others. The presentations go in circles. Audience may find it difficult to know what is expected from them after the presentation.
Time Management	High	Competently managing one's schedule and activities to make the best use of time on activities to generate sales. Not wasting time with "avoidance" behaviours, not procrastinating on important tasks.
	Low	Not structuring schedule effectively or not executing scheduled sales activities efficiently. Easily distracted by interruptions, or anything that appears to be more interesting.

Dealing with Failure	High	Seeing failure as a temporary state. Viewing failure as a chance to learn and improve. Being willing to take a risk at losing in order to win. Not being wedded to the idea of security in all matters.
	Low	Seeing failure as a negative experience only. Not viewing failure as a chance to learn and improve. Reluctant to take risks lest they result in failure.
Determined Competitiveness	High	Relentlessly pushing to win, striving to gain competitive advantage, always looking to improve. Looking at the competition and areas to exploit.
	Low	Prefers to achieve the victory with the help of or together with others. Not inclined to gain competitive advantage. Lacks the motivation to be at the top or to win at any cost.
Money Concept	High	Viewing making money as a healthy endeavor. Believing making money is just compensation for selling activities. Valuing one's own time and not being afraid to charge money for it.
	Low	Has doubts about the price/value of the product or service being sold and/or the commission from the sale, feels high degree of customer empathy when prospect complains that "the price is too high."
Emotional Distance	High	Remaining emotionally aloof during the sales process, not letting prospect's reassurances, positive or negative statements deter from executing the sales process and asking the right questions.
	Low	Allowing emotions to distract them during the sales process. Becoming easily swayed by prospect's reassurances; making assumptions about the prospect's intentions based on positive or negative feelings.

Development Report - 18 Sales Competence

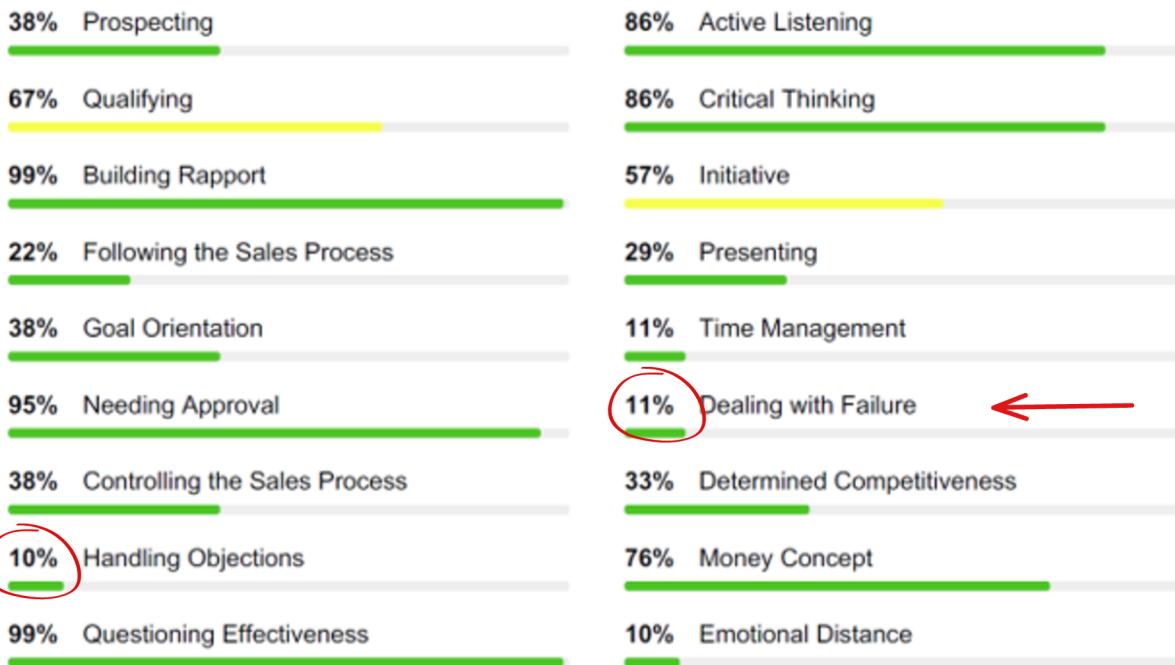
Overall Scores



DISCUSSION: Using the Sales Competence descriptions from page 11-14 of this workbook, explain the behaviour of this salesperson (focusing on these two competences).

Development Report - 18 Sales Competence

Overall Scores



DISCUSSION: Using the Sales Competence descriptions from page 11-14 of this workbook, explain the behaviour of this salesperson (focusing on these two competences).

Low score

Low score

Development Report - 18 Sales Competence



DISCUSSION: How do these two people differ from each other?

(Focus on **Following the Sales Process** and **Controlling the Sales Process**)

Person A

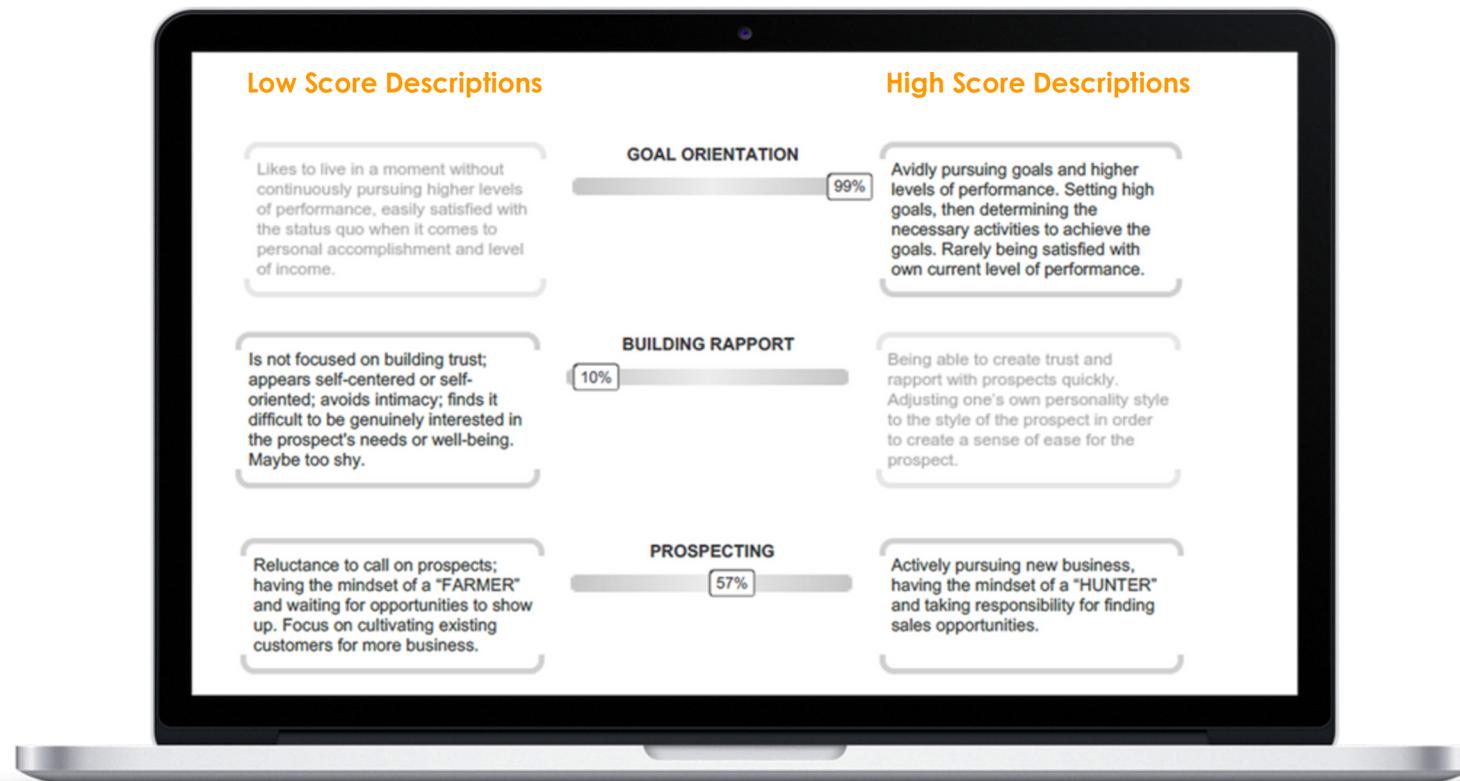


Person B



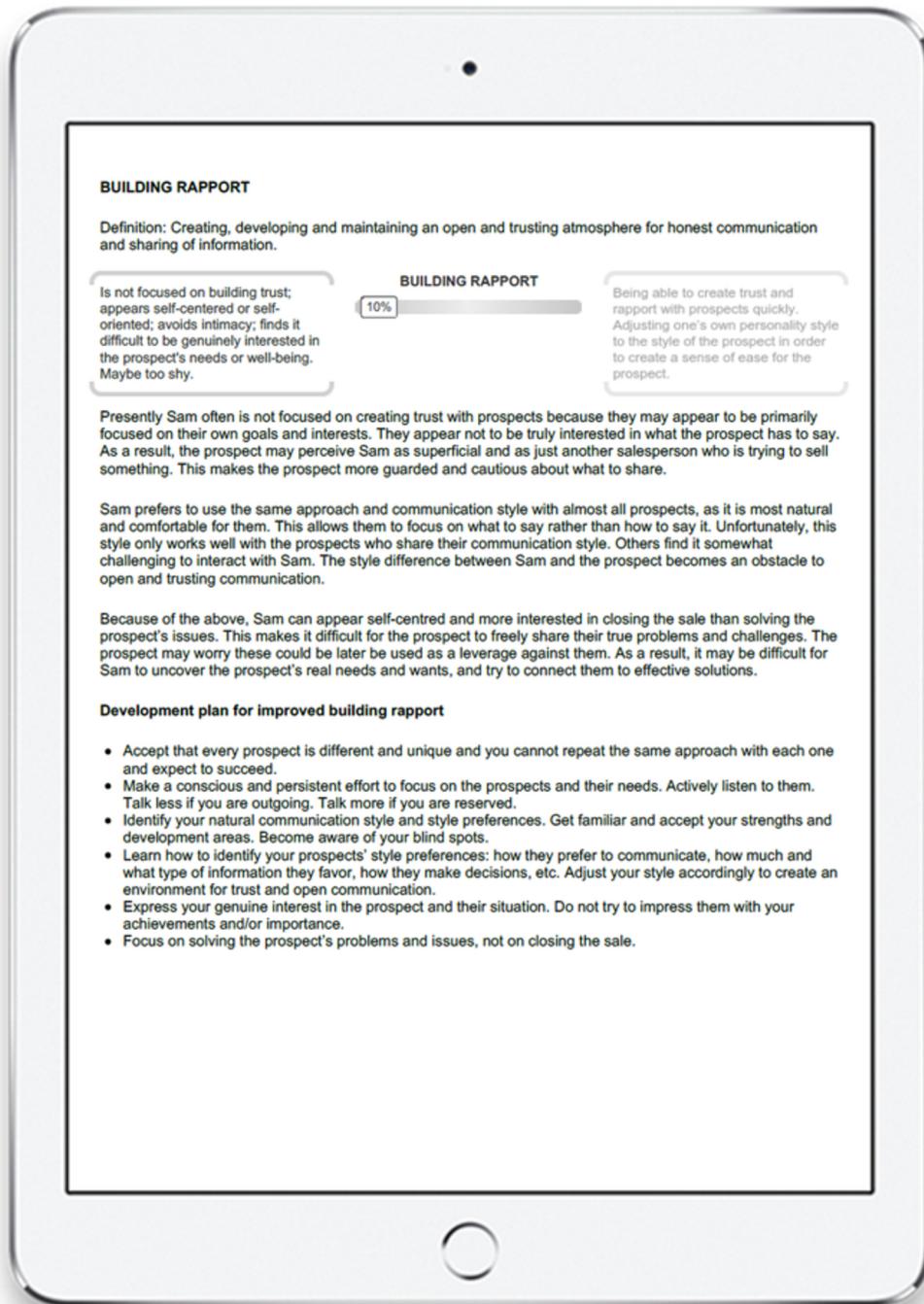
Development Report - Individual Scores Pages

Respondent's results are presented through 18 key sales competences and definitions of high and low results. The text relating to your score is visible and the opposite description is greyed out. If you achieved a middle score then both descriptions will be visible.



