

WIMBUSH SALES ABILITY TEST RESULTS

RESULTS FOR: **Good Entry Level Relationship Sales** Date: 7/23/2013
Contact Person: Fletcher Wimbush
Position: ENTRY LEVEL RELATIONSHIP SALES

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

Good with People, Borderline Sales, Poor Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

20

Position Benchmarks:

ENTRY LEVEL RELATIONSHIP SALES

DEFINITION:

ENTRY LEVEL RELATIONSHIP SALES: A person with low level sales knowledge but can be very useful if high level professional sales and high pay levels are not necessary.

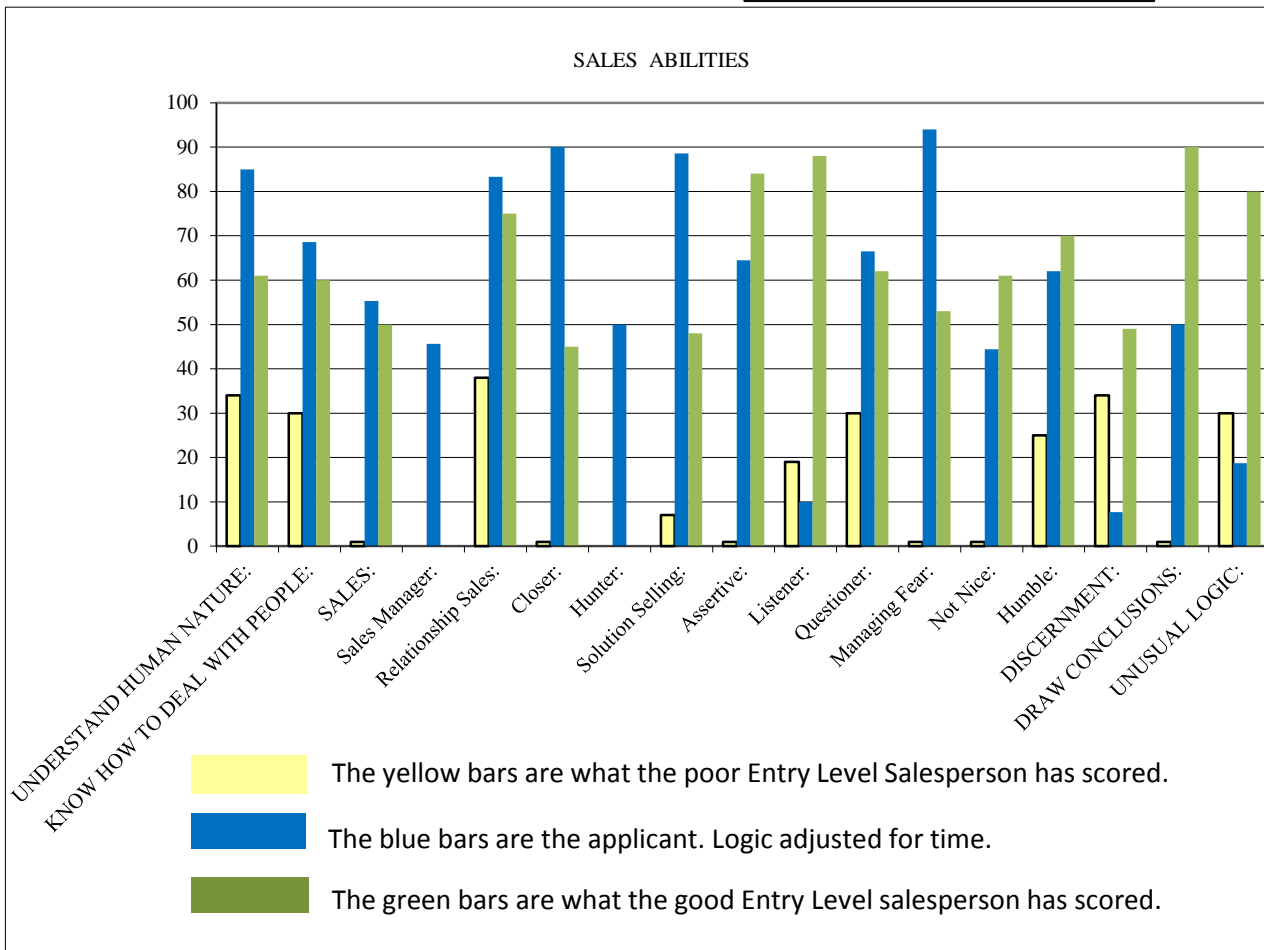
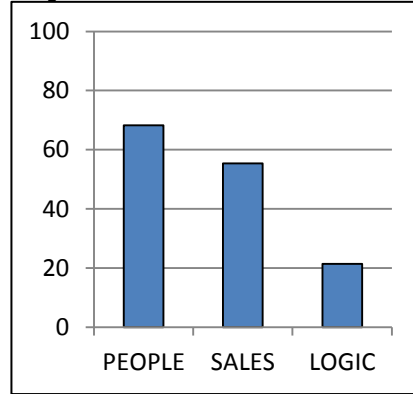
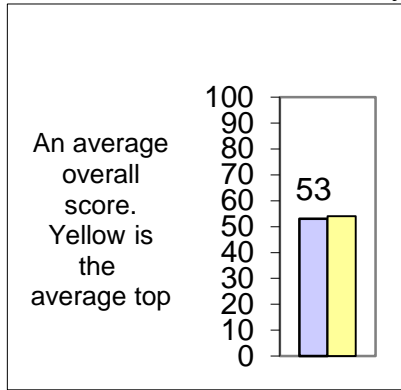
TESTING PROFILE:

