

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



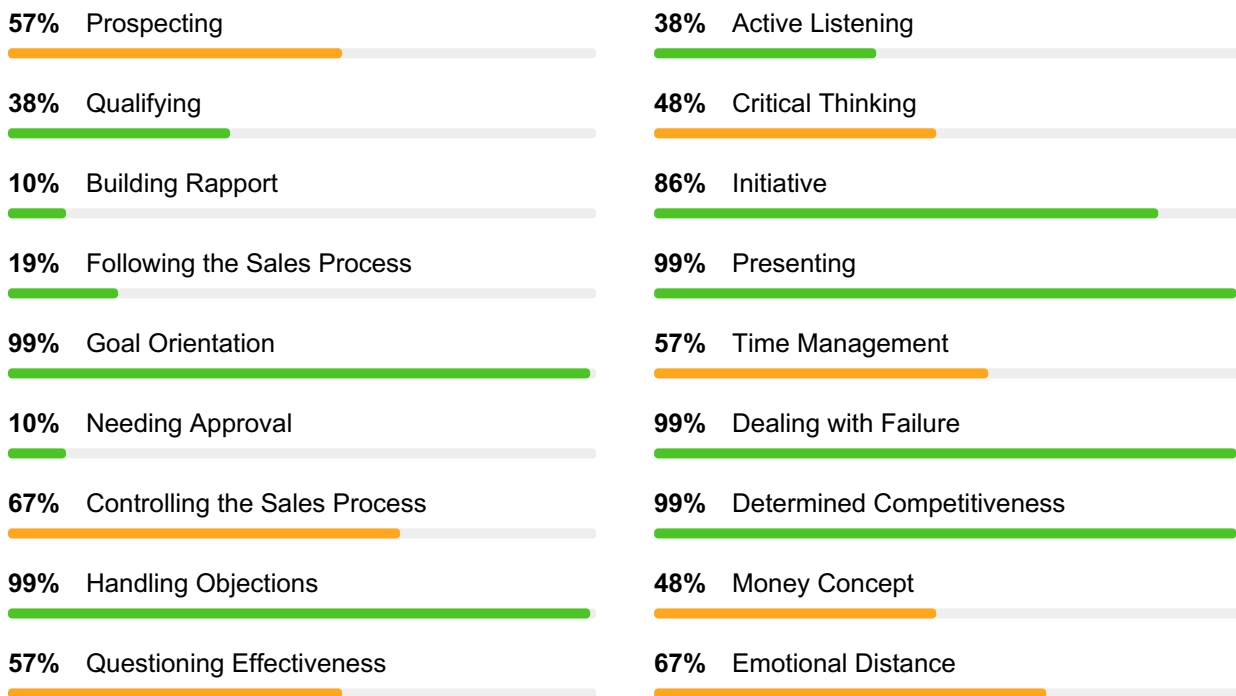
Executive Summary

Below, you will find the respondent's scores for the 18 sales competences based on their responses in the FinxS® Sales Competence Assessment questionnaire. As you review the results, remember that they reflect their current level of competence. If they choose, they can develop their skills in all of the 18 sales competences.

While reviewing the scores, consider how important the different competences are to the requirements of this person's current sales role. For example, the respondent may have a low score with a competence that is not presently important to their success in sales. Therefore, it may not be relevant and it may actually be beneficial that the respondent does not focus on it.

Also, you may want to review the respondent's hard-wired, behavioural style scores for the same 18 sales competences in the FinxS® Sales 18 assessment. It will help you by providing corroborating information as well as identifying areas in which this person has the best development potential.

Overall Scores



Answering time n/a

NOTES

Sales Competences in the Sales Process

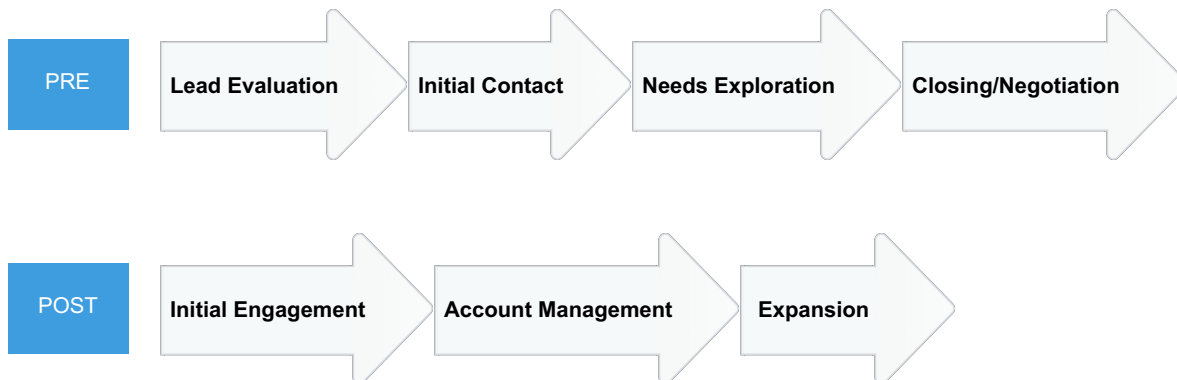
Sales Process

There is no ideal sales process. Every market, business and competitive situation require a different approach. In this report, we are using a very commonly accepted description of the sales process. We do not go into details and do not assume every step would be applicable in every business. The process used in this report works more like a general description of which you can take the elements that apply in your business.