Development Report - Development Plan Pages

The Development Plan pages offer a unique, detailed description of the results for each competency, along with an individualised development plan. There are 18 pages, one for each competency..



Description

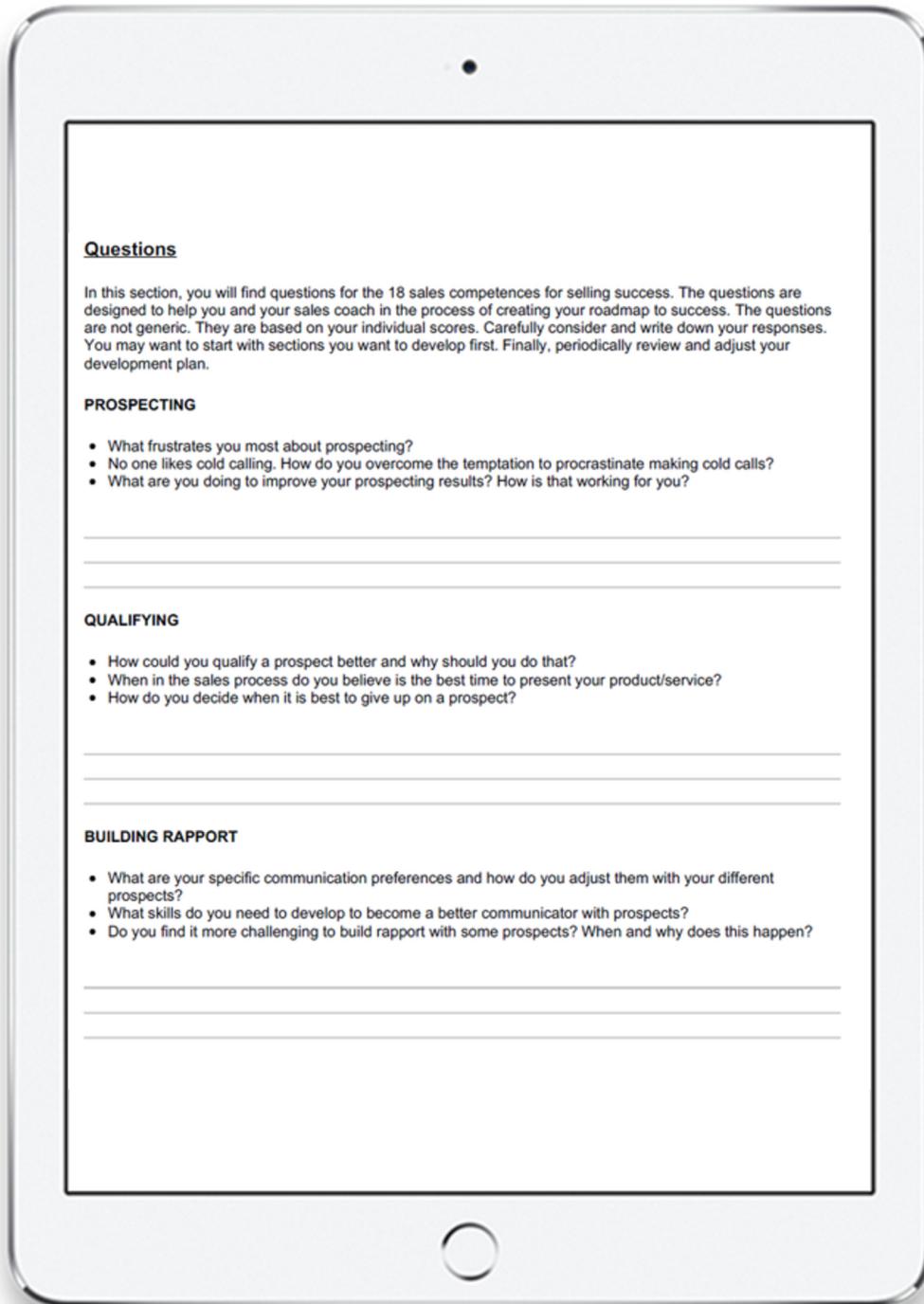
These 3 paragraphs are dynamic and change out depending on high, medium and low scores.

Development Tips

These tips are unique to a person whether they scored high medium or low.

Development Report - Questions Pages

There are Development Questions for effective reflection and coaching.

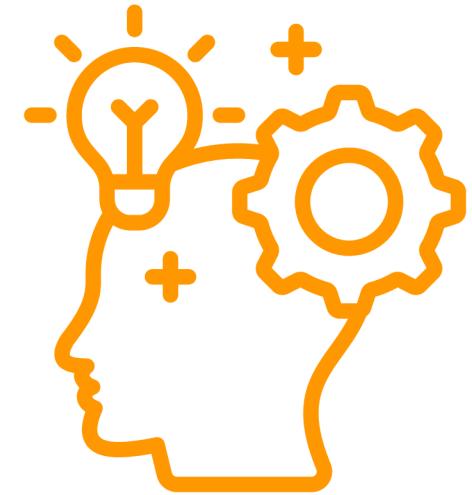


Sales Mindsets

A mindset is a set of beliefs, attitudes, and assumptions that shape how we think, feel, and act in different situations. It influences how we interpret the world, approach challenges, and make decisions.

They are like basic instincts.

The are the way we approaches solving problems and overcome challenges.



What is the difference between sales competence and sales mindset?

Sales mindsets are your natural ways of approaching sales. They are more permanent, more spontaneous, and likely to be emphasised when you are under pressure.

Sales competencies consist of one to three of your sales mindsets but are also affected by your experience in sales, attitudes to sales, your current sales environment, and your sales skills. They are easier to develop and are likely to vary more in a shorter time.

12 Sales Mindsets

Mindset:	Description:
Conquering	Reaching their full potential by making sure nobody and nothing stops them from achieving their goal.
Hunter	Reaching their full potential by wanting to have everything right now.
Persistence	Reaching their full potential by using failure as a reason to do better next time.
Reading the situation	Reaching their full potential by understanding how others see the world.
Logic	Reaching their full potential by following a plan, no matter what.
Hunger	Reaching their full potential by never being satisfied.
Empathy	Reaching their full potential by connecting with people and gaining their trust.
Social approval	Reaching their full potential by gratifying others' needs.
Taking control	Reaching their full potential by not being dependent on anyone else.
Next Step	Reaching their full potential by continuously thinking what next.
Finding the truth	Reaching their full potential by understanding all aspects influencing the situation.
Influencing	Reaching their full potential by convincing others.

Sales Mindsets

Each of the 18 Sales Competences are made up of **1-3 Sales Mindsets** to provide an in-depth analysis of your strengths or any **roadblocks to success**.

Mindsets are the building blocks of the 18 critical competences for selling success.

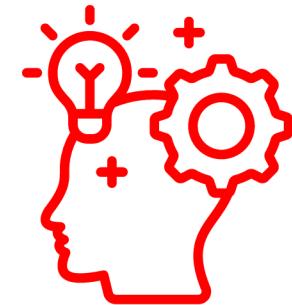


Mindset Summary Table			
Each of your Sales Competences is based on one to three Mindsets. The competence score is derived not only from the mindsets, but also from questions not connected to the mindsets. The table below shows how your Mindsets create your 18 Sales Competence Scores. Please consult your sales coach who has been trained to interpret the Mindsets and their implications.			
Prospecting	57%	Active Listening	38%
Next Step	99%	Finding the truth	67%
Influencing	69%	Logic	42%
Hunger	94%	Critical Thinking	48%
Qualifying	38%	Hunger	94%
Finding the truth	67%	Logic	42%
Reading the situation	67%	Reading the situation	67%
Hunter	83%	Initiative	86%
Building Rapport	10%	Taking control	69%
Empathy	10%	Presenting	99%
Reading the situation	67%	Influencing	69%
Following the Sales Process	19%	Logic	42%
Logic	42%	Taking control	69%
Goal Orientation	99%	Time Management	57%
Hunger	94%	Hunter	83%
Next Step	99%	Next Step	99%
Needing Approval	10%	Taking control	69%
Social approval	10%	Dealing with Failure	99%
Empathy	10%	Persistence	99%
Controlling the Sales Process	67%	Reading the situation	67%
Next Step	99%	Determined Competitiveness	99%
Reading the situation	67%	Hunter	83%
Taking control	69%	Persistence	99%
Handling Objections	99%	Money Concept	48%
Hunter	83%	Hunter	83%
Conquering	76%	Influencing	69%
Questioning Effectiveness	57%	Conquering	76%
Finding the truth	67%	Emotional Distance	67%
Conquering	76%	Conquering	76%
		Hunter	83%

Development Report: Sales Mindsets

The 'Qualifying' competence score is influenced significantly by the 'Hunter' mindset score.

Description: Willing to engage in a deliberate process of questioning and listening in order to determine whether the prospect is a good fit for business and likely to buy prior to PRESENTING and/or PROPOSING.



Qualifying	48%
Finding the truth	99%
Reading the situation	92%
Hunter	18%

Qualifying	99%
Finding the truth	92%
Reading the situation	99%
Hunter	77%

Comparing Competence Scores and Mindset Scores



Description	Example	Interpretation	Action	Write your report competency that relates to each description								
Competence Score is higher than Mindset Scores	<table border="1"> <tr> <td>Handling Objections</td> <td>99%</td> </tr> <tr> <td>Hunter</td> <td>94%</td> </tr> <tr> <td>Conquering</td> <td>76%</td> </tr> </table>	Handling Objections	99%	Hunter	94%	Conquering	76%	You feel that you have invested time and effort into developing this skill even though it may not be the most natural for you. It may still be that although you feel you've mastered it, using this sale's competence requires conscious effort and concentration from you. A more experienced observer may notice that this is a learned skill, showing up as less flexibility to adapt to varying situations.	USE WHEN NEEDED			
Handling Objections	99%											
Hunter	94%											
Conquering	76%											
Competence Score is lower than Mindset Scores	<table border="1"> <tr> <td>Qualifying</td> <td>38%</td> </tr> <tr> <td>Discovering the Truth</td> <td>67%</td> </tr> <tr> <td>Reading the Situation</td> <td>67%</td> </tr> <tr> <td>Hunter</td> <td>83%</td> </tr> </table>	Qualifying	38%	Discovering the Truth	67%	Reading the Situation	67%	Hunter	83%	You have the mindset to succeed with this competence. However, for some reason either you do not believe in yourself or dislike the competence – which makes you believe you are not good at it. Alternatively, you may have no experience with the competence making you not trust in your natural skills. You simply have not reached your full potential with this competence. You have more potential than you currently use.	POTENTIAL – DEVELOP	
Qualifying	38%											
Discovering the Truth	67%											
Reading the Situation	67%											
Hunter	83%											
Competence Score and Mindset Score are high	<table border="1"> <tr> <td>Goal Orientation</td> <td>99%</td> </tr> <tr> <td>Social approval</td> <td>94%</td> </tr> <tr> <td>Conquering</td> <td>99%</td> </tr> </table>	Goal Orientation	99%	Social approval	94%	Conquering	99%	You have full potential for this competence and it is clearly one of your biggest strengths. You know it and you use it. This sales competence is your most important key to success in sales. An experienced observer can see the self-confidence in your behaviour. Make sure they do not also see arrogance.	USE NOW			
Goal Orientation	99%											
Social approval	94%											
Conquering	99%											
Competence Score and Mindset Score are low	<table border="1"> <tr> <td>Determined Competitiveness</td> <td>10%</td> </tr> <tr> <td>Hunter</td> <td>36%</td> </tr> <tr> <td>Persistence</td> <td>28%</td> </tr> </table>	Determined Competitiveness	10%	Hunter	36%	Persistence	28%	This is an indication that this sales competence is clearly not the one where your biggest strengths are at the present time. You may not like this competence and/or you have no immediate motivation to develop it. Regardless of this sales competence not being your key to success, it may still be good to practice and learn a basic level of skills in it. Otherwise, it may be that the prospect sees weakness in you and may use that to their advantage.	FORGET AT THE MOMENT			
Determined Competitiveness	10%											
Hunter	36%											
Persistence	28%											

