

WIMBUSH SALES ABILITY TEST RESULTS

RESULTS FOR: **Good Entry Level Aggressive Sales** Date: 10/10/2012
Contact Person: Fletcher Wimbush
Position: Entry Level Aggressive Sales

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

Good with People, Excellent Sales, Very Good Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

42

Position Benchmarks:

ENTRY LEVEL AGGRESSIVE SALES

DEFINITION:

AGGRESSIVE ENTRY LEVEL SALES: A more assertive, no fear in confronting people approach to selling than a nice, too sensitive type of salesperson.

TESTING PROFILE:

A good aggressive entry level salesperson should do well on the Overall, the People, Sales, Assertive, Not Nice and the No Fear traits.

Honesty:

60

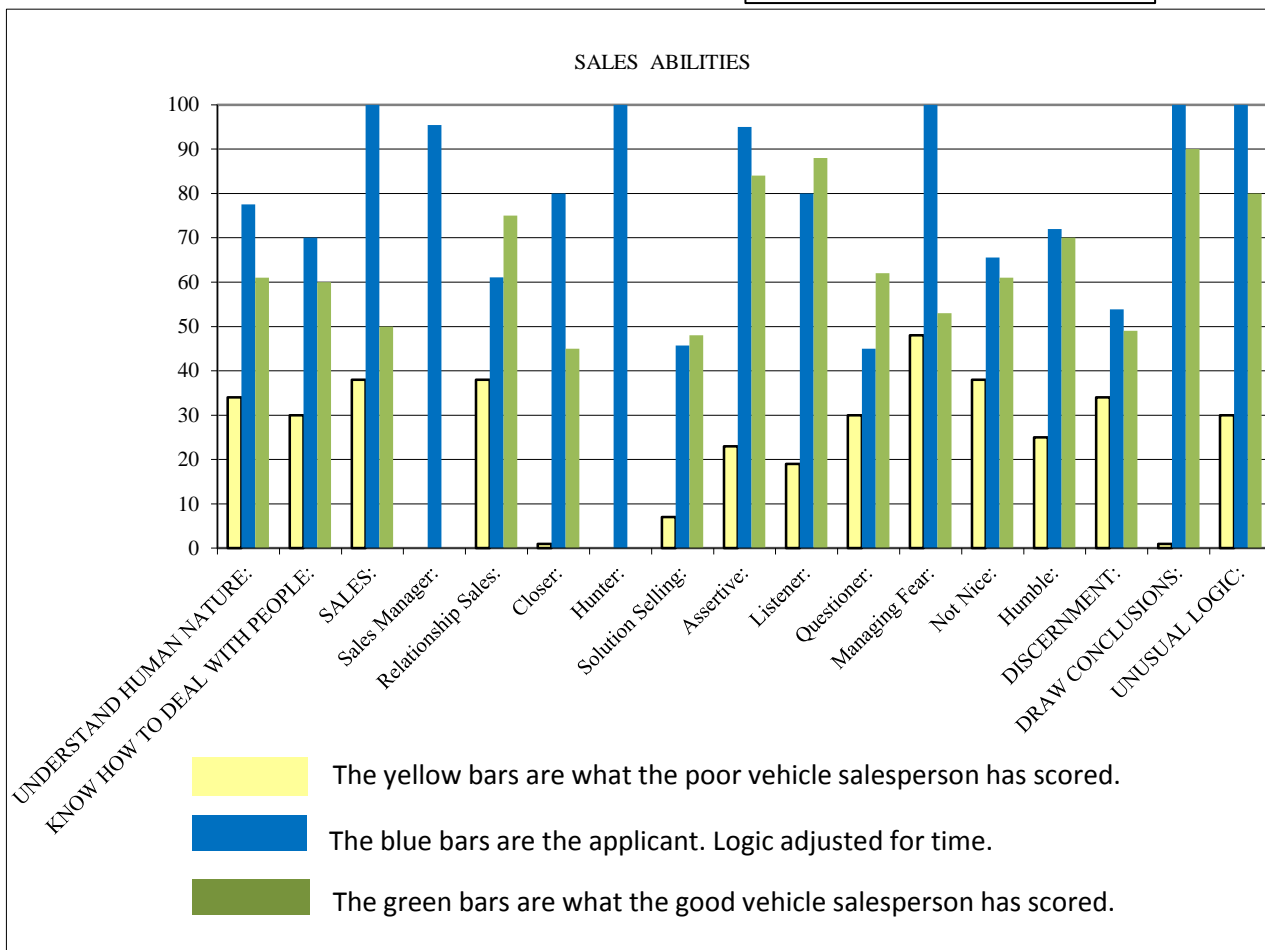
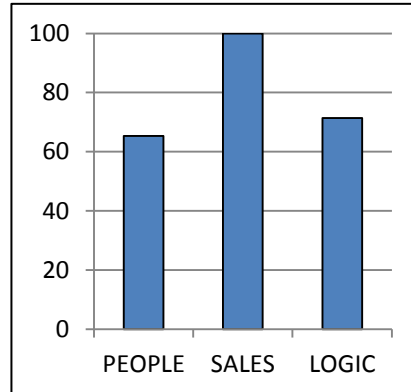
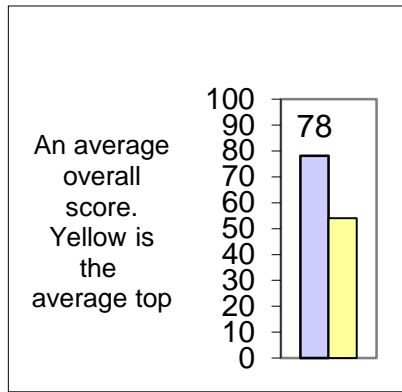
Entry Sales Honesty : The average poor result is 67 and the average good results is 87.

