

WIMBUSH SALES ABILITY TEST RESULTSRESULTS FOR: **Good Relationship Sales**

Date: 5/28/2012

Contact Person: Fletcher Wimbush

Position: RELATIONSHIP SALES

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

Good Logic, Borderline with People but Poor Sales.

Relationship sales: Some of the more aggressive sales questions have been deleted from the overall score.

My comments will be included in the Aptitude test results.

Minutes to do the test:

38

Position Benchmarks:

RELATIONSHIP SALES

DEFINITION:

RELATIONSHIP SALES: More a customer service type salesperson who is good at maintaining customers than creating new ones or creating interest or closing sales.

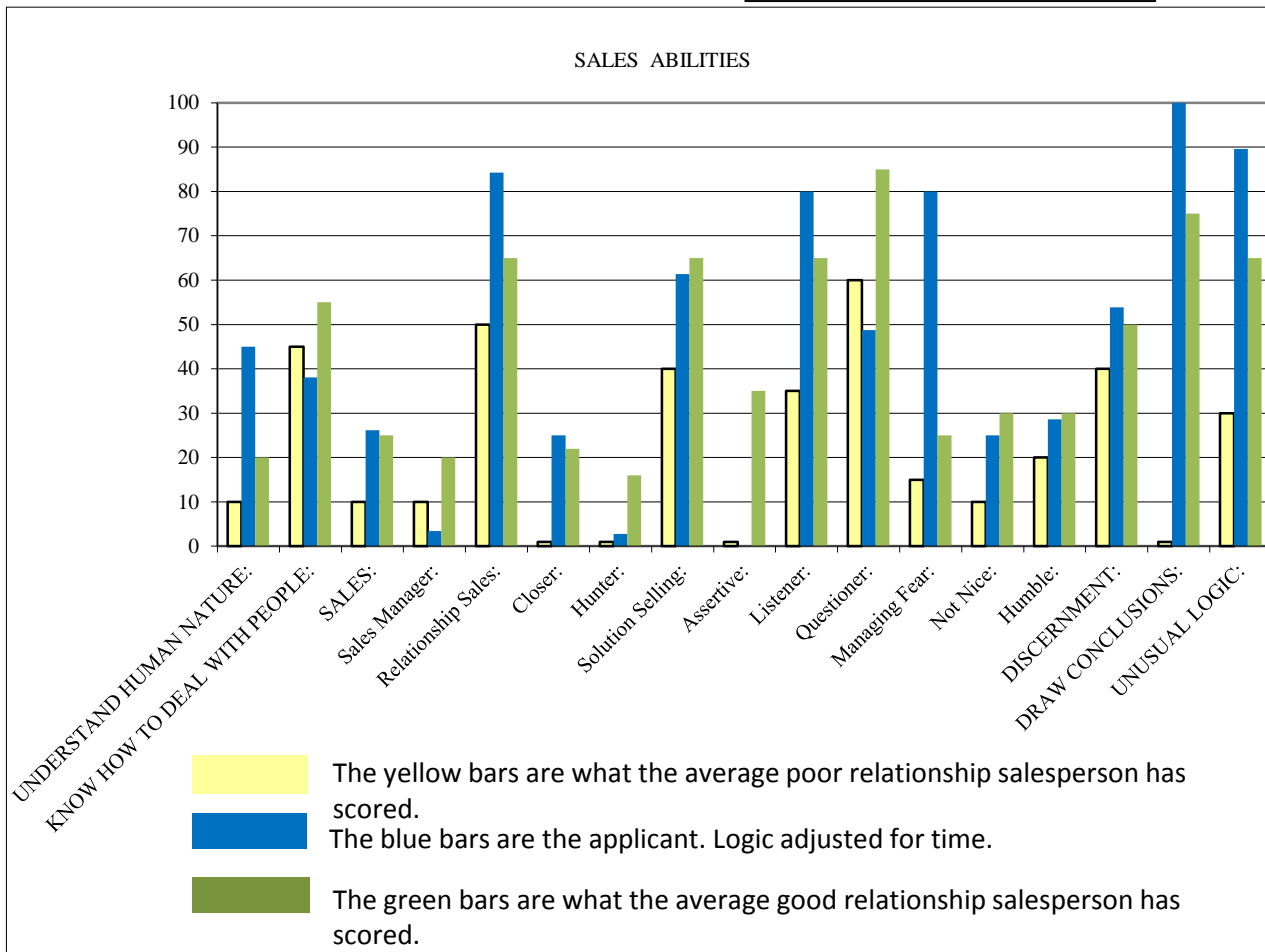
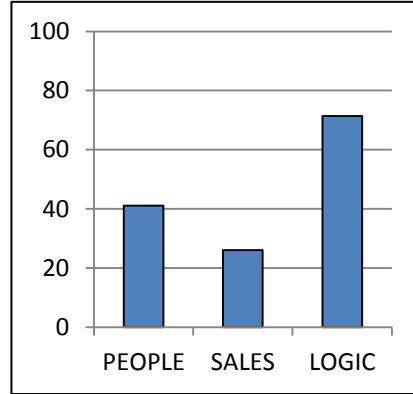
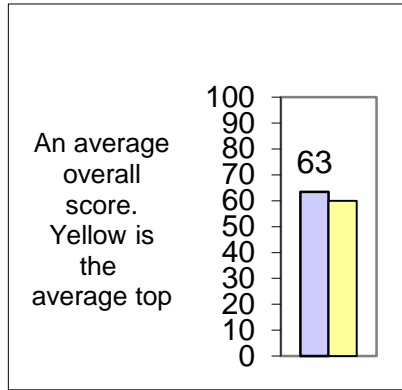
TESTING PROFILE:

A relationship salesperson can score as low as 45 as an overall score and have a mixture of good and poor traits. Usually good at Relationship Sales, Solution Selling, Listener and Questioner.

Honesty: 67Attitude: 15

SALES ABILITY CHARTS

Good Relationship Sales



SALES ABILITY Traits and Descriptions

Good Relationship Sales

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 OK.

KNOWING HOW TO DEAL WITH PEOPLE:

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

GENERAL SALES ABILITY:

This person has extremely poor sales knowledge.

SALES MANAGER STRENGTH:

A poor understanding of aggressive sales, OK supervision but very poor sales mgr. communication.

RELATIONSHIP SALES STRENGTH:

A good understanding of sensitivity but excellent rel. sales communication and rel. sales listening.

CLOSER STRENGTH:

A very poor savvy of persistence, poor closer bravery and OK closer reading people.

HUNTER (New Business) STRENGTH:

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

SOLUTION SELLING:

A poor understanding of speaking up and solution sales questioning and very poor solution sales listening.

ASSERTIVE:

A very poor understanding of assertive interrupting boldness and assertive speaking up strongly.

LISTENER (Only 6 indirect questions.):

Believes in being a very good listener.

QUESTIONER (Only 4 questions.):

This person is on the fence about the importance asking questions.

MANAGING FEAR:

An excellent understanding of being confident but OK interrupting boldness.

NOT A NICE GUY:

A very poor understanding of confronting, aggressiveness and boldness.

HUMBLE:

This person is showing some signs of being arrogant or over blown ideas about self.

DISCERNMENT:

This person is 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 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 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 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 it won't be an interruption.

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