This part of the report compares each competence score of this individual against each step in the sales process. Even though all the competences are important at some stage in the sales process, every competence is not equally useful at every step of the sales process. Some competences, with a high or low score, may cause challenges to the salesperson at some of the steps in the sales process.

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. 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.



Sales Process / Competence Match Summary

The following table provides a summary of this person'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.

	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

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.

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Sales Process / PRE / Initial Contact Initial Contact

Initial Contact refers to the first contact a salesperson makes with the lead. It is the one-way communication with the aim for the lead to say "tell me more". The final outcome of this stage is that the lead becomes a prospect allowing the salesperson to start the actual sales process.

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

**Sales Process / PRE / Needs Exploration
Needs Exploration**

By Needs Exploration we refer to the phase when the salesperson and the prospect communicate with the purpose of finding out if the product/service the salesperson represents is something the prospect needs. The final outcome of this stage is that the salesperson knows enough of the client need and the client knows enough of the product to enable the salesperson to make an offer.

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

LOW Qualifying (38%) RISK

This salesperson is not very focused on assessing the potential of the prospect. They are more eager to push their message forwards and provide insufficient analysis of the product/service. This may result in them maintaining sales processes with prospects that have very small chance to turn out to become major business for them.

LOW Active Listening (38%) RISK

This salesperson is not the most patient listener. They may have difficulty focusing on the prospect's needs and especially in understanding what the prospect is actually trying to convey. This person is more eager to either let their own mind drift or take control over the conversation. This may result in them occasionally missing closing opportunities or the full business potential.

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Sales Process / PRE / Closing Closing

By Closing we refer to the phase when the salesperson presents their offer for the prospect and the prospect responds to the offer. This can be a short phase but may be longer if multiple iterations of the offer are required and some negotiation is needed. The final outcome of this stage is that the prospect says "I am ready to buy".

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

**Sales Process / POST / Piloting
Piloting**

By Initial Engagement we refer to the stage when the client is experiencing the product/service for the first time. The client is not committed to the continuous usage of the product/service. Instead, they are looking to see whether or not the salesperson keeps their promises made during the previous phase. The final outcome of this stage is that the client makes a repeat purchase.

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

LOW Building Rapport (10%) RISK

This salesperson is not so focused on creating a relationship with a client, rather they consider them like someone they need to deal with. They do not feel it is important to be liked by the client but rather believe that doing effectively what they are supposed to do is enough. This may cause challenges in a situation when the client is not entirely happy with everything the product/service provides.

HIGH Goal Orientation (99%) RISK

This salesperson does not readily accept any delays or obstacles in reaching their goal. They may have challenges with being patient with the client’s questions, providing adequate time and dealing with the hesitancy to move forward, which may result in hasty client support. When the client requests assistance, they may not be willing to provide support above and beyond what the client asks. There is a risk that the client feels that all the promises given during the sales process may not be fulfilled.

LOW Needing Approval (10%) RISK

This salesperson is not so worried about the client liking them as a person. They are not eager to please someone just to become liked. They prefer to be honest and express things as they are. This may result in the prospect liking the product/service but not the salesperson. This again may cause challenges if the client needs to maintain contact with the salesperson during the Initial Engagement stage.

**Sales Process / POST / Maintenance
Maintenance**

Account Management refers to the phase when the client feels comfortable using the product/service and continuously places new orders. The client is using the product/service for the originally intended purpose. Therefore, sales increase by the client placing orders more often and/or by placing larger orders.

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

LOW Building Rapport (10%) RISK

This salesperson is not very interested in building long term relationships with clients. They keep their contacts with the clients at the minimum level required and do not open up personally to them. The challenge this may cause is that clients get a feeling that the salesperson does not really care about them, which, again, may harm client loyalty.

HIGH Goal Orientation (99%) RISK

This salesperson finds it challenging to be happy with their current performance. They believe they could do better, set new goals and start working towards the goal without giving up easily. This may be considered quite aggressive and pushy by the client who is happy with the product/service and not yet willing to expand business with the organisation. The client is expecting reliable support and not continually receiving information on additional products available to purchase.

