

**WIMBUSH SALES ABILITY TEST RESULTS****RESULTS FOR: Good Account Manager**

Date: 10/3/2013

Contact Person: Fletcher Wimbush

Position: Account Manager

Researcher's Comments: Please feel welcome to call me with any questions. 719-637-8495

Excellent Sales and Very Good Logic but OK with People.

My comments will be included in the Aptitude test results.

Minutes to do the test:

27

Position Benchmarks:

ACCOUNT MANAGER

## DEFINITION:

ACCOUNT MANAGER: A person who is responsible for managing sales accounts and relationships with particular customers.

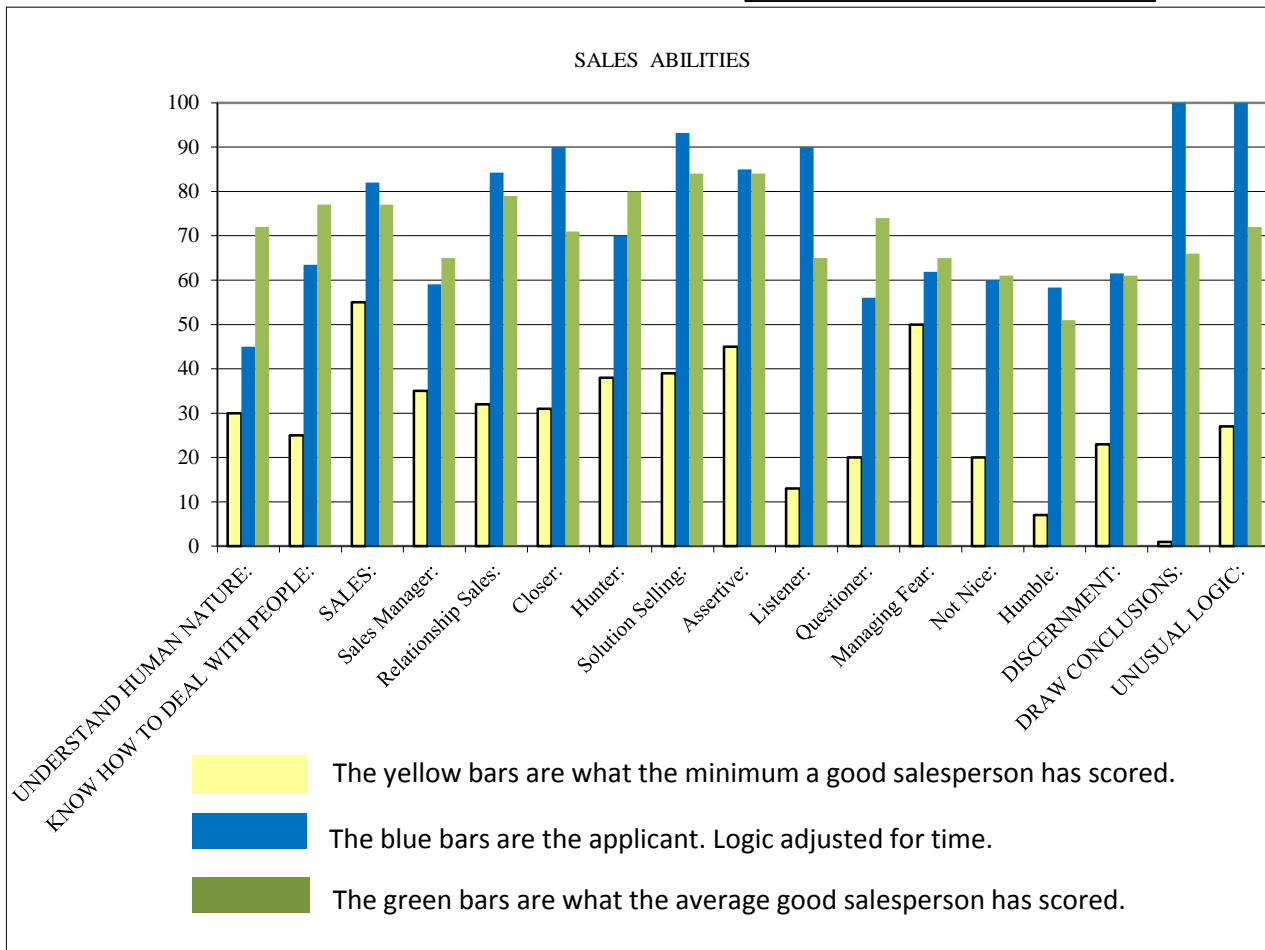
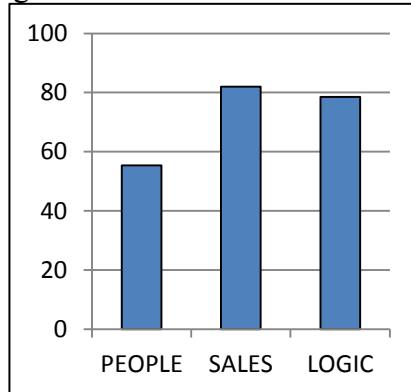
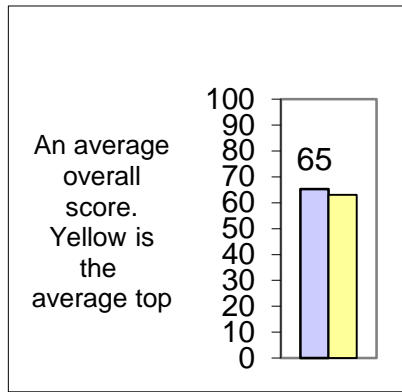
## TESTING PROFILE:

Account Managers usually do best on the Sales trait, second best on the People traits and weakest on the Logic traits.

Honesty: 110Attitude: 27

**SALES ABILITY CHARTS**

**Good Account Manager**



**SALES ABILITY Traits and Descriptions**  
**Good Account Manager**

**PEOPLE PERSON/LOGICAL PERSON BALANCE:**

This person is better at analytical problem solving than dealing with people.

**UNDERSTANDING HUMAN NATURE:**

Understanding how people will behave, or are, in given situations is OK.

**KNOWING HOW TO DEAL WITH PEOPLE:**

Knowing how to deal with people in given situations is very good.

**GENERAL SALES ABILITY:**

**This person has good general sales knowledge.**

**SALES MANAGER STRENGTH:**

An excellent understanding of aggressive sales and sales mgr. communication but very poor supervision.

**RELATIONSHIP SALES STRENGTH:**

**An OK understanding of sensitivity but excellent rel. sales communication and rel. sales listening.**

**CLOSER STRENGTH:**

**An excellent savvy of persistence, closer bravery and closer reading people.**

**HUNTER (New Business) STRENGTH:**

A good understanding of cold call know how and cold call bravery and OK hunter reading people.

**SOLUTION SELLING:**

**An excellent understanding of speaking up and solution sales questioning but very poor solution sales listening.**

**ASSERTIVE:**

**An excellent understanding of assertive speaking up strongly but good assertive interrupting boldness.**

**LISTENER (Only 6 indirect questions.):**

**Strong beliefs in being a very good listener.**

**QUESTIONER (Only 4 questions.):**

This person believes in asking questions.

**MANAGING FEAR:**

An excellent understanding of being confident but borderline interrupting boldness.

**NOT A NICE GUY:**

An OK understanding of confronting and aggressiveness but excellent boldness.

**HUMBLE:**

**May be modest, open to learn new things, admit mistakes and has an OK idea of one's limitations.**

**DISCERNMENT:**

**This person is very good at seeing the subtle differences between one thing and a similar group of things.**

**DRAW CONCLUSIONS (Only 2 questions for this trait.):**

**This person is very good at being able to deduct one piece of information from another group of information.**

**UNUSUAL LOGIC:**

**This person has an excellent ability to step outside the box and see simple solutions to logic problems.**

HOW THE APPLICANT ANSWERED THE SALES QUESTIONS  
Good Account Manager

HOW THE CANDIDATE ANSWERED THE SALES CLOSING QUESTIONS:

**When the prospect 'wants to think about it', s/he persists with intelligent questions.**

(If the prospect says, 'I want to think about it.' good salespeople will persist with intelligent questions.)

**S/he wants to close the deal when the prospect does, even in the middle of a presentation.**

(Good salespeople know that more talking after the person wants to buy can undo a sale.)

**When a prospect says, 'Your services are too expensive.' s/he asks if there is anything else.**

(Asking if there is anything else they are concerned about is OK but could be better.)

HOW THE CANDIDATE ANSWERED THE SALES MARKETING QUESTIONS:

**S/he believes in the value of asking good questions and actively listening during the selling process.**

(Top salespeople believe it is more powerful to ask good questions than to talk and explain.)

**S/he thinks the best approach to sales is being organized.**

(Effective selling is not about organization. Does this person have the right personality for sales?)

**Believes asking for the business regardless of rejection.**

(Asking those to do business regardless of rejection will improve the marketing effort.)

**S/he believes that the business wants are more important than emotional ones.**

(The prospect's personal and emotional wants are the biggest driver behind almost any sale.)

**S/he believes the best way to get started is to pick the easiest approach.**

(Most good salespeople will say to this last question, "S/he believes to get started you should try several approaches even if a little unprepared".)

**S/he believes the best way to get new business is to focus on volume and quality of calls.**

(Those good at cold calling believe it is a numbers game and a quality game.)

**S/he will only approach people senior in rank if it won't be an interruption.**

(Good salespeople are brave and will approach people even if a little unacceptable.)