Comparing Competence Scores and Mindset Scores

Description	Example	Interpretation	Action	Write your report competency that relates to each description
Competence Score is high . Mindset scores are high and low	Active Listening 99% Discovering the Truth 94% Logic 56%	You survive in this competence with the help of one or two mindsets. However, due to not all mindsets being strong, there may be situations relating to this sales competence when a weaker mindset prevents you from using your full potential. Analyse how the low mindset can influence your effectiveness in using this sales competence and how you can avoid failing in those situations. Otherwise, it may be that at times you give up earlier than your prospect will.	USE WITH CAUTION	
Competence Score is low . Mindset Scores are high and low	Critical Thinking 38% Social Approval 67% Logic 67% Reading the Situation 83%	You have some potential with this sales competence although it may never become your biggest strength. It may be that you have not seen that potential or for some reason you did not want to develop it. The reasons may well be associated with the mindsets with low score. Try to identify situations when you can use this sale competence by focusing on the strong mindsets.	LIMITED POTENTIAL	

Excuse Index



Excuse Index

25%

Sam Sample

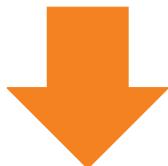
- The Excuse Index measures the actual tendency to look for excuses to not engage in sales activities. (The higher the result, the more likely the individual will make an excuse)
- It is based on answers to the FinxS Sales Competence questionnaire.
- Calculates the likelihood of a person making choices that lead to avoidance of sales related activities.

The LOWER the Excuse Index®

- The more likely the person is to **ignore non-sales activities**
- Instead **focus** on **actions** that directly produce **sales results**

The HIGHER the Excuse Index®

- The **MORE excuses** a person is likely to make to not engage in sales activities



Discussion: Development Applications of the Sales Competence Assessment



Julie



Julie has been with her company for several years as a lead generator and has not met her KPI once.

PROSPECTING

10%

Reluctance to call on prospects; having the mindset of a "FARMER" and waiting for opportunities to show up. Focus on cultivating existing customers for more business.

Actively pursuing new business, having the mindset of a "HUNTER" and taking responsibility for finding sales opportunities.



Mark

Mark transferred from the Customer Service Department six months ago. Customers like him a lot, but his sales results are poor.



Excuse Index

54%

Discussion: Development Applications of the Sales Competence Assessment



Betty

Betty had great results at her previous company. However, she's not doing so well at her new company, selling a new product, and is quick to offer discounts.



MONEY CONCEPT

Has doubts about the price/value of the product or service being sold and/or the commission from the sale, feels high degree of customer empathy when prospect complains that "the price is too high."



Viewing making money as a healthy endeavour. Believing making money is just compensation for selling activities. Valuing one's own time and not being afraid to charge money for it.



Bragg



Brad was a great salesperson for many years at his current company. He was recently promoted to manager overseeing his own team. His Sales Coach asked him to complete the Sales Competence Assessment again, now that he's in a different role, and found a sharp rise in his Excuse Index.



Excuse Index



Sales Competence Assessment

2. The Recruitment Report

FinxS® Sales Competence Assessment - Recruitment

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about the individual. The purpose of this assessment is to provide supporting information.

Sam Sample

Organisation:

FinxS Ltd

Date:

02.04.2018



(Note: The Recruitment and Development reports have the same information in the first half)



Sales Roles Summary

The FinxS Sales Competence Assessment calculates, for the respondent, a percentage match for each of the sales roles. The Sales Roles are ranked from highest to lowest. As you review the match percentages, remember that the scores reflect the respondents current level of competence. With enough motivation and dedication, any competence can be developed in time.

Sometimes you can have NO competencies in a level as shown here



Sam Sample

Organisation:

FinxS Ltd

Date:

02.04.2018

Sales Roles Summary Page

The FinxS® Sales Competence Assessment calculates, for the respondent, a percentage match for each of the sales roles. The roles are ranked from highest to lowest. As you review the match percentages, remember that the scores reflect the respondent's current level of competence. With enough motivation and dedication, any competence can be developed in time. If Sam so chooses, they have potential develop in all of the 18 sales competences.

Sales Roles - Top Roles

These sales roles are presently the most comfortable to Sam and create the best opportunities for success.

92%

Sales Revealer

85%

Sales Creator

76%

Sales Dealer

76%

Sales Forerunner

Sales Roles - Potential Roles

At this time, these sales roles are more challenging to Sam but with effort and ongoing development could become a fit.

None

Sales Roles - Marginal Roles

Currently, these sales roles are the most difficult for Sam and would require significant improvements in several areas to become a fit.

49%

Sales Innovator

43%

Sales Counselor

43%

Sales Provider

32%

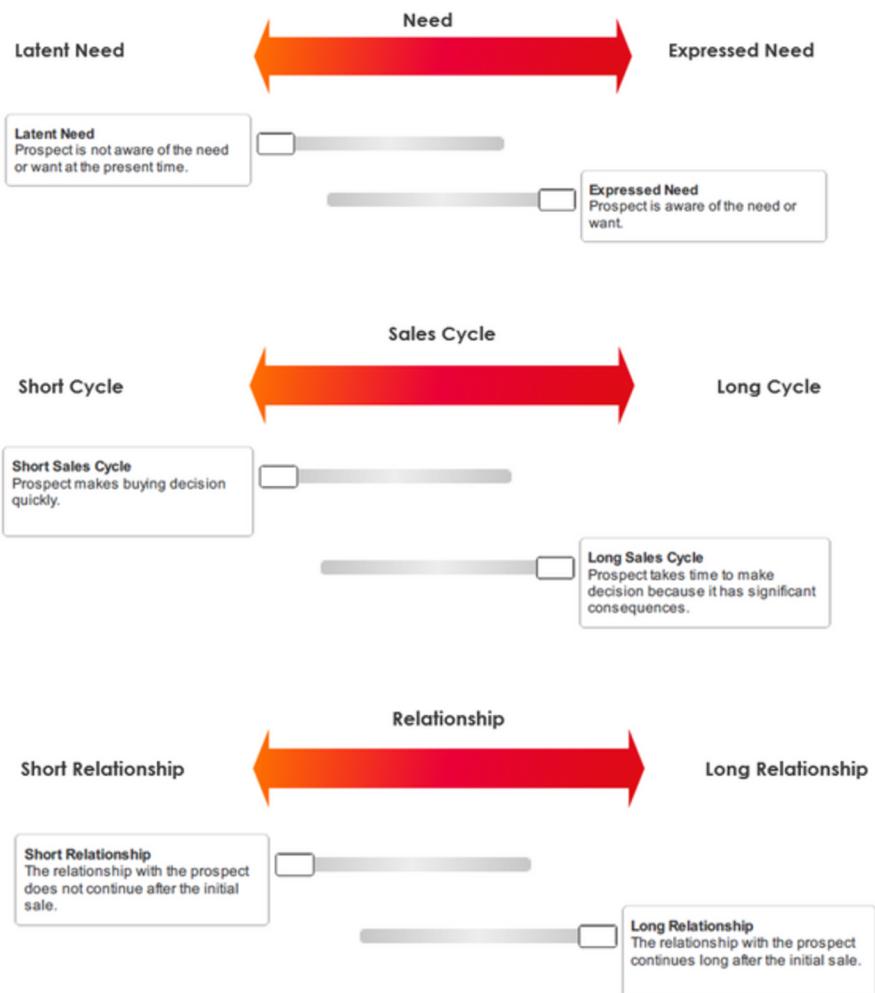
Sales Partner

 **Extended DISC**
AUSTRALIA

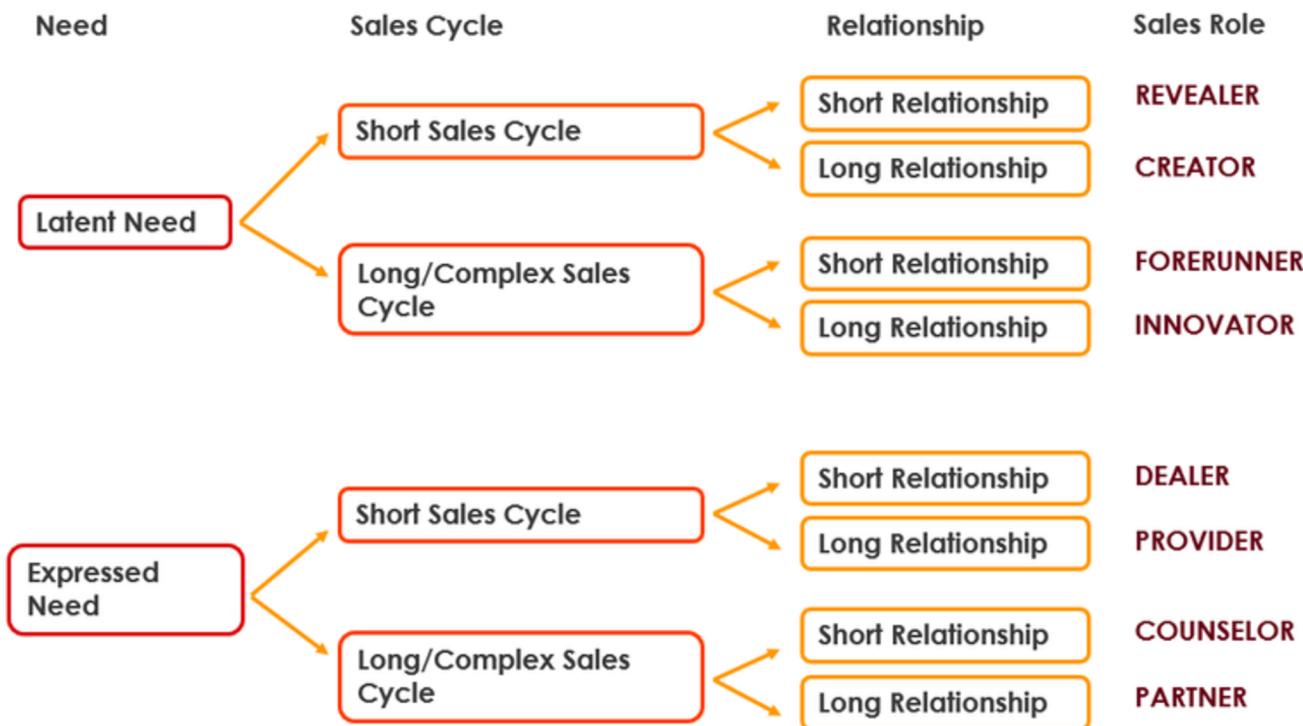
 **FinxS**
ONLINE PLATFROM

 **HR PROFILING**
SOLUTIONS

Sales Need/Sales Cycle/Sales Relationship



Sales Model



Consider the scenarios above and decide which sales role the salesperson might need to adopt

- Customer buying milk at the counter? _____
- Buying a car at a car dealer? _____
- Buying a house through an agent? _____
- Buying a service like I.T-protection and monthly maintenance, etc. _____

Recruitment Assessment: Sales Job Roles

SALES INNOVATOR (81%)

Selling of a product/service that is complicated. The prospects are not familiar with it yet or are not aware they have a need for it. Involves a complex and lengthy buying decision that may involve multiple decision makers. Sometimes they may have conflicting views and opinions. The sale creates an on-going relationship that requires the sales professional to remain actively involved to protect and further deepen the relationship.