LOW Needing Approval (10%) RISK

This salesperson is not eager to do things just to please the client. There is a business purpose and goal involved in every contact they have with the client. They may well approach clients differently depending on how much significant potential they see in the client or if they can easily deal with the client. This may create a trust issue between the client and the salesperson.

HIGH Handling Objections (99%) RISK

This salesperson is good at challenging other people and finding ways to "win their case". Clients at this stage of the sales process may get a feeling that this person does not value their opinions and experiences but tries to prove them wrong. This may result in clients not wanting to contact this person as often as they would like to.

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LOW Active Listening (38%) RISK

This salesperson is not the most patient to listen to the client's needs. They are better and more motivated in thinking ahead and planning for the future. They are also impatient and do not always put their mind into adequately understanding what the other person is saying and actually meaning. This may result in the client getting the feeling that the salesperson does not listen to them.

HIGH Dealing with Failure (99%) RISK

This salesperson is not afraid of failure. They do not consider failure as anything strange but just an expected outcome of the process. They are not similarly afraid of losing a client as someone else might be. As a result, they may not be so alert to signals the client is conveying and also not willing to do something when they believe the client is asking for too much.

HIGH Determined Competitiveness (99%) RISK

This salesperson is rarely satisfied. Even after reaching a goal they soon start wanting more. They believe there is more business to be achieved from the client and they want it now. With clients who don't have the same need to expand the business this may become an issue as they feel the salesperson is being too pushy and aggressive. From the client's point of view, the salesperson should be supporting their usage of the product/service and not continuously selling more.

Sam Sample

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Sales Process / POST / Expansion Expansion

By Expansion we refer to the stage when business with a client expands to new departments within the client organisation or the client buying more than the product/service they originally bought. The client becomes more dependent on the provider and the business with the client is not dependent on one product or one buyer within the client organisation.

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

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Benchmark Comparison

The following pages compare this person's results against the selected 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. It is important to use a benchmark population that this person could be part of (based on the selection criteria of the population).

The percentage indicates the percentage of the population that scored less than this person. For example, 25% would mean that 25% of the population has a lower score than this person, and 75% has a higher score.

Benchmark Table

Sam Sample	Score	Sales Competence Benchmark - AUS
Prospecting	57%	80%
Qualifying	38%	4%
Building Rapport	10%	0%
Following the Sales Process	19%	14%
Goal Orientation	99%	95%
Needing Approval	10%	0%
Controlling the Sales Process	67%	61%
Handling Objections	99%	95%
Questioning Effectiveness	57%	11%
Active Listening	38%	1%
Critical Thinking	48%	10%
Initiative	86%	95%
Presenting	99%	98%
Time Management	57%	60%
Dealing with Failure	99%	99%
Determined Competitiveness	99%	99%
Money Concept	48%	26%
Emotional Distance	67%	96%

