

WIMBUSH SALES ABILITY TEST RESULTS

RESULTS FOR: **Good Insurance Broker**
Contact Person: Fletcher Wimbush
Position: Insurance Broker

Date: 2/15/2013

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.

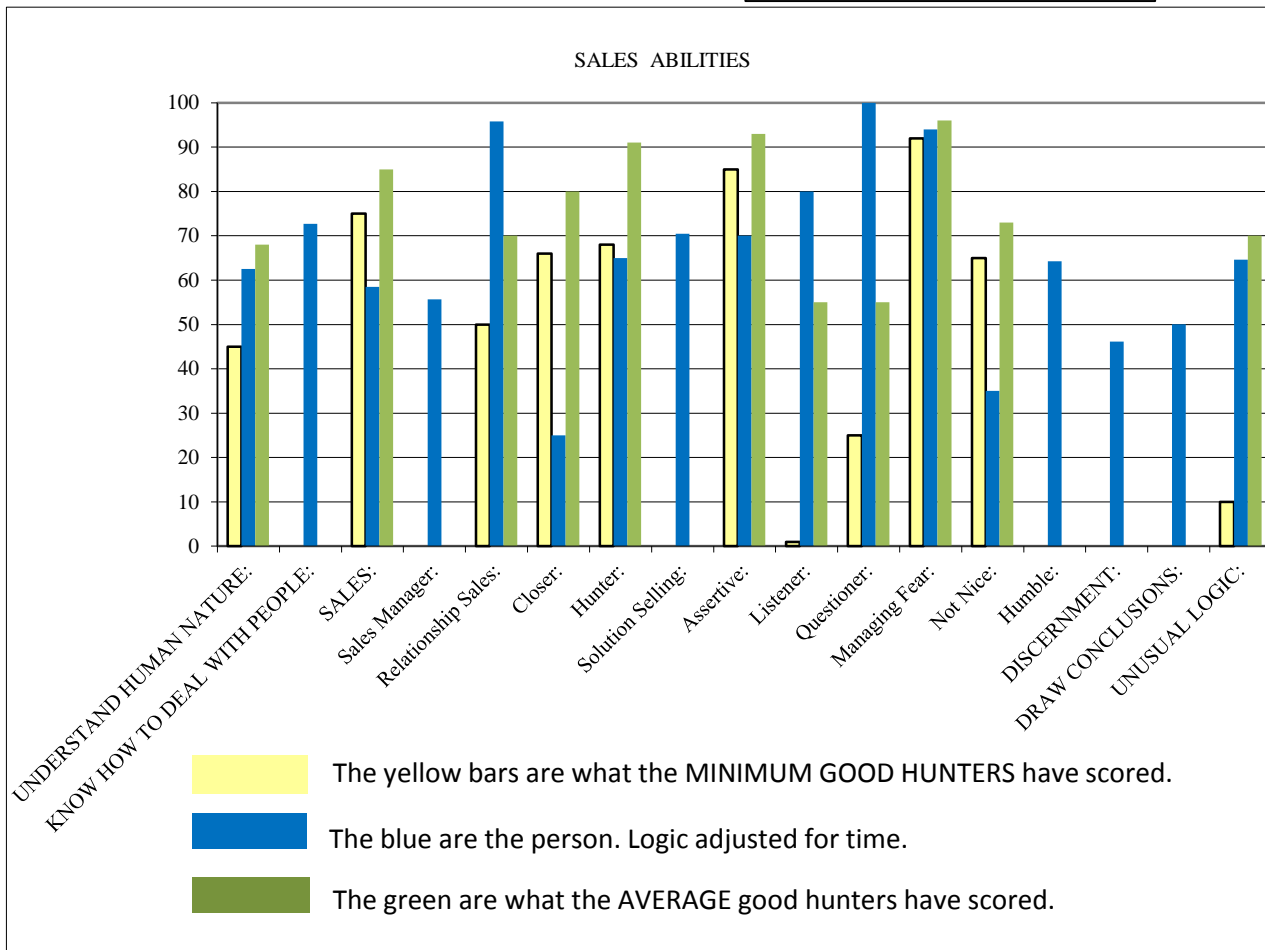
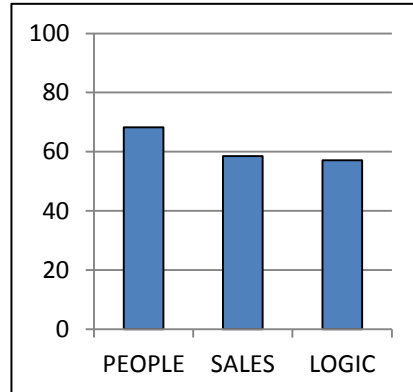
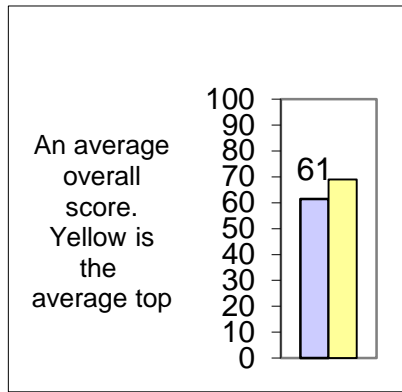
TESTING PROFILE:

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: 67
Attitude: 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.)