Typically involves:

- Many sales calls
- Multiple decision makers
- Difficult to understand product/service
- Significant investment
- Long-term commitment by both parties
- Nurturing the relationship after the sale

This Sales Role entails:



Match Percentage Breakdown by Competence

Sales Innovator	Patty	Sales Innovator	Patty
Prospecting	Close Match	Active Listening	Close Match
Qualifying	Match	Critical Thinking	Close Match
Building Rapport	Challenge	Initiative	Close Match
Following the Sales Process	Challenge	Presenting	Over Focus
Goal Orientation	Challenge	Time Management	Over Focus
Needing Approval	Match	Dealing with Failure	Match
Controlling the Sales Process	Close Match	Determined Competitiveness	Challenge
Handling Objections	Close Match	Money Concept	Excessive
Questioning Effectiveness	Challenge	Emotional Distance	Close Match

Recruitment Assessment: Sales Job Roles



Match Percentage Breakdown by Competence	
Sales Innovator	Sam
Prospecting	Match
Qualifying	Weakness
Building Rapport	Weakness
Following the Sales Process	Close Match
Goal Orientation	Excessive
Needing Approval	Challenge
Controlling the Sales Process	Close Match
Handling Objections	Over Focus
Questioning Effectiveness	Close Match
Sales Innovator	Sam
Active Listening	Weakness
Critical Thinking	Challenge
Initiative	Close Match
Presenting	Excessive
Time Management	Over Focus
Dealing with Failure	Excessive
Determined Competitiveness	Over Focus
Money Concept	Close Match
Emotional Distance	Over Focus

Recruitment Assessment: Job Role Summary

Competence and Sales Job Role match summary page.

Sam Sample																		
Organisation:	Date:																	
FinxS Ltd	02.04.2018																	
Sales Roles Summary Table																		
<p>The table below breaks down each of the Sales Roles into the 18 sales competences. "Match" indicates your competence score is about ideal for this Sales Role. "Excessive" indicates your competence score is higher than the ideal score for this Sales Role. "Weakness" indicates your competence score is lower than the ideal score for this Sales Role.</p>																		
Sam	Sales Revealer	Sales Creator	Sales Forerunner	Sales Innovator	Sales Dealer	Sales Provider	Sales Counselor	Sales Partner										
Prospecting	Challenge	Close Match	Close Match	Match	Over Focus	Over Focus	Over Focus	Over Focus										
Qualifying	Close Match	Close Match	Challenge	Weakness	Match	Match	Match	Match										
Building Rapport	Match	Weakness	Close Match	Weakness	Match	Weakness	Weakness	Weakness										
Following the Sales Process	Match	Match	Match	Close Match	Challenge	Weakness	Weakness	Weakness										
Goal Orientation	Close Match	Close Match	Over Focus	Excessive	Over Focus	Over Focus	Over Focus	Excessive										
Needing Approval	Match	Match	Close Match	Challenge	Close Match	Weakness	Weakness	Weakness										
Controlling the Sales Process	Close Match	Challenge	Close Match	Close Match	Close Match	Match	Match	Close Match										
Handling Objections	Close Match	Close Match	Close Match	Over Focus	Over Focus	Excessive	Excessive	Over Focus										
Questioning Effectiveness	Match	Challenge	Challenge	Close Match	Match	Over Focus	Challenge	Close Match										
Active Listening	Match	Close Match	Challenge	Weakness	Match	Challenge	Challenge	Weakness										
Critical Thinking	Close Match	Over Focus	Challenge	Challenge	Close Match	Match	Challenge	Close Match										
Initiative	Match	Match	Close Match	Close Match	Close Match	Excessive	Over Focus	Over Focus										
Presenting	Close Match	Match	Over Focus	Excessive	Over Focus	Over Focus	Excessive	Excessive										
Time Management	Close Match	Close Match	Close Match	Over Focus	Challenge	Match	Close Match	Close Match										
Dealing with Failure	Close Match	Match	Over Focus	Excessive	Excessive	Excessive	Excessive	Excessive										
Determined Competitiveness	Close Match	Match	Over Focus	Over Focus	Over Focus	Over Focus	Over Focus	Excessive										
Money Concept	Challenge	Close Match	Match	Close Match	Challenge	Over Focus	Close Match	Match										
Emotional Distance	Challenge	Over Focus	Match	Over Focus	Challenge	Over Focus	Over Focus	Over Focus										
Total Score	92%	85%	76%	49%	76%	43%	43%	32%										

Recruitment Assessment: Job Roles



DISCUSSION: Come up with one typical product or service for each Job Role

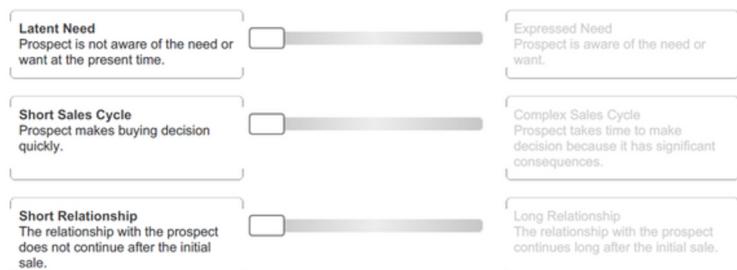
Sales Revealer

Sales method:

Selling of a product/service that is easy for prospects to understand. However, they are not familiar with it yet, or are not aware they have a need for it. The buying decision is fairly easy and quick. The selling process is often, but not always, a one-call sale. Once the prospect buys, the sales professional rarely, if ever, interacts with the customer.

Typically:

- Almost always one sales call
- Single decision maker
- Quick and low-risk decision
- Uncomplicated offering
- Moderate pricing
- No further commitment by the prospect



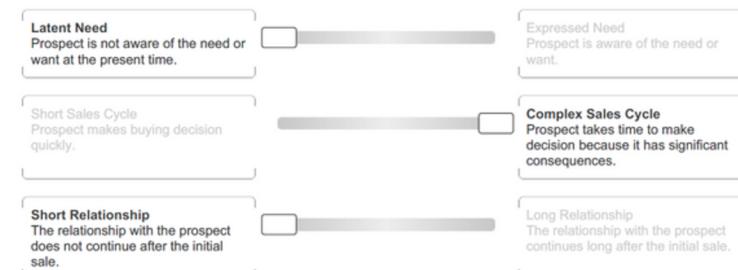
Sales Forerunner

Sales method:

Selling of a product/service that is complex and the prospects are not familiar with it yet or are not aware they have a need for it. Involves a complicated and long buying decision that may involve multiple decision makers. Once the sale is closed, the sales professional does not continue to interact with the customer.

Typically:

- Multiple sales calls
- Several decision makers with differing needs
- Lengthy decision-making process
- Complicated offering requiring support material
- Expensive product/service
- No ongoing service



Recruitment Report: Job Roles



- DISCUSSION: Come up with one typical product or service for each Job Role.

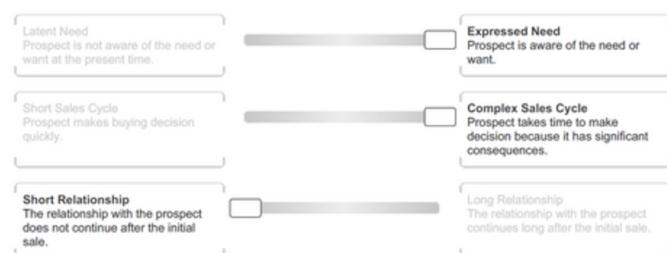
Sales Counsellor

Sales method:

Selling of a product/service that is complex and the prospects are already familiar with it and feel they need it. A complicated and long buying decision that may involve multiple decision makers. The prospects have typically purchased a similar product/service in the past, or it is a significant purchase they are making for the first time. The sales process often requires a pilot/demo of the product/service. The sale is a one-time event requiring no on-going support from the sales professional or others.

Typically:

- Several sales calls
- Multiple decision makers
- Slow and more emotional decision by the prospects
- Complex offering
- Significant investment; financing may be required
- No contact by the sales professional after the sale



Exercise: Recruitment Applications of the Sales Competence Assessment

After reading the job description below, pick out the key sales competences needed for this role.

Next consider the competences and sales roles of the three applicants to decide who would be the best fit for this role.



Exercise: A Recruitment Application of the Sales Competence Assessment

Job Description

HRP Homes is seeking a passionate and ambitious New Home Sales Consultant (NHSC). As a NHSC with HRP Homes, you will have a real opportunity to develop your entrepreneurial skills with the support of an innovative team while you help customers make the biggest decision of their lives. Your proven ability to connect with new clients, secure contracts and follow up with customers in an effective manner is a must. You will need to maintain knowledge of products, sell homes and secure contracts. You will maintain continuous communication and contact with prospects to pull sales through the long cycle.

Key Accountabilities:

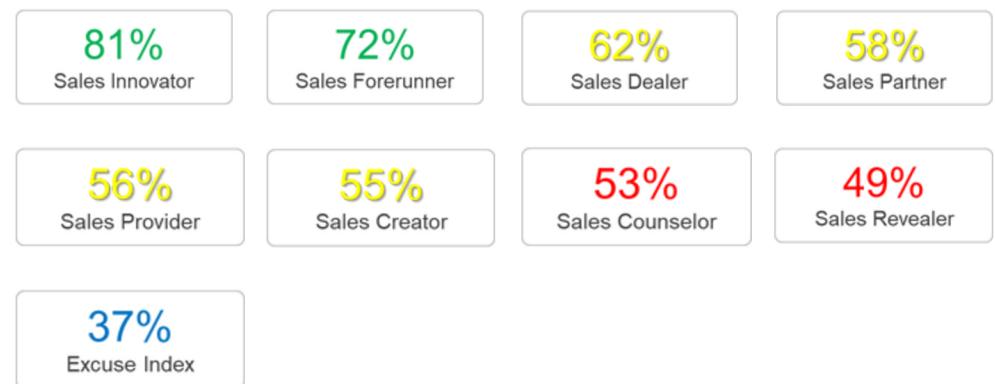
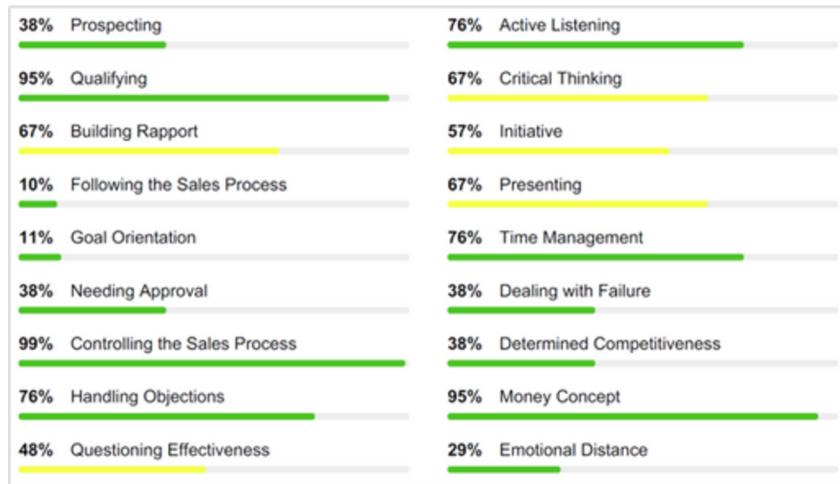
- Following our sales processes to help meet and exceed sales goals.
- Achieving high levels of customer satisfaction.
- Developing relationships with key realtors that maximize opportunities for referral sales.
- Competitive market analysis and contributing to strategic sales planning.
- Timely and accurate traffic and sales reporting to head office.