Sam Sample

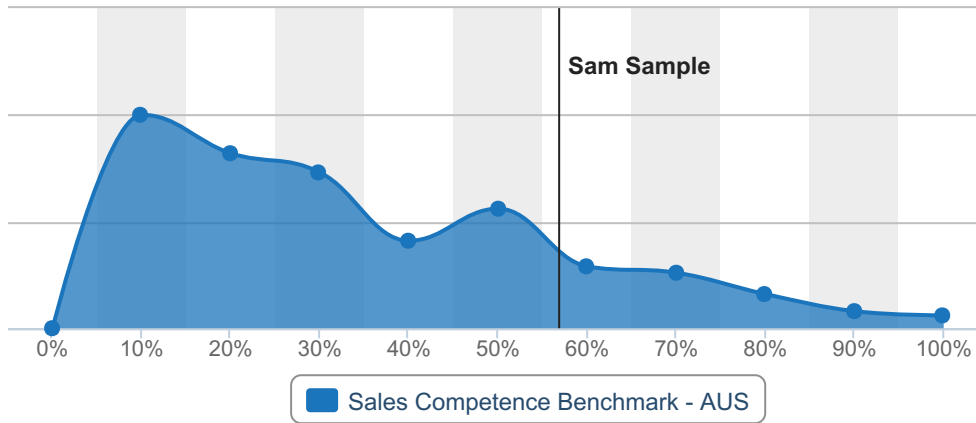
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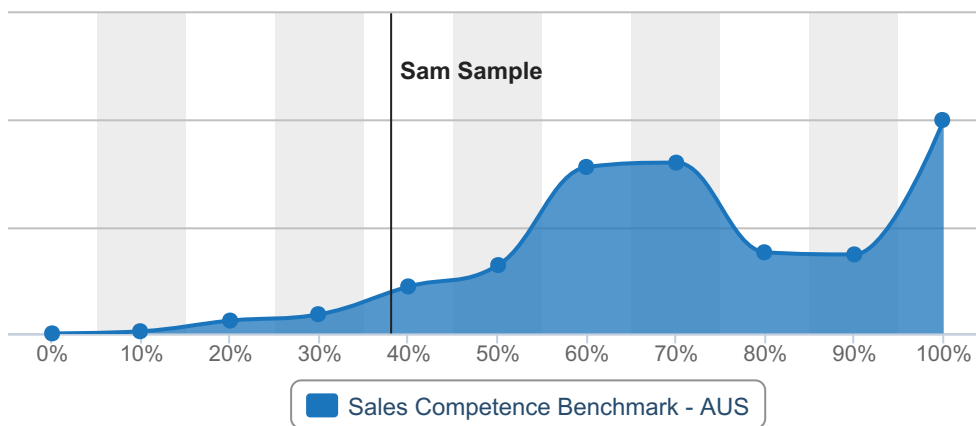
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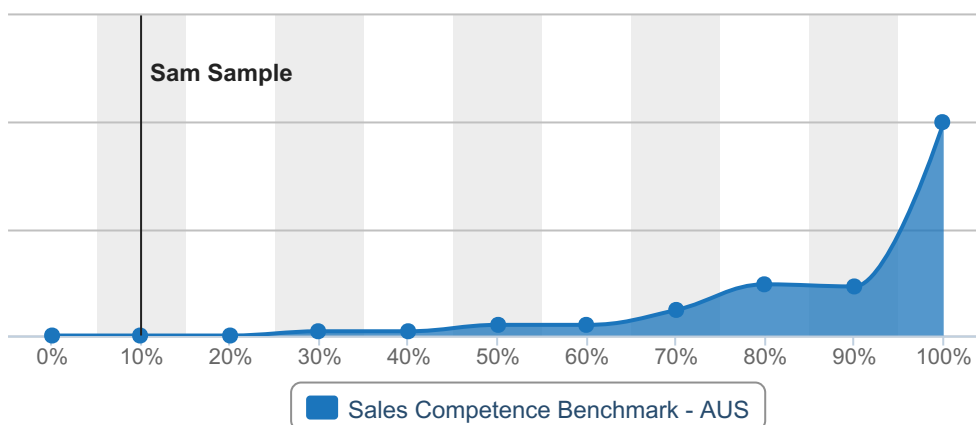
PROSPECTING



QUALIFYING



BUILDING RAPPORT



