

WIMBUSH SALES ABILITY TEST RESULTS

RESULTS FOR: **Good Sales Manager**
Contact Person: Fletcher Wimbush
Position: SALES AND SERVICE MANAGER

Date: 9/27/2013

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

Excellent with People, Sales and Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

34

Position Benchmarks:

GOOD SALES MANAGER

DEFINITION:

SALES MANAGER: High level position managing salespeople of all types to produce at maximum production levels and personally willing and able to sell and close effectively as well.

TESTING PROFILE:

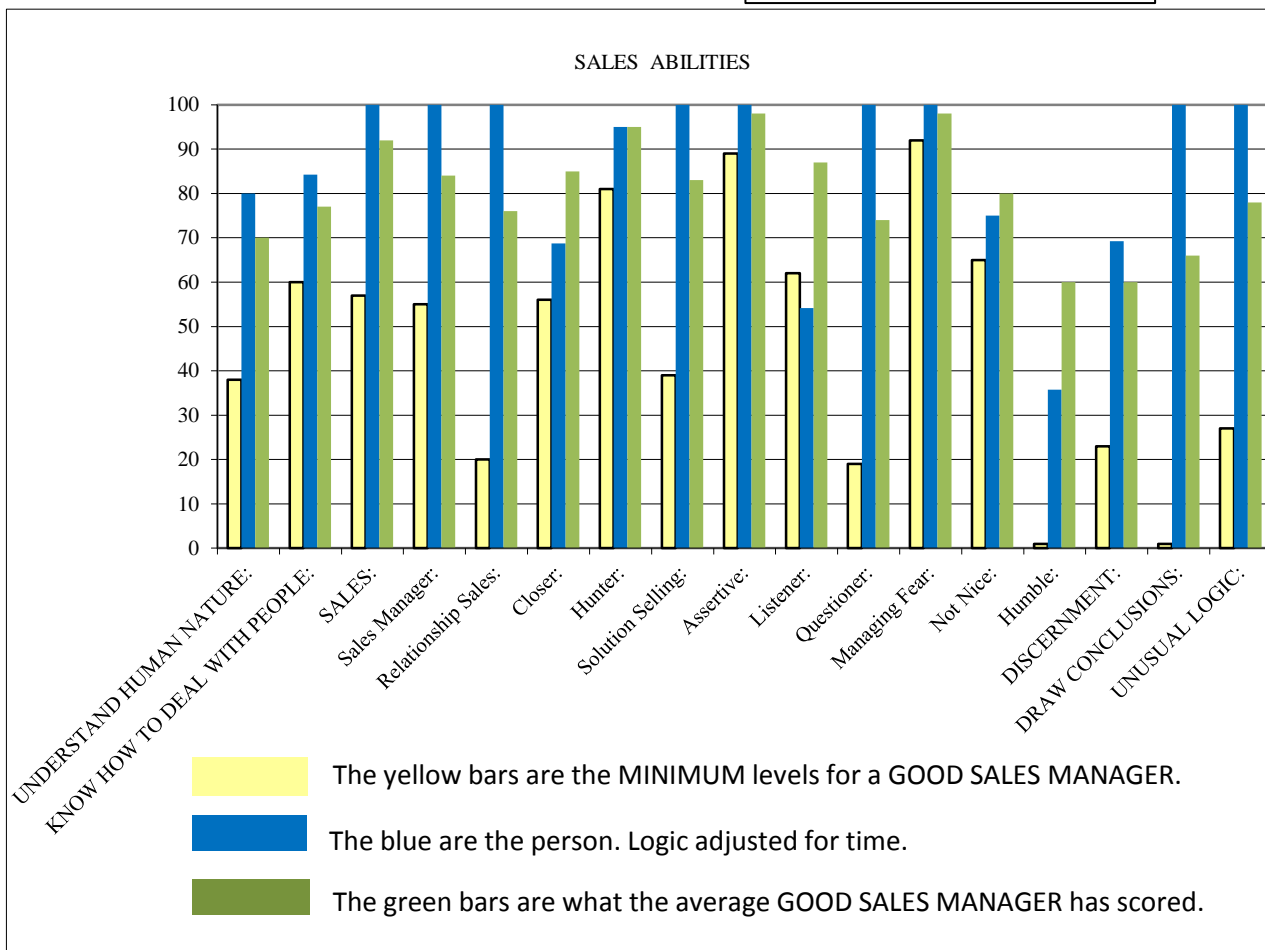
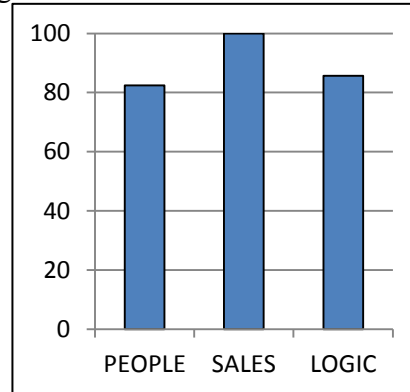
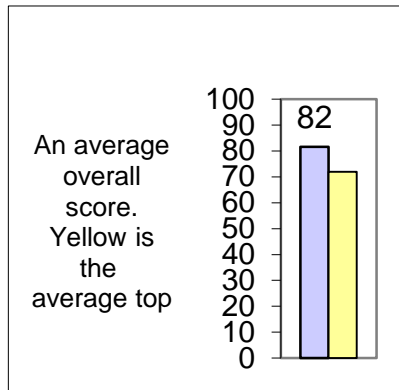
Sales managers almost always score very highly on Honesty, Sales know how, Assertive, Managing Fear and Hunter Know How. Overall scores will be in the 70s or higher.

Honesty: **117**
Attitude: **22**

Good Sales Mgr. : Only 22% got as low as 60 on Honesty, the rest got over 99.

SALES ABILITY CHARTS

Good Sales Manager



SALES ABILITY Traits and Descriptions

Good Sales Manager

PEOPLE PERSON/LOGICAL PERSON BALANCE:

This person is balanced between people handling and analytical problem solving.

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 excellent general sales knowledge.

SALES MANAGER STRENGTH:

An excellent understanding of aggressive sales, sales mgr. communication and supervision.

RELATIONSHIP SALES STRENGTH:

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

CLOSER STRENGTH:

A good savvy of persistence, excellent closer bravery but OK closer reading people.

HUNTER (New Business) STRENGTH:

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

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.):

Believes other priorities could be more important than listening.

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 excellent aggressiveness and boldness.

HUMBLE:

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

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 Sales Manager

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 close the deal when the prospect does, even in the middle of a presentation.

(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 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 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 best way to get new business is to focus on volume and quality of calls.

(Those good at cold calling believe it is a numbers game and a quality game.)

S/he believes it is alright to approach people senior in rank even if a little unacceptable.

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