Key Duties & Skills:

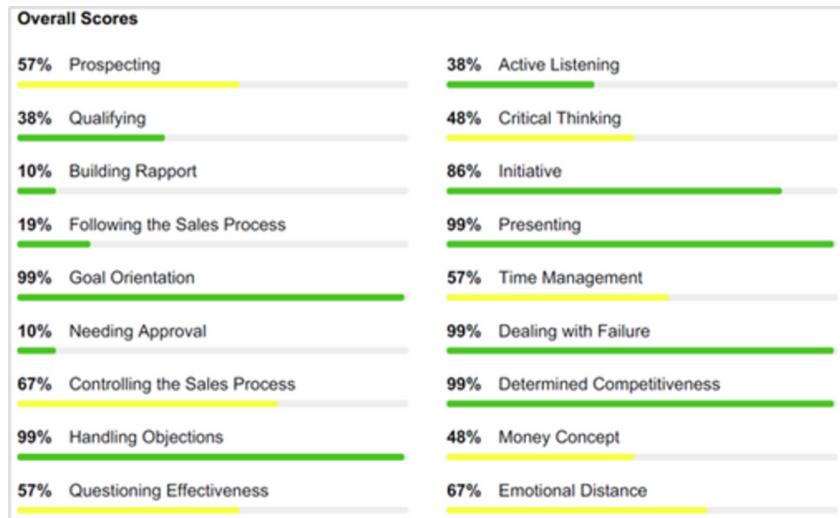
- Manage an end-to-end sales process.
- Ensure that all sales team purchase agreements are complete, accurate and promptly processed.
- Product knowledge of EQ models, pricing, floorplans, selections and options.
- Create presentations on homes on the market and run clients through each house that they are interested in.
- Develop and maintain strong, professional relationships with the realtor community.
- Develop strong customer relationships and create a stellar customer experience.
- Excellent communication skills with prompt responses to questions and queries.

Applicants Scores from the Sales Competence Assessment

Sam:

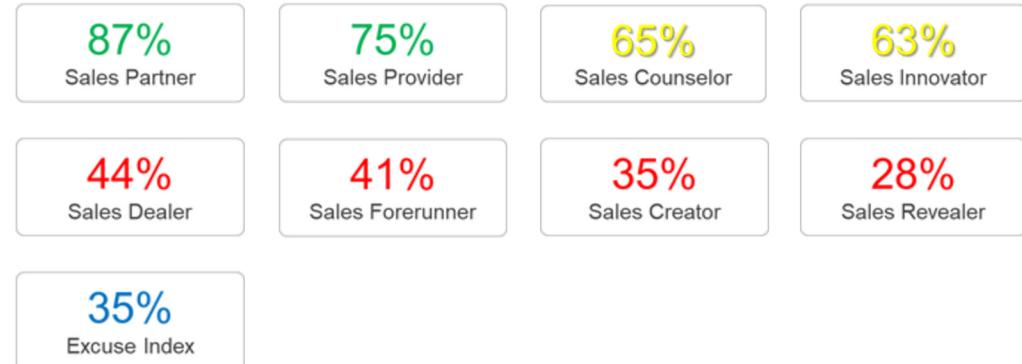
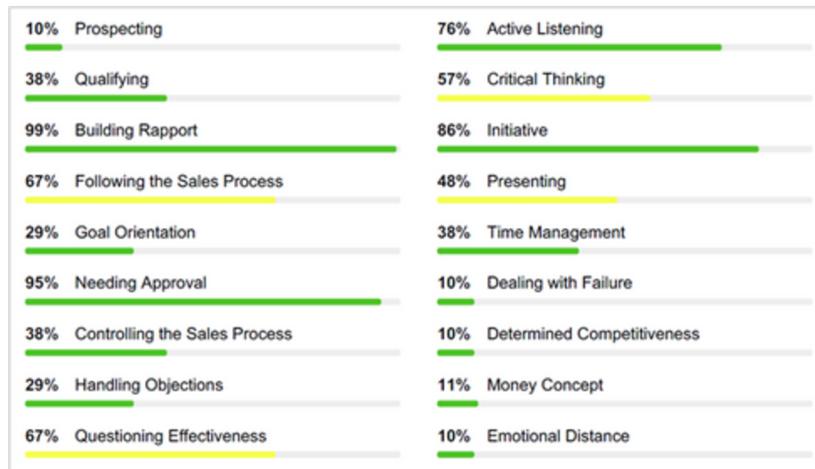


Jason:



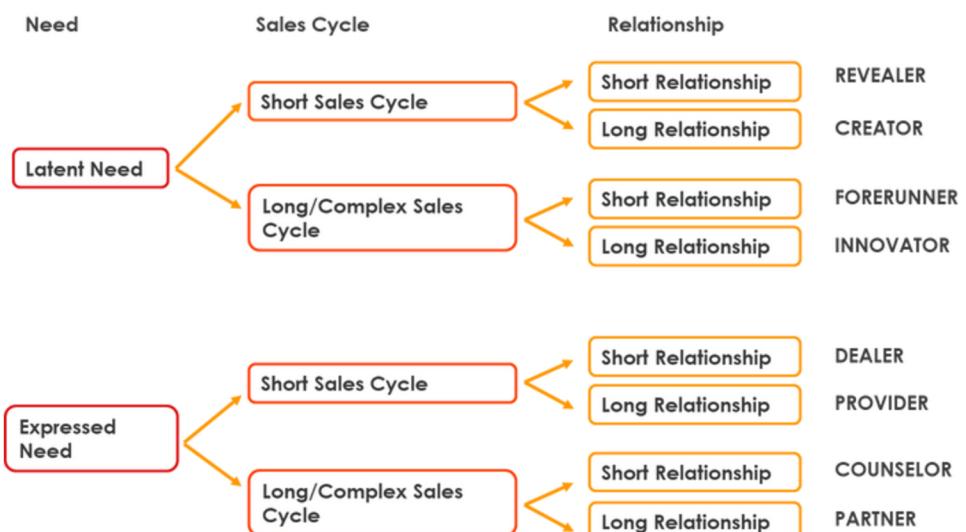
Applicants Scores from the Sales Competence Assessment

Emma:



1) After reading the job description, pick out the key sales competences needed for this role.

2) Next consider the competences and sales roles of the three applicants to decide who would be the best fit for this role.



Sales Competence Assessment

3. The Manager Report

FinxS® Sales Competence Assessment - Manager

This assessment is based on the responses given in the FinxS® Sales Competence Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about the individual. The purpose of this assessment is to provide supporting information.

Sam Sample

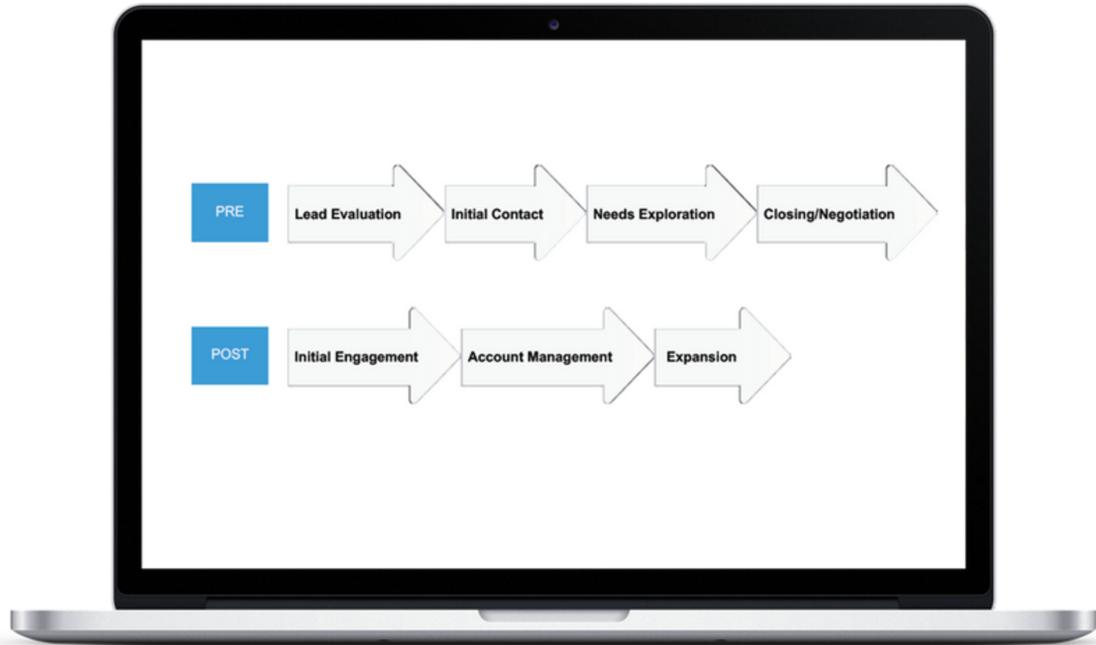
Organisation:
FinxS Ltd

Date:
01.04.2018



The Sales Manager Assessment reports on a salesperson's ability to adapt to the main requirements of each step in the sales process. The sales process is broken into two separate sections: pre and post-sale.

Sale Competence Assessment: Manager Report



PRE and POST steps

This report divides the steps in the sales process in PRE (before closing the first deal) and POST (after closing the first deal) steps.

In this report, we have selected four PRE steps; Lead Evaluation, Initial Contact, Needs Exploration and Closing/Negotiation.

The Selected POST steps are Initial Engagement, Account Management, and Expansion steps. Each of the steps are covered on separate pages, including a description of the step.

Manager Report: Sales Processes

This table provides a summary of this individual's competence match at different steps of the sales process.

STRENGTH: The competence score provides clear strengths at this step of the sales process

SMALL STRENGTH: The competence score provides qualities that help, although they may not alone make this person excellent at this step of the sales process

MEDIUM: This competence does not play any important role at this step of the sales process.

SMALL RISK: The competence score may cause some challenges at this step of the sales process.

RISK: This competence may become a significant challenge to succeed in this step. Careful analysis should be made on how to avoid the potential risk to occur.

Match score to each step in the sales process

Lead evaluation $(2 \times 6 + 1 \times 4 + 1 \times 0 + -1 \times 4 + -2 \times 3) = 6$

	2	1	0	-1	-2	
	STRENGTH	SMALL STRENGTH	MEDIUM	SMALL RISK	RISK	Score
PRE						
Lead Evaluation	6	4	1	4	3	6
Initial Contact	9	5	1	3	0	20
Needs Exploration	6	2	2	6	2	4
Closing/Negotiation	8	3	5	2	0	17
POST						
Initial Engagement	3	3	3	6	3	-3
Account Management	0	1	5	5	7	-18
Expansion	7	5	3	3	0	16



Manager Report: Sales Process

Each step in the sales process is broken down in a description page. The pages provide a description of the step in the sales process.

