

WIMBUSH SALES ABILITY TEST RESULTSRESULTS FOR: **Good Real Estate Broker**

Date: 7/27/2012

Contact Person: Fletcher Wimbush

Position: REAL ESTATE BROKER

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

Good with People and Sales but Excellent Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

41

Position Benchmarks:

REAL ESTATE BROKER

DEFINITION:

REAL ESTATE BROKER: A person who serves as the intermediary between sellers and buyers of real estate and attempts to find sellers who wish to sell and buyers who wish to buy.

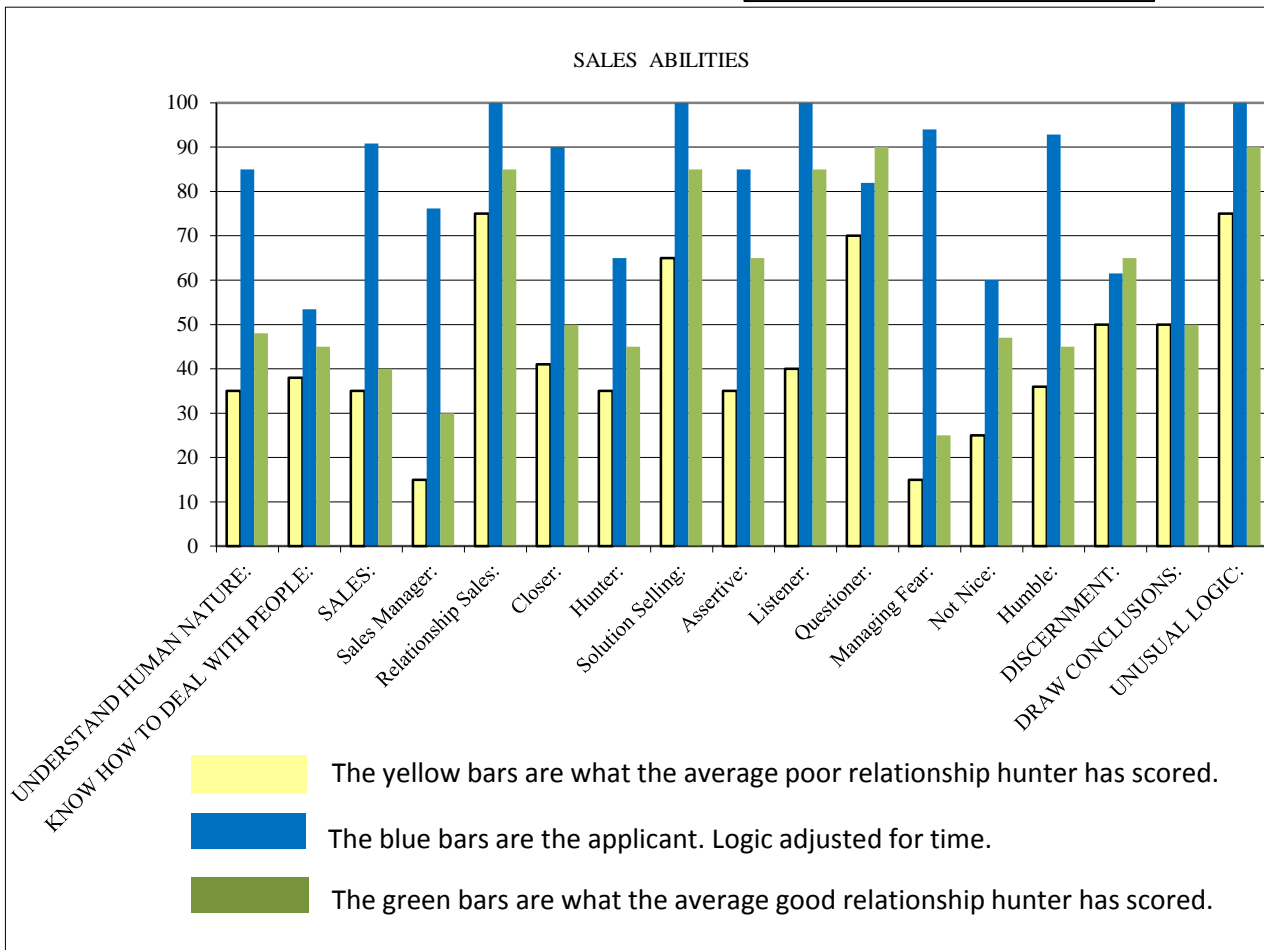
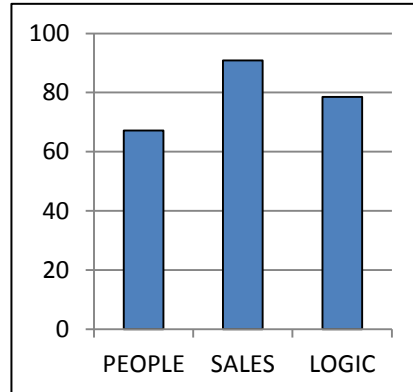
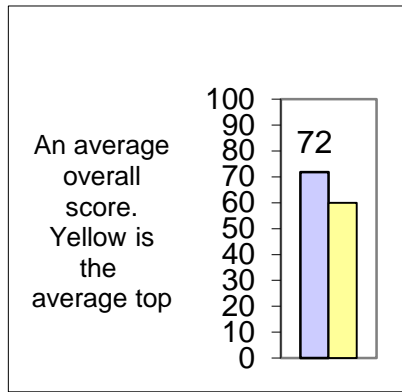
TESTING PROFILE:

A real estate broker can score as low as 50 as an overall score and have a mixture of good and poor traits. Usually good at Relationship Sales, Solution Selling, Listener and Questioner.

Honesty: 117Attitude: 50

SALES ABILITY CHARTS

Good Real Estate Broker



SALES ABILITY Traits and Descriptions

Good Real Estate Broker

PEOPLE PERSON/LOGICAL PERSON BALANCE:

This person is better at analytical problem solving than dealing with people.

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 OK.

GENERAL SALES ABILITY:

This person has excellent general sales knowledge.

SALES MANAGER STRENGTH:

An excellent understanding of aggressive sales and sales mgr. communication but very poor 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:

A very poor understanding of cold call know how, poor hunter reading people yet excellent cold call bravery.

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 and 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.

NOT A NICE GUY:

A good understanding of confronting and aggressiveness but excellent boldness.

HUMBLE:

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

DISCERNMENT:

This person is very 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 Real Estate Broker

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 ask more questions even though the prospect wants to close the deal.

(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 why they say that.

(Asking why they say it is expensive gives the prospect a chance to reinforce the objection.)

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 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 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 it won't be an interruption.

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