



A.N. Other 11/01/2021

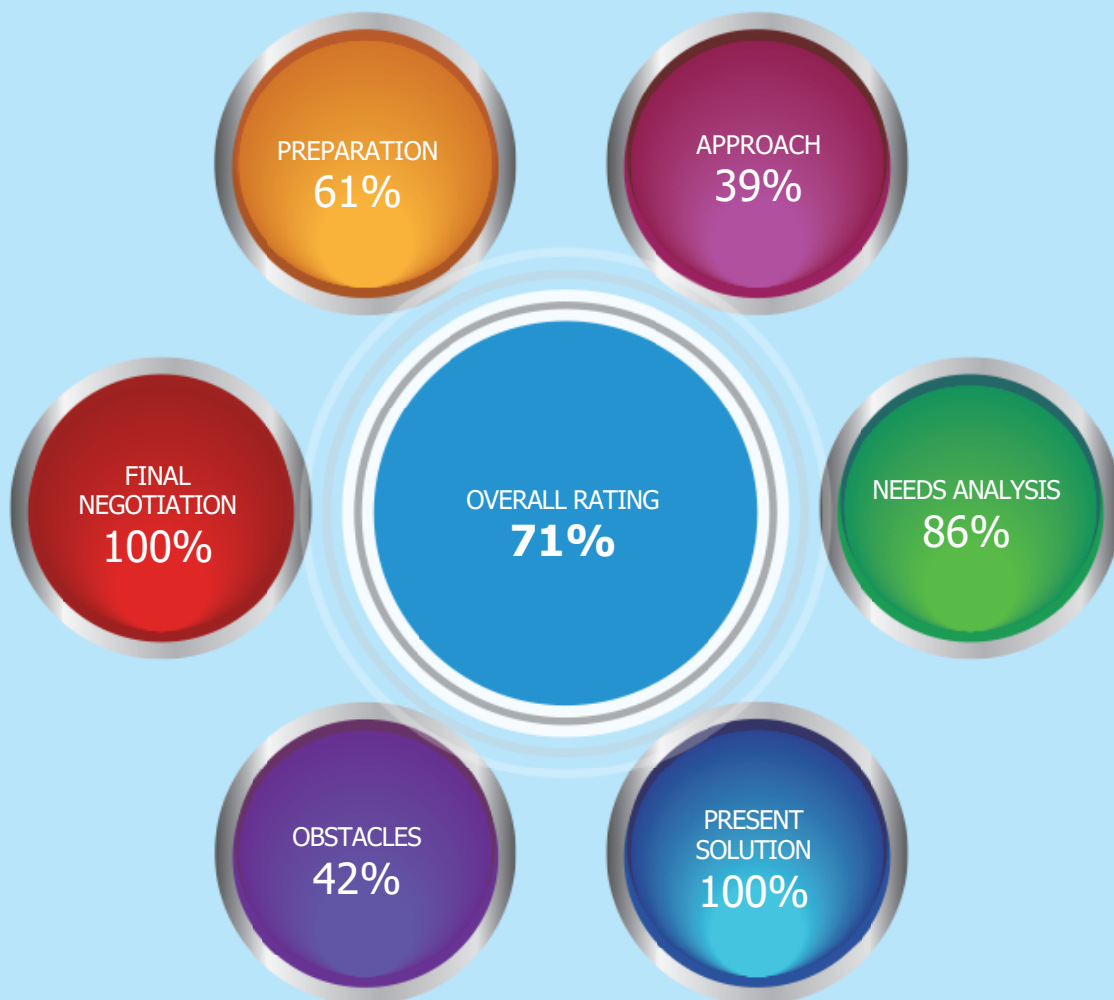
SELLING SKILLS FEEDBACK REPORT

The selling skills report follows the 6 stages of a normal sales cycle. The rating in each stage provides an indication of the participant's understanding and application of the skills, strategies and tactics necessary to compete effectively in today's sales competitive environment.