Sam Sample

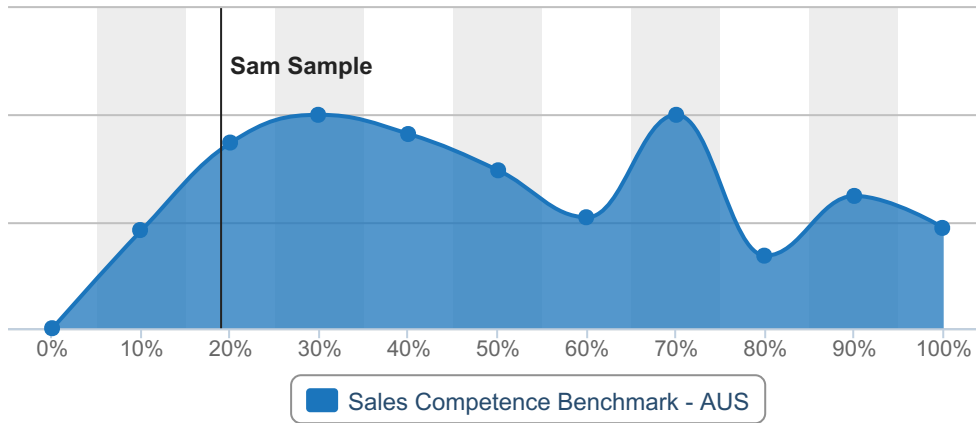
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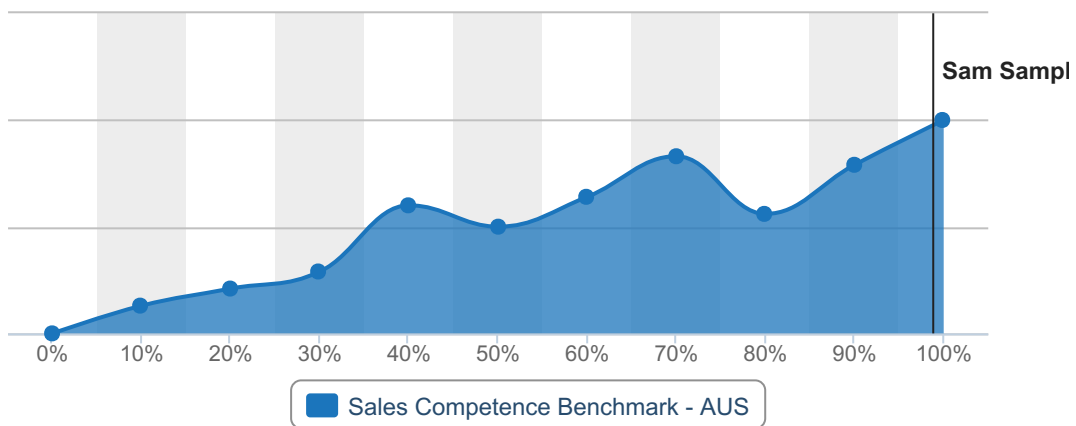
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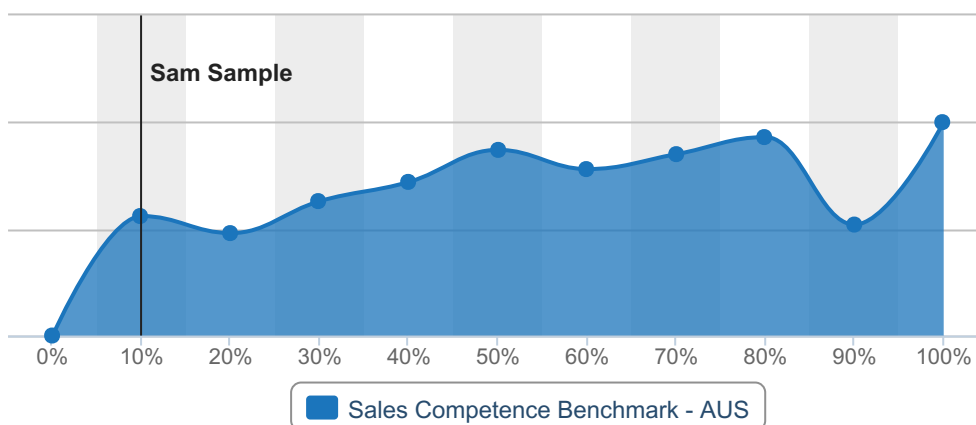
FOLLOWING THE SALES PROCESS