Attitude:

19

SALES ABILITY CHARTS

Good Entry Level Aggressive Sales



SALES ABILITY Traits and Descriptions

Good Entry Level Aggressive Sales

PEOPLE PERSON/LOGICAL PERSON BALANCE:

This person is balanced between people handling and analytical problem solving.

UNDERSTANDING HUMAN NATURE:

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

KNOWING HOW TO DEAL WITH PEOPLE:

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

GENERAL SALES ABILITY:

This person has excellent general sales knowledge.

SALES MANAGER STRENGTH:

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

RELATIONSHIP SALES STRENGTH:

An excellent understanding of sensitivity and rel. sales listening but very poor rel. sales communication.

CLOSER STRENGTH:

An excellent savvy of persistence, closer bravery but OK closer reading people.

HUNTER (New Business) STRENGTH:

An excellent understanding of cold call know how and cold call bravery but very poor hunter reading people.

SOLUTION SELLING:

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

ASSERTIVE:

An excellent understanding of assertive interrupting boldness and assertive speaking up strongly.

LISTENER (Only 6 indirect questions.):

Believes in being a very good listener.

QUESTIONER (Only 4 questions.):

This person is on the fence about the importance asking questions.

MANAGING FEAR:

An excellent understanding of interrupting boldness and being confident.

NOT A NICE GUY:

A borderline understanding of confronting but excellent aggressiveness and boldness.

HUMBLE:

This person is modest, willing to admit mistakes and has a good idea of one's limitations.

DISCERNMENT:

This person is 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 Entry Level Aggressive Sales

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 thinks talking is more important than asking good questions.

(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 brave enough to try new approaches.

(Good salespeople think the best approach to sales is being brave enough to try new approaches.)

Believes asking for the business regardless of rejection.

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

S/he believes the prospect's emotional wants are the most important.

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

S/he believes to get started you should try several approaches even if a little unprepared.

(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 believes it is alright to approach people senior in rank even if a little unacceptable.

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