The overall rating is the average of all 6 account development stages.

The overall rating is the average of all 6 profiles.

The following pages present each profile in more depth.





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PREPARATION

When a salesperson understands, and applies, the activities that are necessary to develop a strategic action plan, the quality and quantity of the business generated from the same amount of effort are automatically improved.

The preparation report is concerned with the salesperson's ability to:

- A) Focus on the processes that clearly identify progress in the sale.
- B) Develop strategies to position with the various buying influencers.
- C) Identify advancing and supporting account objectives.
- D) Sell "on purpose - to a purpose",
- E) Assume a pro-active role and creatively capitalise on opportunities as they are presented.

Overall Rating

6

GUIDE TO THE RATINGS

Medium

This rating suggests that the salesperson has a medium understanding of the actions and activities that are key factors in developing an account development strategy that will progress to a pre-determined conclusion.

This person has the ability to differentiate between advancing and supporting objectives, however he/she may tend to respond to the immediate situation to obtain a short-term result, rather than focusing on the bigger picture.



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APPROACH

Overall Rating



Positioning with the buying influencers



Interpersonal Selling Skills



Positioning with the buying influencers

Irrespective of the length of the buying chain, or the number of people involved in the buying decision, there are always the same buying roles present in every complex sale.

This report provides clear indications of the salesperson's ability to identify and position with the key buying influencers.

Below Average

This rating suggests that the salesperson lacks an understanding of the roles buying influencers play in the buying process. The Salesperson is unlikely to be able to differentiate the levels of purchasing power each influencer holds in the account, and will experience difficulties in structuring a presentation/proposal to satisfy the individual's unique needs. A below average rating often results in "low value" account development with proposals being submitted to recommenders rather than decision makers.

Immediate action is required to develop this person's understanding of the roles different influencers play.

Interpersonal Selling Skills:

To compete successfully in today's modern market, salespeople must develop a thorough understanding of the unique personal needs and behavioral traits of the customer.

The ability to bend and flex their own personality and behavioral style to meet these needs aids not only in establishing greater rapport, but also provides much greater insight into which buying motives are likely to be predominant with the customer.

Below Average

A very low rating indicates the salesperson lacks the necessary understanding and confidence to display flexibility in approach. Interpersonal Skills provide the key to developing trust and rapport with the customer, and are a vital indicator in providing opportunities for Account Development.

A below average rating indicates that immediate action is required to develop this person's ability to apply Interpersonal Skills. This will provide structure to the salesperson's approach and ability to develop relationships.



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NEEDS ANALYSIS

Information, together with the necessary competence to gain commitment on the concept sale prior to product presentation, is probably the single greatest factor that separates a salesperson from a positive response to their Account Development objectives.

This report provides accurate feedback on the salesperson's ability to structure a "Needs Analysis" and gather information using "tactical probing skills" when faced with a low receptive customer.

The higher the Needs Analysis rating, the greater will be the customer's perception of the salesperson as a "Consultant" rather than a product focused person.

Overall Rating



Tactical Probing Skills



Need Statements



Problem Solving





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NEEDS ANALYSIS

GUIDE TO THE RATINGS

High

A High rating is a clear indication that this salesperson possesses a very much above average ability to recognise the needs and wants of their customer.

A salesperson with this rating will be able to:

- Structure a needs analysis process using tactical probing skills to encourage the customer to discuss freely their needs for new solutions.
- Identify and position with the customer's receptivity to new concepts.
- Adopt a very strong "asking" style of selling to develop strategic accounts to their full potential.
- Maintain control throughout the sales process without digressing into non-related areas.
- Distinguish between statements of direct or indirect needs.
- Recognise customer statements of needs that are often expressed as vague dissatisfactions with the existing circumstances, and develop these needs to a point where they are significant, and seen as directly important.
- Project a "consultative" image during the needs analysis.
- Discover and position with, the customer's dominant buying motive.
- Involve the customer in calculating the size of the most obvious problems.
- Distinguish between opportunities that are within the salesperson's control and those that have no immediate potential.
- Propose the next stage in his/her account development action plan.