Description

The Competence Match table shows whether the score is a strength or a risk to performance in the related step in the sales process.

Competence Match

By defining the "risk" competencies, managers can easily identify where development is needed in order to improve sales performance in the particular step in the sales process.

RISK Descriptions

NOTE – Page numbers are affected by the amount of risk competences.

Sales Process / PRE / Lead Evaluation Lead Evaluation

Lead Evaluation refers to all the actions that a salesperson completes before they make the first contact with the lead. The purpose of these actions is to verify the business potential of the lead. The outcome of this step is to gather information about the lead that supports deciding if it is worth approaching the lead.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (57%)	SMALL STRENGTH	Active Listening (38%)	SMALL RISK
Qualifying (38%)	RISK	Critical Thinking (48%)	SMALL RISK
Building Rapport (10%)	STRENGTH	Initiative (86%)	STRENGTH
Following the Sales Process (19%)	RISK	Presenting (99%)	STRENGTH
Goal Orientation (99%)	STRENGTH	Time Management (57%)	SMALL RISK
Needing Approval (10%)	STRENGTH	Dealing with Failure (99%)	RISK
Controlling the Sales Process (67%)	SMALL STRENGTH	Determined Competitiveness (99%)	MEDIUM
Handling Objections (99%)	STRENGTH	Money Concept (48%)	SMALL STRENGTH
Questioning Effectiveness (57%)	SMALL RISK	Emotional Distance (67%)	SMALL STRENGTH

LOW Qualifying (38%) RISK

This salesperson may not be focused on assessing the lead. They may not have the patience needed or be interested enough, to focus on all details and not to accept information at face value but to dig deeper. They may take any information that works for them or the first information they receive and draw the conclusion based on that.

LOW Following the Sales Process (19%) RISK

This person may not place that much importance on if the lead fits with the currently defined sales process. They may be willing to accept the lead based on criteria that will make following the sales process later, more difficult.

HIGH Dealing with Failure (99%) RISK

As this salesperson sees failure more like a learning experience than disappointment, they are more willing to take risks and do not mind so much about the time lost. They may have the tendency to underestimate the risks involved in leads and are eager to give it a go instead of being afraid of the lead not leading to a sale.

Pages 5-14 in
your Report

Manager Report: Benchmark Comparison

The Sales Manager Report also includes the ability to compare results against a **benchmark**.

The purpose of a benchmark comparison is to identify how this person compares against a selected population.

The benchmark does not directly tell us anything about this person's sales skills, only how they compare against another group of people.

***The percentage indicates the percentage of the population that scored less than this person.**

Benchmark Table

Sam Sample	Score	New Zealand Benchmark
Prospecting	57%	70%
Qualifying	38%	7%
Building Rapport	10%	0%
Following the Sales Process	19%	26%
Goal Orientation	99%	97%
Needing Approval	10%	0%
Controlling the Sales Process	67%	62%
Handling Objections	99%	92%
Questioning Effectiveness	57%	14%
Active Listening	38%	1%
Critical Thinking	48%	10%
Ambition and Initiative	86%	88%
Presenting	99%	99%
Time Management	57%	51%
Dealing with Failure	99%	99%
Determined Competitiveness	99%	99%
Money Concept	48%	23%
Emotional Distance	67%	91%



91% would mean that 91% of the population has a lower score than this person, and this person is in the top 9th percentile..

DISC (Behavioural Based)

4. FinxS Sales 18 Report

FinxS® Sales 18 (Job Template + Flexibility Zones)

This assessment is based on the responses given in the Extended DISC® Behavioural Analysis Questionnaire. This assessment should not be the sole criterion for making decisions about this person. The purpose of this assessment is to provide supporting information for the respondent in self-development.

Sam Sample

Organisation:

FinxS

Date:

19.08.2021



FinxS®

Prospecting

Active searching of new potential, qualified customers to ensure there is always sufficient opportunities to create new business. Among the prospecting activities are cold calling, asking for referrals, cultivating existing cold leads, and networking.

Taking control of the sales call by moving sales process forward:

-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
----	----	----	----	----	---	---	---	---	---	---	-----

Taking initiative to develop new sales opportunities (prospecting):

-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
----	----	----	----	----	---	---	---	---	---	---	-----

Taking initiative:

-5	-4	-3	-2	-1	0	1	2	3	4	5	80%
----	----	----	----	----	---	---	---	---	---	---	-----

Having the courage to propose what to do:

-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
----	----	----	----	----	---	---	---	---	---	---	-----

Selling one's own ideas to others:

-5	-4	-3	-2	-1	0	1	2	3	4	5	65%
----	----	----	----	----	---	---	---	---	---	---	-----

Actively asking questions and proposing new ideas to a customer:

-5	-4	-3	-2	-1	0	1	2	3	4	5	55%
----	----	----	----	----	---	---	---	---	---	---	-----

Actively networking:

-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
----	----	----	----	----	---	---	---	---	---	---	-----

Selling themselves constantly:

-5	-4	-3	-2	-1	0	1	2	3	4	5	80%
----	----	----	----	----	---	---	---	---	---	---	-----

Cold calling to book sales appointments on phone:

-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
----	----	----	----	----	---	---	---	---	---	---	-----

Actively and promptly contacting a customer:

-5	-4	-3	-2	-1	0	1	2	3	4	5	90%
----	----	----	----	----	---	---	---	---	---	---	-----

Inspiring people to buy into a concept before all data is fully processed:

-5	-4	-3	-2	-1	0	1	2	3	4	5	80%
----	----	----	----	----	---	---	---	---	---	---	-----

Selling the idea to people that they need a change:

-5	-4	-3	-2	-1	0	1	2	3	4	5	100%
----	----	----	----	----	---	---	---	---	---	---	------

Actively promoting new ideas:

-5	-4	-3	-2	-1	0	1	2	3	4	5	35%
----	----	----	----	----	---	---	---	---	---	---	-----

Keeping the conversation with a customer alive:

-5	-4	-3	-2	-1	0	1	2	3	4	5	35%
----	----	----	----	----	---	---	---	---	---	---	-----

Developing new ideas and solutions quickly in a sales meeting:

-5	-4	-3	-2	-1	0	1	2	3	4	5	55%
----	----	----	----	----	---	---	---	---	---	---	-----

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Competence Match Percentage: 75%

FinxS® Sales 18 - Development

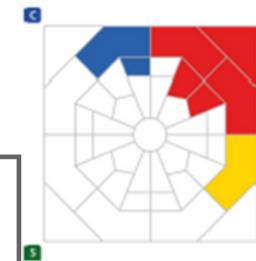
Justyna Duda

Organization:

Extended DISC Polska Date: 16.10.2017

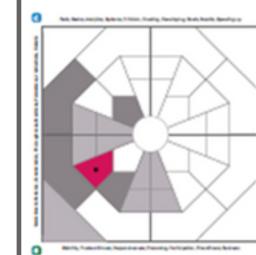
Goal Orientation - Required Behaviors

Below is the visual representation where the required behaviors to succeed in goal orientation are located on the Extended DISC Diamond model.



Your Natural Comfort Area

This is where your hard-wired DISC Diamond model. Compare to the required behaviors above.



Create your Road Map to Success. For help in the process, review your Orientation Development Tips* for personalized guidance.

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FinxS Sales 18 Report

This assessment identifies an individual's natural, hard-wired DISC behavioural tendencies in the same 18 competences of selling success.

This allows a person to discover the similarities and differences between their natural behavioural style and their current level of competence.

Each of the 18 competences is deconstructed into individual behavioural competences

Handling Objections

- Showing courage to stand up against opposition to promote change
- Quickly ending communication that is not leading anywhere
- Being able to take over the conversation from where the other person stopped
- Goal-focused negotiating
- Taking active role in tougher sales situations
- Finding a way to go around objections and make the prospect see the issue differently
- Challenging a prospect to question their own opinion
- Assertively moving prospects through the sales process
- Asking questions that challenge the customer's perception
- Actively asking questions and proposing new ideas to a customer
- Goal-oriented selling while considering prospects' needs
- Asking questions to support drawing intuitive conclusions when solving a problem
- Selling one's own ideas to others
- Promoting eagerly one's idea even when opposed
- Selling the idea to people that they need a change

Extended DISC® Assessment

Measures an individual's natural hard-wired DISC behavioural style in the 18 sales competences:

- 24 questions
- 8-12 minutes to complete
- For individuals from any profession

FinxS® Sales 18 Report

FinxS Sales 18 Report: DISC Behavioural Competences

Each Extended DISC® behavioural sales competences are scored

Red - Below -2: Competency would require significant energy and is not natural to your style.

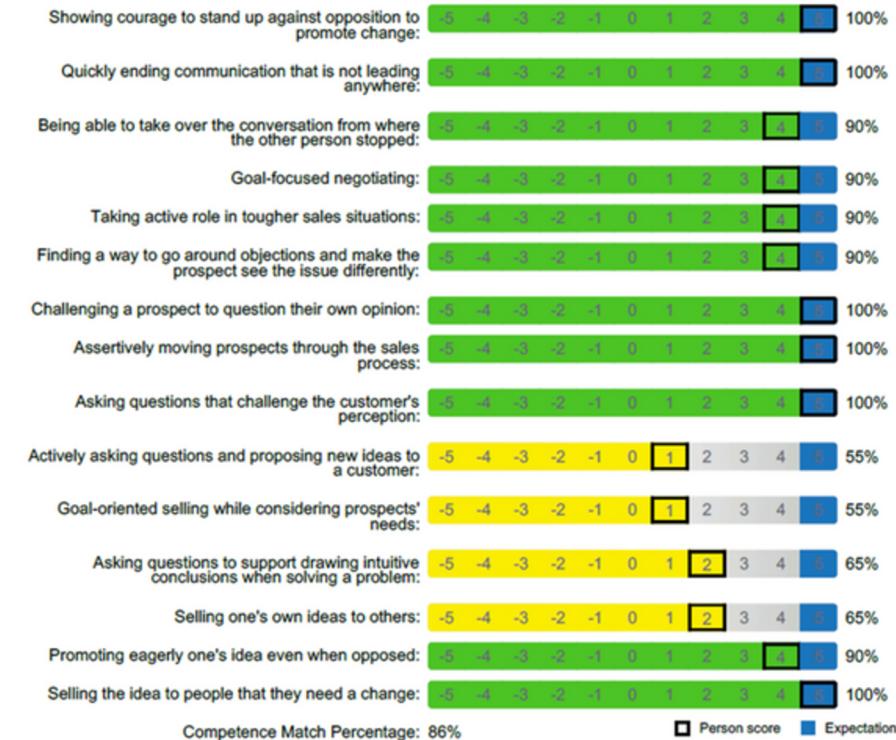
Yellow - Between -1 to 1: Individual can develop the competency comfortably.

Green – Above 2 Competency requires very little energy from the candidate.

An overall Extended DISC® competence percentage match is calculated to identify an individual's natural behavioural tendency in that competency.

Handling Objections

Dealing effectively with statements or questions raised by prospects that imply an unwillingness to buy at the present time.

