

**WIMBUSH SALES ABILITY TEST RESULTS**

RESULTS FOR: **Good Relationship Vehicle Sales**  
Contact Person: Fletcher Wimbush  
Position: Vehicle Sales

Date: 9/23/2013

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

Good with People and Logic but Poor Sales

My comments will be included in the Aptitude test results.

Minutes to do the test:

40

Position Benchmarks:

RELATIONSHIP VEHICLE SALES

DEFINITION:

RELATIONSHIP VEHICLE SALES: Sell vehicle by being the nice guy and not being aggressive with customers. More concerned with being sensitive and less effort on closing sales.

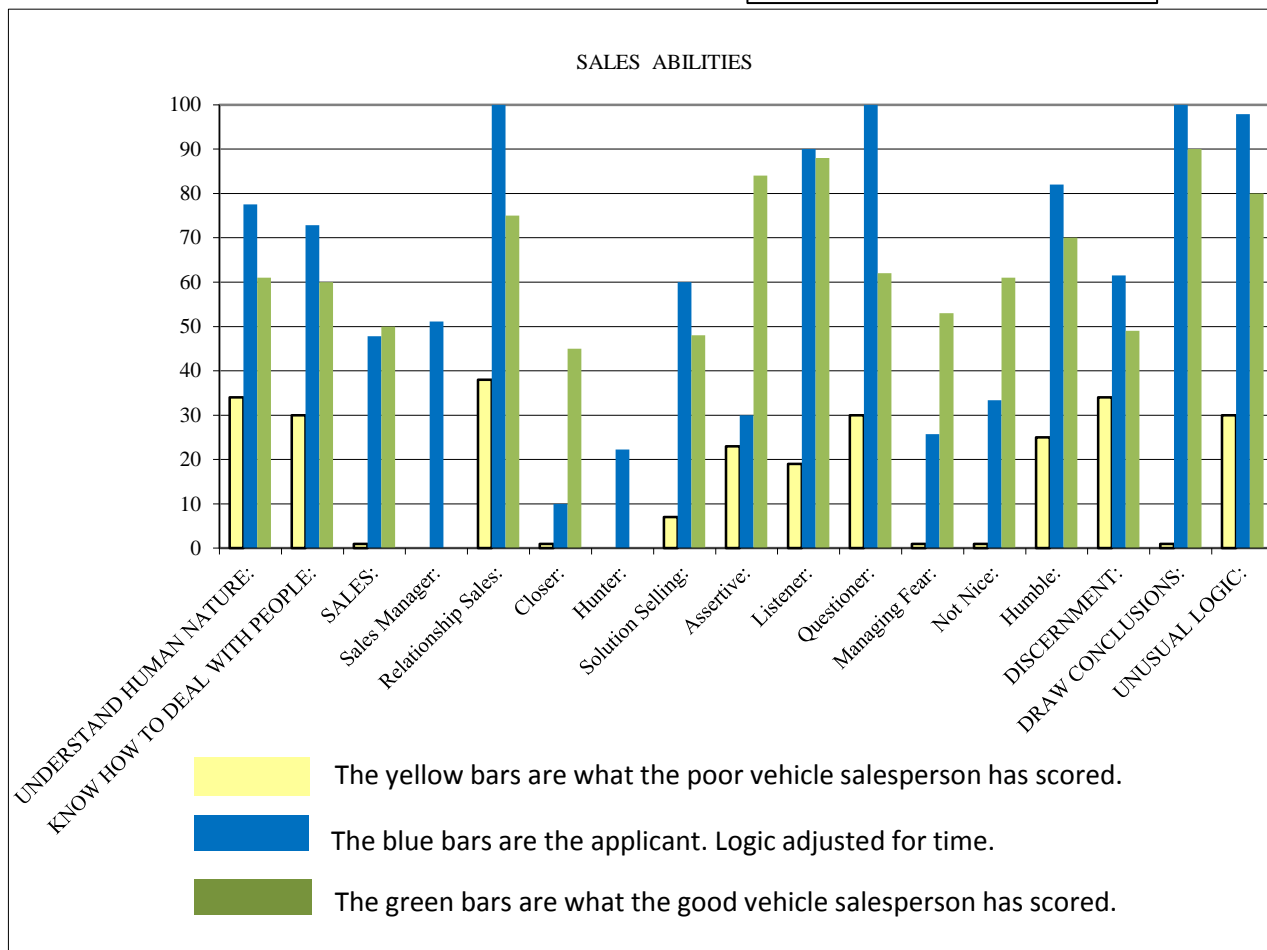
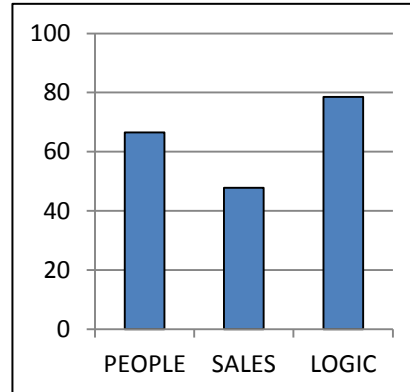
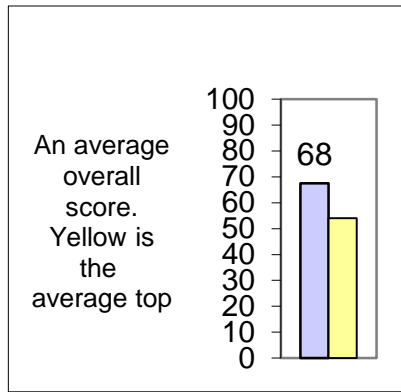
TESTING PROFILE:

A good relationship vehicle salesperson should do well on the overall and the people scores but may or may not do so well on the Sales trait.

Honesty: **110**  
Attitude: **28**

Car Sales Honesty : The average poor result is 67 and the average good results is 87.

**SALES ABILITY CHARTS**  
Good Relationship Vehicle Sales



**SALES ABILITY Traits and Descriptions**  
Good Relationship Vehicle 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 excellent.

**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:**

A borderline 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:**

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

**HUNTER (New Business) STRENGTH:**

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

**SOLUTION SELLING:**

An OK understanding of speaking up and solution sales questioning but very poor solution sales listening.

**ASSERTIVE:**

An excellent understanding of assertive speaking up strongly but very poor assertive interrupting boldness.

**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:**

A poor understanding of interrupting boldness and being confident.

**NOT A NICE GUY:**

An OK understanding of confronting but borderline aggressiveness and very poor boldness.

**HUMBLE:**

This person is modest, willing to admit mistakes and has a good 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 Relationship Vehicle 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 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 only asking if you won't hurt the relationship.**

(Only asking if it doesn't affect the relationship limits 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 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 they indicate a desire to talk.**

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