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SOLUTION PRESENTATION

This section of the profile is concerned with the salesperson's ability to introduce benefit statements that satisfy both the organisational needs and the personal needs of the senior buying influencers, and call for acceptance that they meet the customer's stated needs.

The higher the rating for this section the greater will be the salesperson's ability to prepare a solution and request acceptance that they meet the customer's stated needs

A high rating indicates a salesperson who will persuasively introduce product or service solutions to typical problems, and match these to the customers stated needs.

Overall Rating



Features and Benefits



Presentation Skills



GUIDE TO THE RATINGS

VERY HIGH

A person with this rating will:

- Display good formal presentation skills.
- Persuasively introduce features and advantages that stimulate the customer's imagination to focus on what they believe they will gain after they own the product or service.
- Match the product or service benefits to the customer's stated needs.
- Stimulates desire by using word pictures to introduce features and their associated advantages.
- Recognise and position with the customer's emotional needs.
- Understand that seldom do people buy logically; they buy emotionally, and defend the sale with logic.



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OBSTACLES

This essential assessment provides indications of the salesperson's strategies to counter unexpected and difficult situations.

The ability to counter and manage difficult issues is a powerful trait of "High Performance" salespeople.

Overall Rating



Trial Closing



Persuasion Skills



Dealing with Difficult Situations



GUIDE TO THE RATINGS

Trial closing	This chart measures the extent to which the salesperson understands the process of "testing" the receptivity of the customer to finalise the sale.
Persuasion Skills	This chart measures the salesperson's ability to communicate persuasively when presented with an unexpected obstacle. The higher the rating, the more likely the salesperson will employ persuasive strategies rather than confrontation.
Dealing with difficult situations	This chart measures the salesperson's most likely response to unexpected and difficult situations. The lower the rating, the more likely the salesperson is to concede. The higher the rating, the more likely the salesperson is to search for acceptable compromises to resolve difficult situations.



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NEGOTIATION

To achieve greater profitability in today's modern business environment, there is a specific requirement for salespeople to develop the skills that enable them to "Negotiate for Profit".

This critical report examines the salesperson's ability to display personal power and position with competitive buying negotiators tactics to achieve an outcome that satisfies both parties.

Overall Rating

10

GUIDE TO THE RATINGS

Win-Win Negotiator

Very High rating
High threshold of negotiating discomfort.

This rating suggests that the salesperson displays a collaborative approach so that both parties maximise their individual "wins".
Negotiates confidently with an attitude of "we need each other", let's not haggle over little things, let's explore the big picture
He/she has a very high understanding of the negotiating process.

A high concern for the material outcome leads the salesperson to pay attention to the buyer's viewpoint and look for alternative positions to satisfy both parties needs.

Negotiating Characteristics:

- Negotiates for both parties to profit.
- Uses IF statements readily.
- Gains pre-commitment to finalise at this meeting
- Objective in situation analysis.
- Projects a collaborative approach so that both parties maximise their individual wins
- Focuses on the overall result rather than scoring minor negotiating points
- Displays creativity in problem solving and conflict resolution
- Encourages the customer to reveal their shopping list or hidden agendas, in the early stages of the negotiation.
- Gains pre-commitment that he/she is the preferred supplier before discussing alternative positions.
- Isolates obstacles by making a list of problem issues and asking for pre-commitment if these issues can be resolved to the customer's satisfaction
- Persuasive in presenting their negotiating points.
- Positions with the Dominant Buying Motive
- Recognises that an educated customer accepts that the price of a product or service and the total cost are quite different, and sets his/her negotiation strategy to focus on the total outcomes and benefits.
- Recognises, that when the perceived benefits are greater than the costs, then the power to negotiate is strong, and remains confident and positive in competitive negotiations.