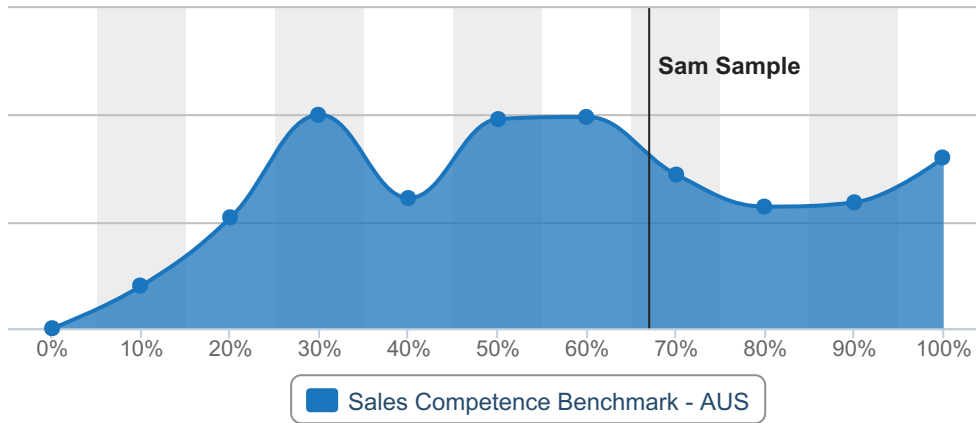
GOAL ORIENTATION



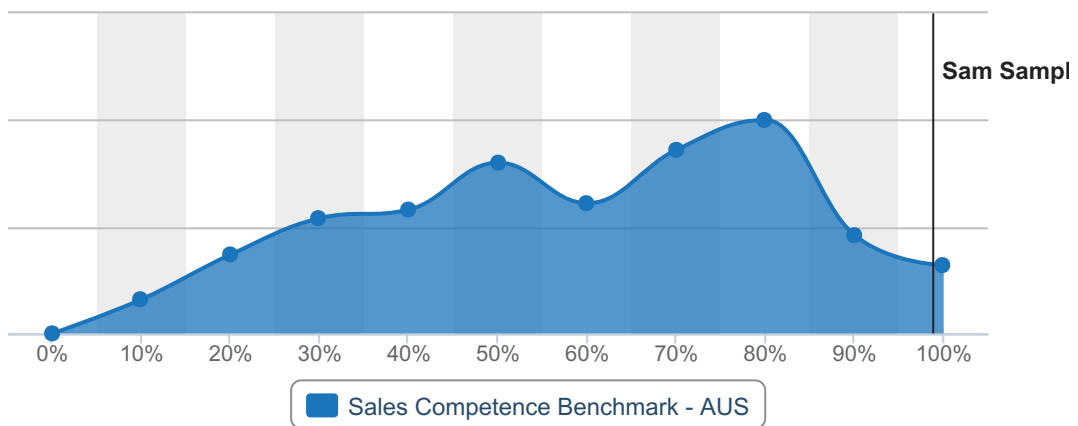
NEEDING APPROVAL



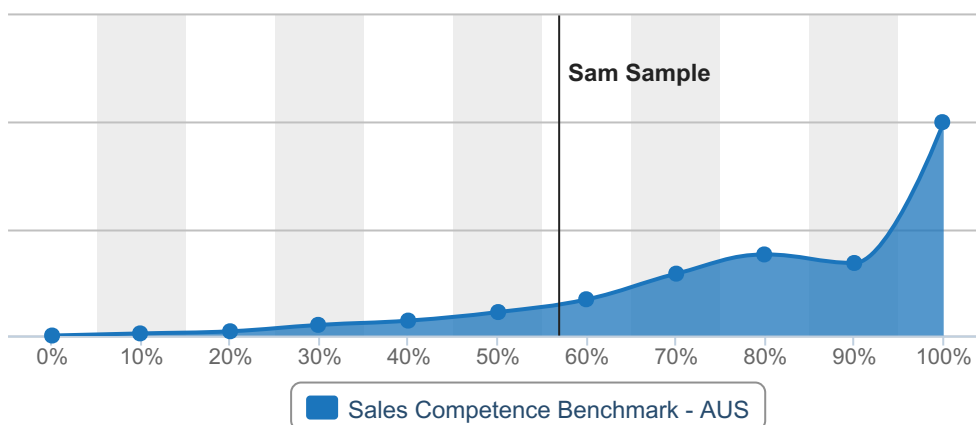
CONTROLLING THE SALES PROCESS



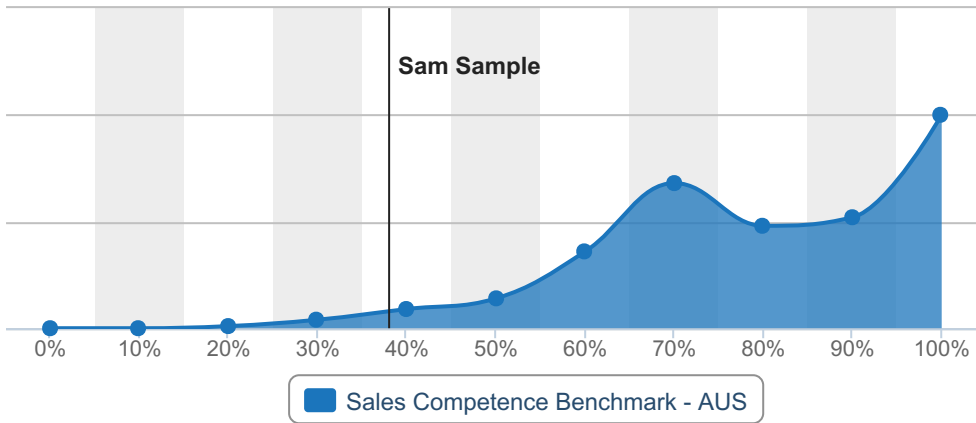
HANDLING OBJECTIONS



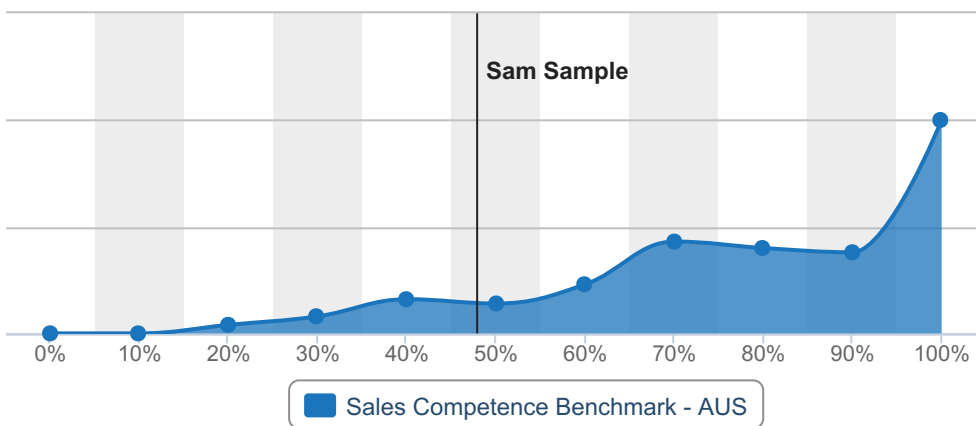
QUESTIONING EFFECTIVENESS