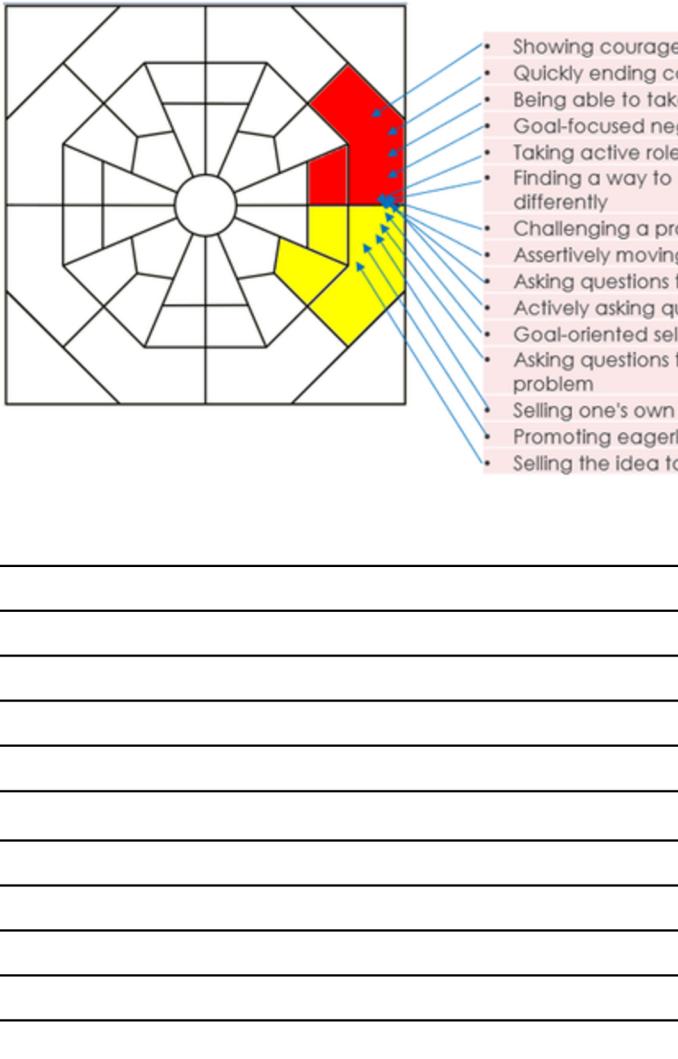


Competence Match Percentage: 86%

■ Person score ■ Expectation

FinxS Sales 18 Report: Extended DISC® Diamond

The 18 sales competences can be mapped on the Extended DISC® Diamond using the 15 behavioural competences matched to each one.



Handling Objections

- Showing courage to stand up against opposition to promote change
- Quickly ending communication that is not leading anywhere
- Being able to take over the conversation from where the other person stopped
- Goal-focused negotiating
- Taking active role in tougher sales situations
- Finding a way to go around objections and make the prospect see the issue differently
- Challenging a prospect to question their own opinion
- Assertively moving prospects through the sales process
- Asking questions that challenge the customer's perception
- Actively asking questions and proposing new ideas to a customer
- Goal-oriented selling while considering prospects' needs
- Asking questions to support drawing intuitive conclusions when solving a problem
- Selling one's own ideas to others
- Promoting eagerly one's idea even when opposed
- Selling the idea to people that they need a change

The respondent's flexibility zones on the Extended DISC® Diamond

FinxS® Sales 18 - Development
Justyna Duda
Organization: _____ Date: _____
Extended DISC Polska 16.10.2017

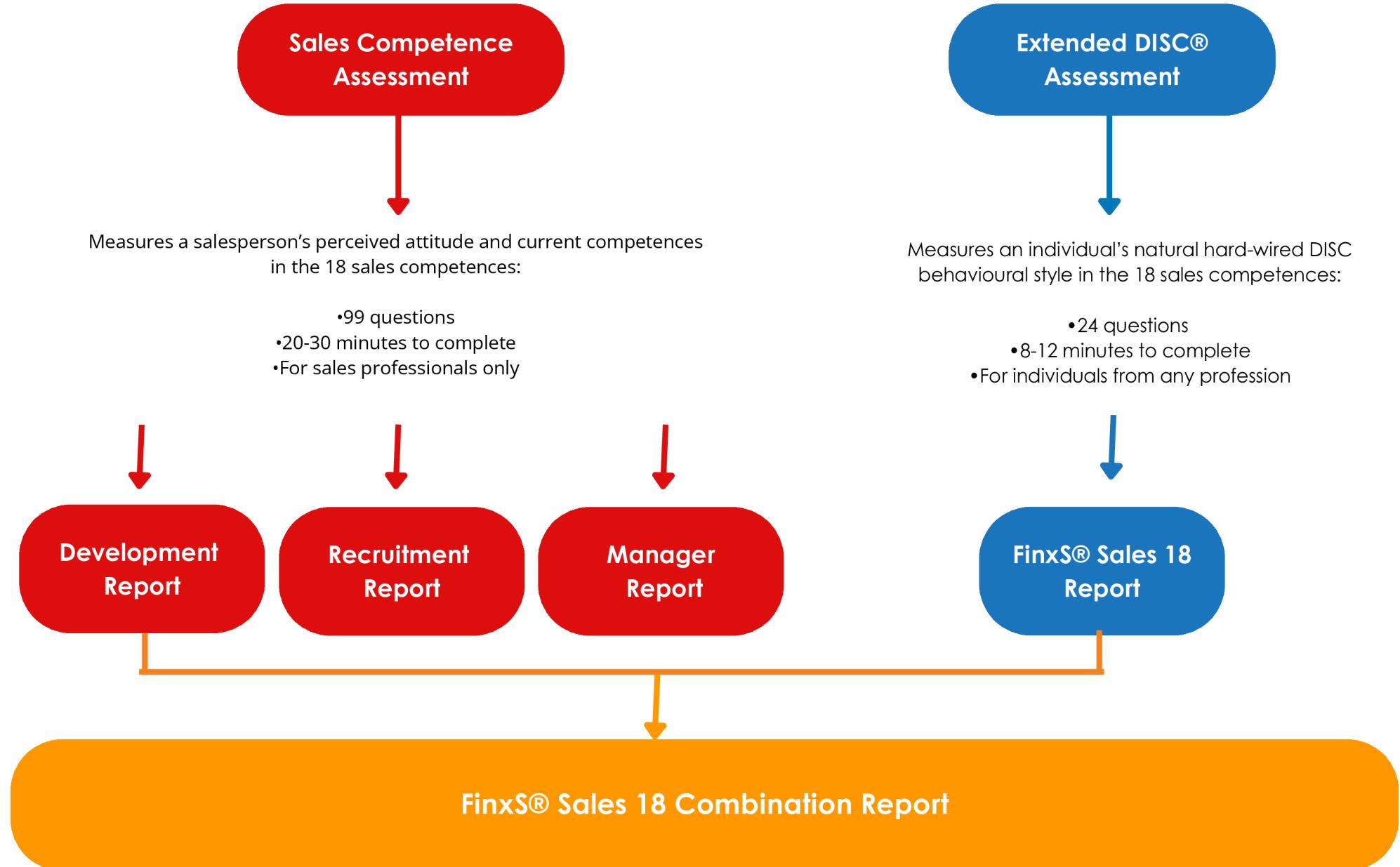
FinxS

Goal Orientation - Required Behaviors
Below is the visual representation where the required behaviors to succeed in goal orientation are located on the Extended DISC Diamond model.

Your Natural Comfort Area
This is where your hard-wired, natural behavioral comfort area is located on the Extended DISC Diamond model. Compare to the required behaviors above.

Next step:
Work with your Sales Coach to create your Road Map to Success. For help in the process, review your FinxS® Sales Assessment "Goal Orientation Development Tips" for personalized guidance.

FinxS Sales 18 Report: Combination Report



Integrates the Sales Competence Results and the Extended DISC® Results into one report which reveals an individual's DISC behavioural tendencies across the same 18 Sales Competences that are critical to sales success.

SCA and DISC Combination Assessment

5. FinxS® Sales 18 (Combination report with SCA)

FinxS® Sales 18 (Combination Report with SCA) FinxS®

This assessment is based on the responses given in the Extended DISC® Behavioural Analysis Questionnaire and the FinxS® Sales Competence Assessment. This assessment should not be the sole criterion for making decisions about this person. The purpose of this assessment is to provide supporting information for the respondent in self-development.

FinxS®

FinxS® Sales 18 - (Combination Report with SCA)

Sam Sample

Organisation: FinxS Date: 19.08.2021

Sam Sample

Organisation: FinxS Date: 19.08.2021

Prospecting

Active searching of new potential, qualified customers to ensure there is always sufficient opportunities to create new business. Among the prospecting activities are cold calling, asking for referrals, cultivating existing cold leads, and networking.

Taking control of the sales call by moving sales process forward:	90%
Taking initiative to develop new sales opportunities (prospecting):	90%
Taking Initiative:	80%
Having the courage to propose what to do:	90%
Selling one's own ideas to others:	65%
Actively asking questions and proposing new ideas to a customer:	55%
Actively networking:	90%
Selling oneself constantly:	80%
Actively and promptly contacting a customer:	90%
Inspiring people to buy into a concept before all data is fully processed:	80%
Selling the idea to people that they need a change:	100%
Actively promoting new ideas:	35%
Keeping the conversation with a customer alive:	35%
Developing new ideas and solutions quickly in a sales meeting:	50%

Competence Match Percentage: 75% Person score Expectation

Prospecting match-% (Behavioural Capacity) from Extended DISC® Behavioural Analysis: 75% Behavioural Capacity

Prospecting score from FinxS® Sales Competence Assessment: 76% Prospecting

Interpretation - "Behavioural Capacity" vs "Sales Competence score":

- A Higher Behavioural Capacity Indicates you are not using your full potential.
- A Higher Sales Competence score indicates you are performing better than your natural style predicts.

The FinxS® Sales 18 combines an individual's Sales Competence results with their Extended DISC® results.

