

Wimbush Sales Ability Test Result

RESULTS FOR: **Example**
Contact Person: Fletcher
Position: Hunter Salesperson

Date: 4/10/2014

Researcher's Comments: Please feel welcome to call anytime with questions. 714-582-2730

Excellent with People and Sales, Poor Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

61

Because it took between 59 and 62 minutes, the overall results were reduced by 8%.

Position Benchmarks:

HUNTER EXPECTED TO MAKE COLD CALLS

DEFINITION:

HUNTER: Salespeople who typically look for sales increases from new customers. They will make lots of cold calls looking for sparks of interest in their offerings all the way to the close.

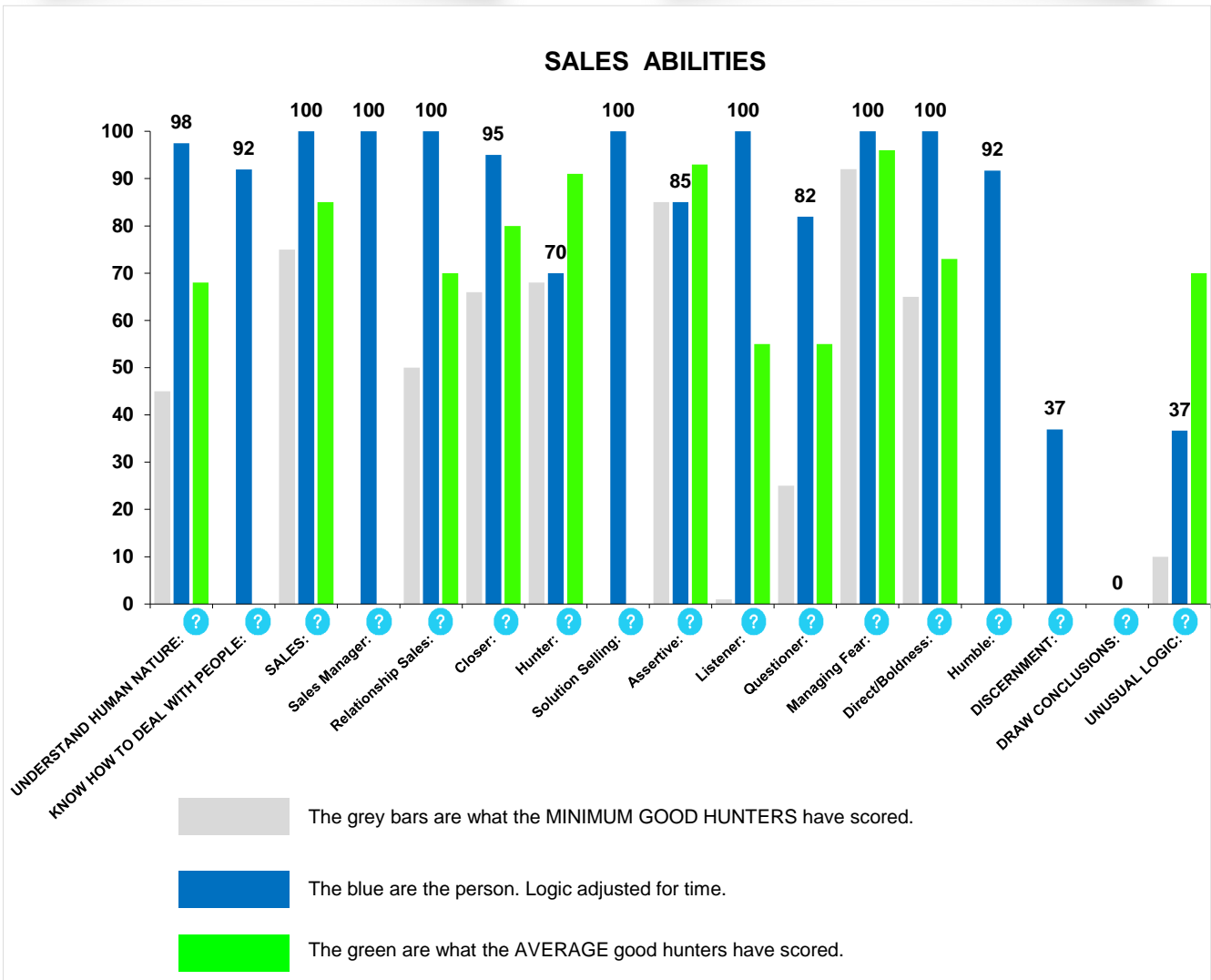
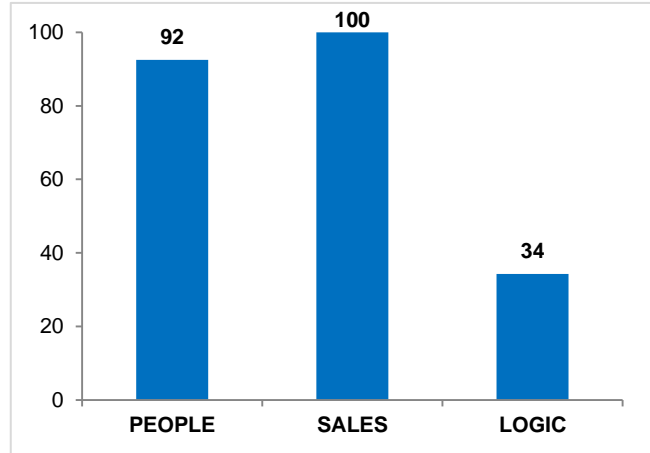
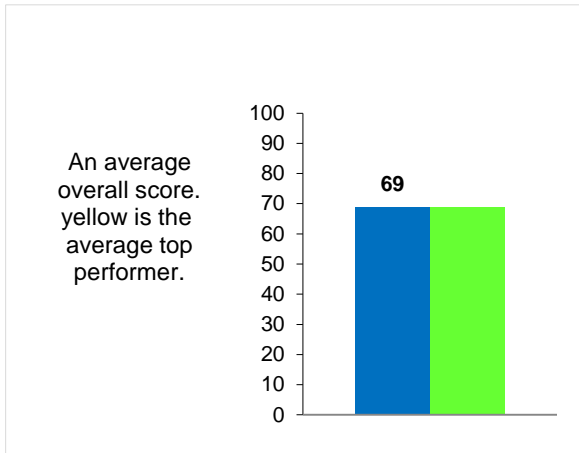
TESTING PROFILE:

Hunter salespeople almost always score well on the Sales, Hunter, Assertive and Managing fear traits. They also seem to equal or do better on all the minimum (yellow) benchmark bars.

Honesty: 110

Attitude: 41

Example



SALES ABILITY Traits and Descriptions

Example

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 excellent.

?

General Sales Ability:

This person has excellent general sales knowledge.

?

Sales Manager Strength:

An excellent understanding of aggressive sales, sales mgr. communication and supervision.

?

Relationship Sales Strength:

An excellent understanding of sensitivity, rel. sales communication and rel. sales listening.

?

Closer Strength:

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

?

Hunter (New Business) Strength:

An OK understanding of cold call know how but excellent cold call bravery and 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 interrupting boldness but poor assertive speaking up strongly.

?

Listener (Only 6 indirect questions.):

Strong beliefs in being a very good listener.

?

Questioner (Only 4 questions.):

This person very strongly believes in asking questions.

?

Managing Fear:

An excellent understanding of interrupting boldness and being confident.

?

Direct/Boldness:

An excellent understanding of confronting, aggressiveness and boldness.

?

Humble :

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

?

Discernment:

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

?

Unusual Logic :

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

HOW THE APPLICANT ANSWERED THE SALES QUESTIONS

Example

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 thinks it is better to continue presenting even though the prospect wants to sign the contract.

(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 sales success depends on product knowledge.

(Research shows that product knowledge plays a small role in effective selling.)

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 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 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.)