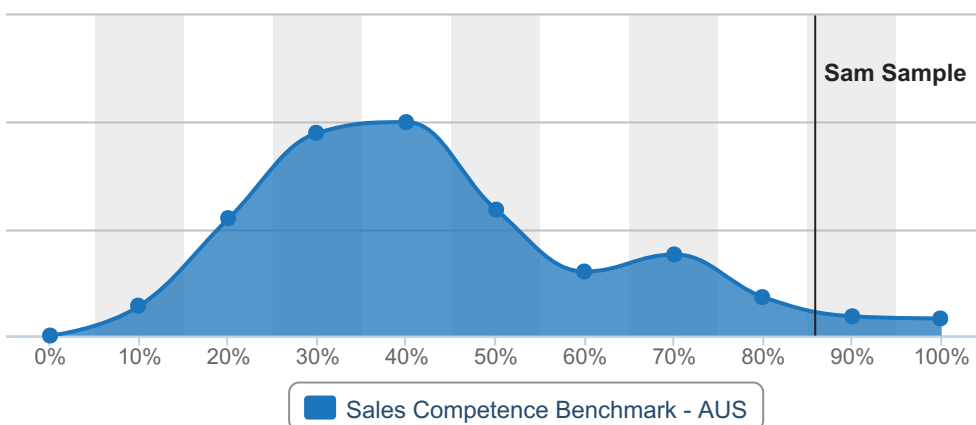
ACTIVE LISTENING



CRITICAL THINKING



INITIATIVE



Sam Sample

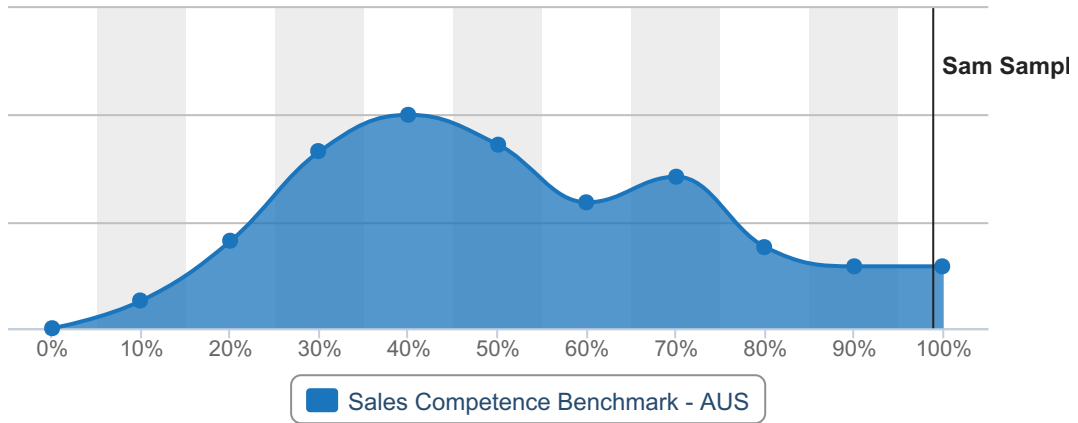
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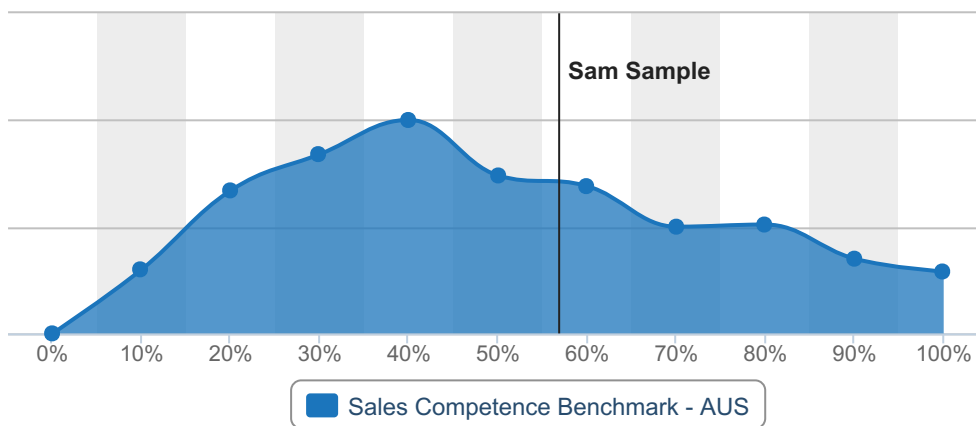
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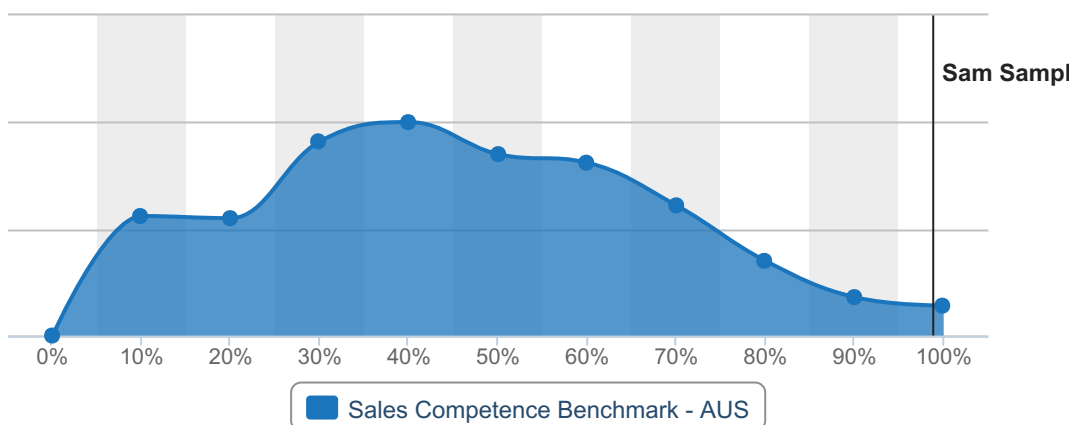
PRESENTING