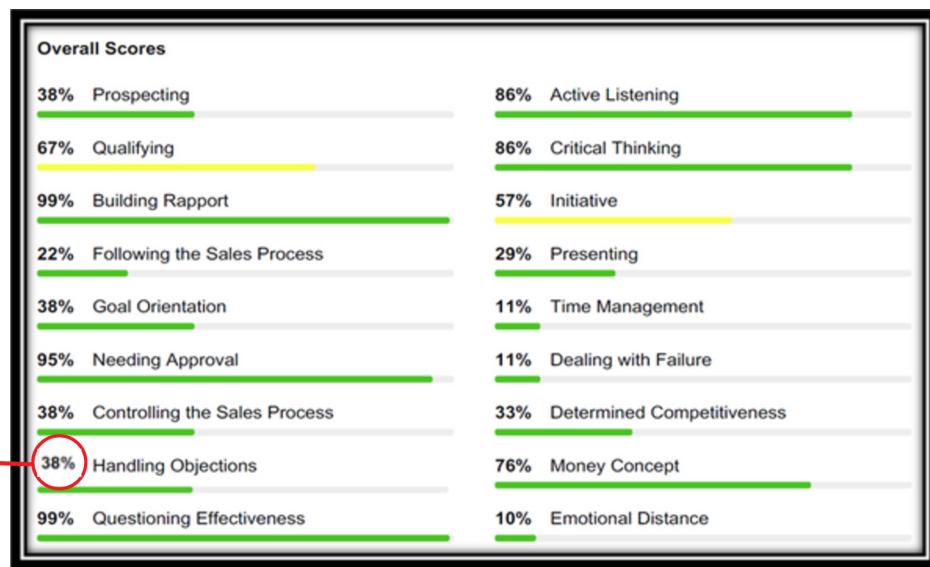
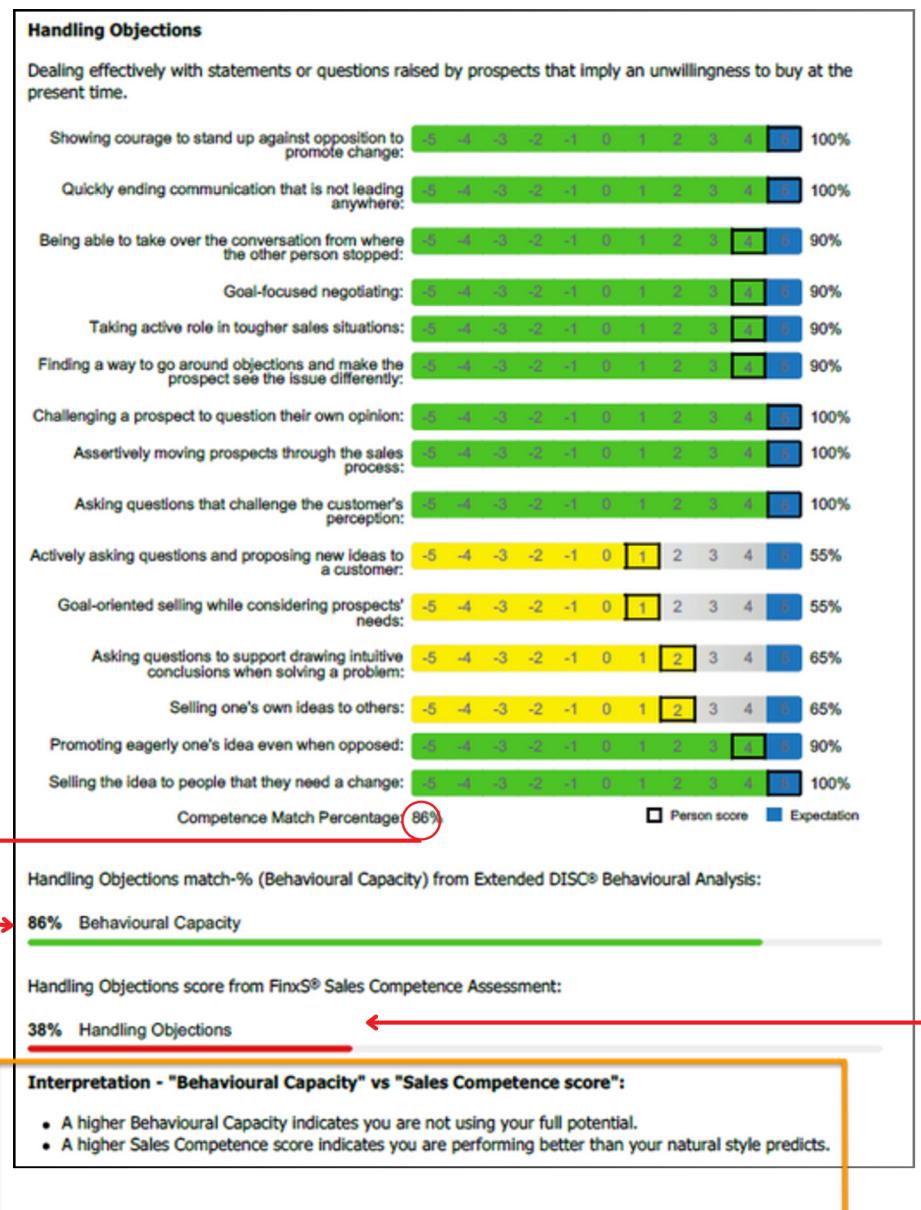
It identifies a sales professional's natural, hard-wired DISC behavioural tendencies in the same 18 competences viewed in the FinxS® Sales Competence Assessment.

It allows discovery into the similarities and differences between an individual's natural behavioural style and their current level of competence

The FinxS® Sales 18 very clearly identifies if sales professionals are performing better than their natural style predicts or if they are not using their full potential.

The combination of the two technologies gives recruiters and managers compelling insight into whether a candidate can quickly develop specific skills or if they are working against their natural behavioural style.

FinxS® Sales 18 (Combination report with SCA)



The coloured bars at the bottom of each page will tell you whether the salesperson can:

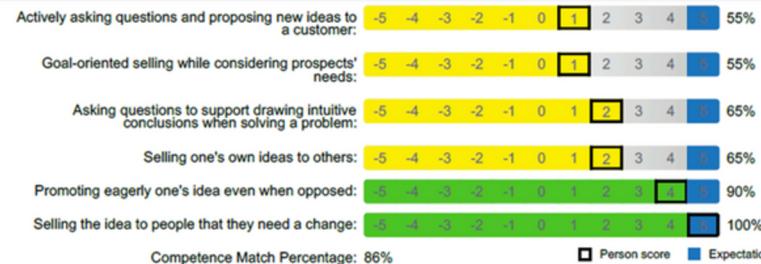
1. Can quickly develop specific skills
2. Is not using their full potential
3. Working against their natural DISC Behavioural Style
4. Performing better than predicted.

FinxS® Sales 18 (Combination report with SCA): Opportunities for Coaching and Training

This person has a high natural behavioural capacity for handling objections but has scored low in the sales competence assessment.

This indicates the person can easily develop this competency with coaching and training

They are not using this competency to their full potential.



Handling Objections match-% (Behavioural Capacity) from Extended DISC® Behavioural Analysis:

86% Behavioural Capacity 

Handling Objections score from FinxS® Sales Competence Assessment:

38% Handling Objections 

Interpretation - "Behavioural Capacity" vs "Sales Competence score":

- A higher Behavioural Capacity indicates you are not using your full potential.
- A higher Sales Competence score indicates you are performing better than your natural style predicts.

This person has a low natural behavioural capacity for handling objections but has scored highly in the sales competence assessment. This indicates the person may have received training and development around handling objections and therefore has learned behaviour.

They are performing better than their natural style predicts.



Handling Objections match-% (Behavioural Capacity) from Extended DISC® Behavioural Analysis:

33% Behavioural Capacity 

Handling Objections score from FinxS® Sales Competence Assessment:

86% Handling Objections 

Interpretation - "Behavioural Capacity" vs "Sales Competence score":

- A higher Behavioural Capacity indicates you are not using your full potential.
- A higher Sales Competence score indicates you are performing better than your natural style predicts.

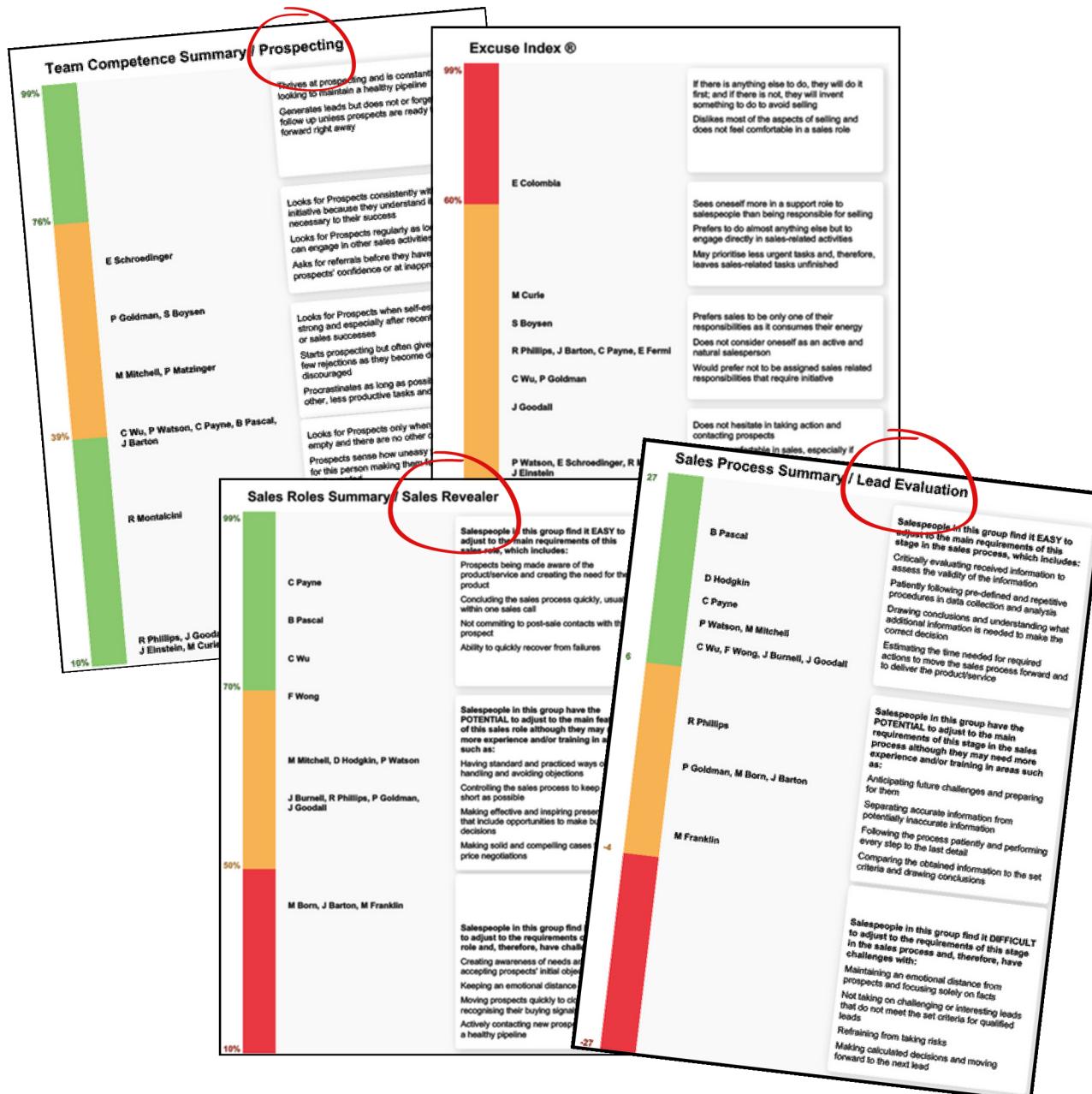
FinxS® Sales 18: Competence Comparison

EXERCISE – Use your report to compare **your** Sales Competence scores to your Behavioural scores to reveal your clear strengths and development areas.

Sales Competence	Behavioural Capacity	Interpretation	Action	Competences
High Score	High Score	This person has the natural potential for the competence and also believes they have the experience. They feel comfortable applying it.	USE - CLEAR STRENGTH	
High Score	Low Score	This person either has the experience and has learned the competence or believes this is the case. Even though they may perform it well, it requires leaving their natural behavioural comfort zone, which can become exhausting or stressful in time.	DO NOT OVERUSE	
Low Score	High Score	This person has natural potential for the competence, but for some reason feels they are not capable, or is unwilling to use it. This may be due to lack of experience or technical skills, or for other reasons that decrease their motivation or self esteem regarding this competence.	DEVELOP	
Low Score	Low Score	This person clearly feels this competence is not where their greatest strengths lie. It is not natural for them, nor do they feel they have enough experience to say comfortably that they're good at it.	AVOID	

Sales Competence Reports: Team Pages

- Executive Summaries
- Team Competence Summary
- Team Competence Tables
- Team Excuse Index
- Team Details Table
- Sales Roles Summary
- Sales Process Summary



Thoughts on using the Sales Competence Reports

- 1.What is the purpose of the Sales Programme?
- 2.Think about which report/s fits your organisation's/client's situation best? i.e. the Development Report or both the Development and the Sales18, or maybe just the Teams Report...?
- 3.What prep do you need to do with the sales manager/trainer/L&D/ Rep or client to understand the sales situation better and get their insights on the selling/position? (critical)
- 4.Who will be receiving the feedback about the results? Managers, Reps, HR dept etc.
- 5.Who will be implementing the training/coaching using the results?



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