A good entry level salesperson should do well on the overall and the people scores but also do OK on sales and logic. The more professional sales questions are not used with this benchmark.

Honesty: **110** Entry Sales Honesty : The average poor result is 67 and the average good results is 87.
Attitude: **-1**

SALES ABILITY CHARTS

Good Entry Level Relationship Sales



SALES ABILITY Traits and Descriptions Good Entry Level Relationship Sales

PEOPLE PERSON/LOGICAL PERSON BALANCE:

This person is better suited to people handling positions than doing 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 weak general sales knowledge.

SALES MANAGER STRENGTH:

An OK understanding of aggressive sales, excellent sales mgr. communication but borderline supervision.

RELATIONSHIP SALES STRENGTH:

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

CLOSER STRENGTH:

An excellent savvy of persistence and closer reading people but good closer bravery.

HUNTER (New Business) STRENGTH:

A very poor understanding of cold call know how, poor hunter reading people but good cold call bravery.

SOLUTION SELLING:

A good understanding of speaking up, excellent solution sales questioning but very poor solution sales listening.

ASSERTIVE:

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

LISTENER (Only 6 indirect questions.):

Believes listening is not that important.

QUESTIONER (Only 4 questions.):

This person believes asking questions is very important.

MANAGING FEAR:

An excellent understanding of interrupting boldness and being confident.

NOT A NICE GUY:

A very poor understanding of confronting, borderline aggressiveness but OK boldness.

HUMBLE:

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

DISCERNMENT:

This person can't tell the subtle differences between one thing and a similar group of things.

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

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

UNUSUAL LOGIC:

This person has a very poor ability to step outside the box and see simple solutions to logic problems.

HOW THE APPLICANT ANSWERED THE SALES QUESTIONS
Good Entry Level Relationship Sales

HOW THE CANDIDATE ANSWERED THE SALES CLOSING QUESTIONS:

When the prospect 'wants to think about it', s/he gives in.

(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.)

Asks if it is OK to come back to the 'too expensive' concern and focuses on the benefits of the service.

(Good salespeople ask if it is OK to come back to the 'too expensive' concern and focus on the benefits.)

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 logical needs of the customer are more important than the emotional ones.

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

S/he believes the best approach to get started will fit his/her personality.

(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 focus should be more on the quality of calls than volume 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 they indicate a desire to talk.

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