TIME MANAGEMENT



DEALING WITH FAILURE



Sam Sample

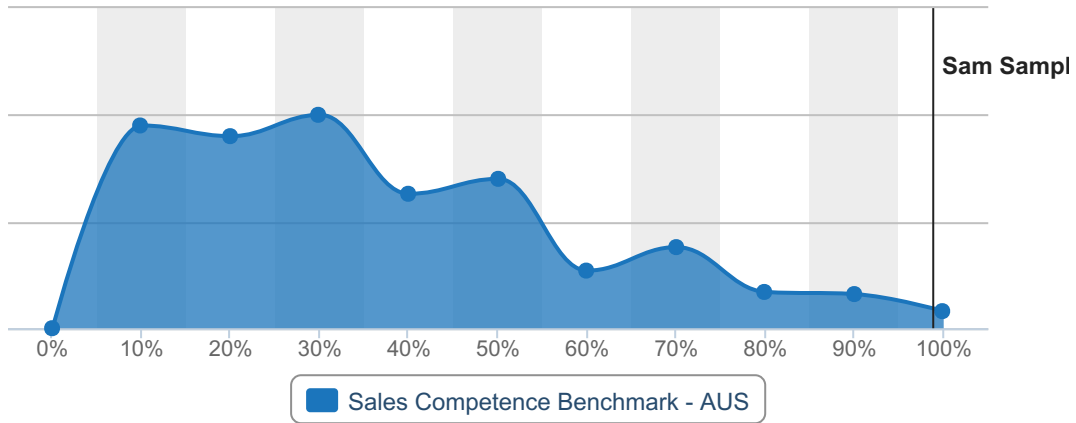
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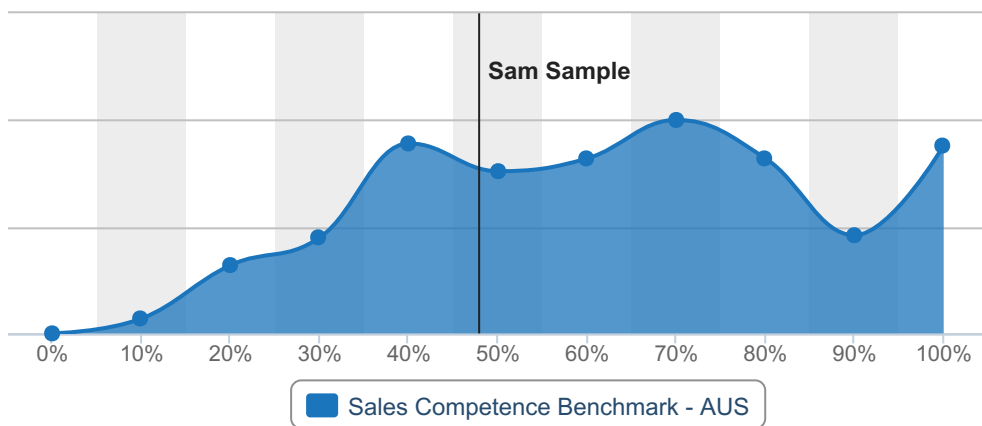
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DETERMINED COMPETITIVENESS



MONEY CONCEPT



EMOTIONAL DISTANCE

