

**WIMBUSH SALES ABILITY TEST RESULTS**RESULTS FOR: **Good Insurance Broker**

Date: 2/15/2013

Contact Person: Fletcher Wimbush

Position: Insurance Broker

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

Good with People, OK Sales and Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

43

Position Benchmarks:

INSURANCE BROKER

## DEFINITION:

INSURANCE BROKER: A person who sells, solicits, or negotiates insurance.

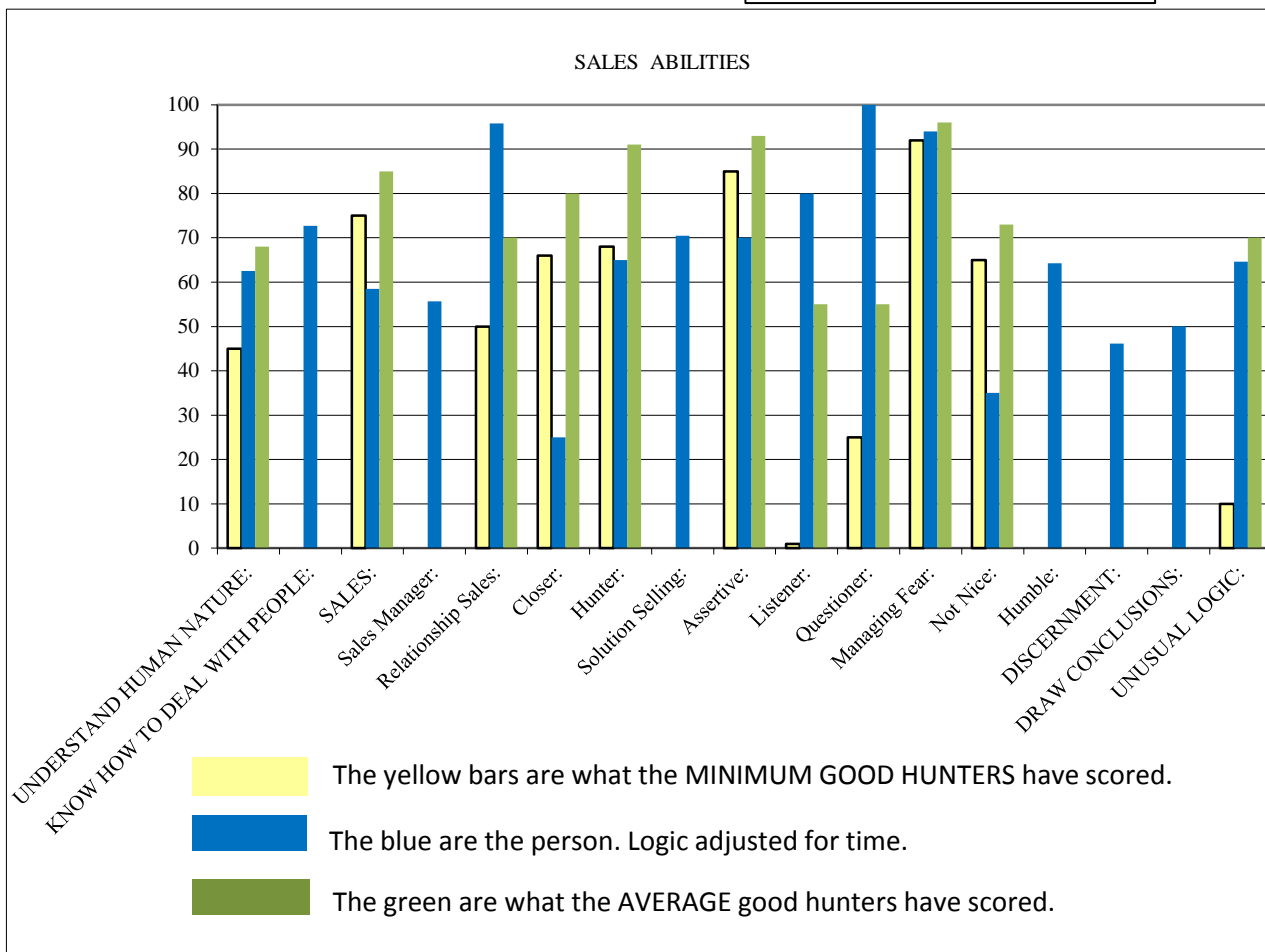
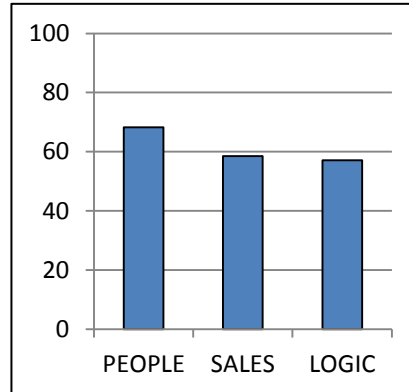
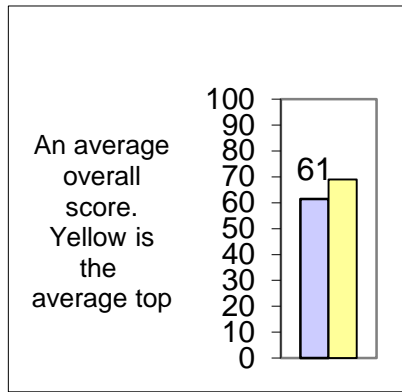
## TESTING PROFILE:

Insurance Brokers should 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: 67Attitude: 26

**SALES ABILITY CHARTS**

**Good Insurance Broker**



## SALES ABILITY Traits and Descriptions Good Insurance Broker

### 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 very good.

### KNOWING HOW TO DEAL WITH PEOPLE:

Knowing how to deal with people in given situations is excellent.

### GENERAL SALES ABILITY:

This person has weak general sales knowledge.

### SALES MANAGER STRENGTH:

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

### RELATIONSHIP SALES STRENGTH:

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

### CLOSER STRENGTH:

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

### HUNTER (New Business) STRENGTH:

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

### 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 good assertive interrupting boldness.

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

Believes 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.

### NOT A NICE GUY:

An OK understanding of confronting but poor aggressiveness and 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 is OK 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 good at being able to deduct one piece of information from another group of information.

### UNUSUAL LOGIC:

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

## HOW THE APPLICANT ANSWERED THE SALES QUESTIONS

### Good Insurance Broker

#### HOW THE CANDIDATE ANSWERED THE SALES CLOSING QUESTIONS:

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

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