

WIMBUSH SALES ABILITY TEST RESULTS

RESULTS FOR: **Good Sales with Cold Calling** Date: 10/3/2013
Contact Person: Fletcher Wimbush
Position: Sales with Cold Calling

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

Excellent Sales and Very Good Logic but OK with People.

My comments will be included in the Aptitude test results.

Minutes to do the test:

27

Position Benchmarks:

SALESPERSON ALSO DOING COLD CALLS

DEFINITION:

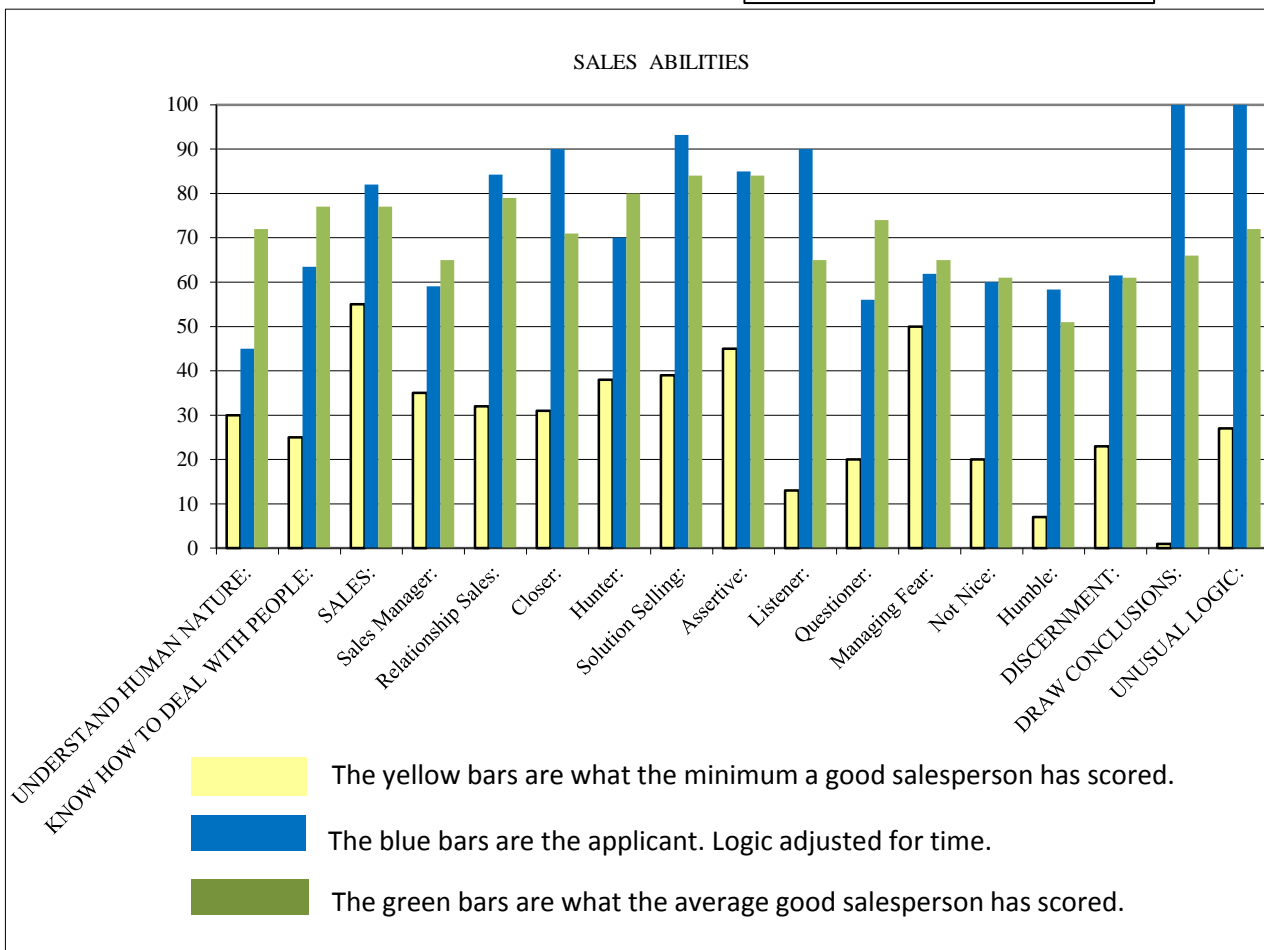
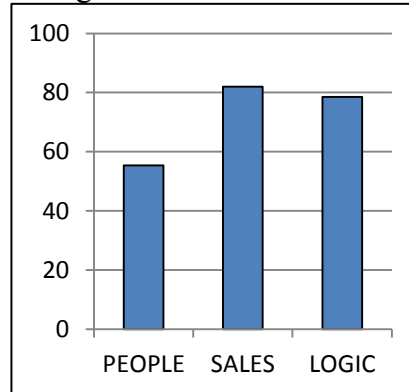
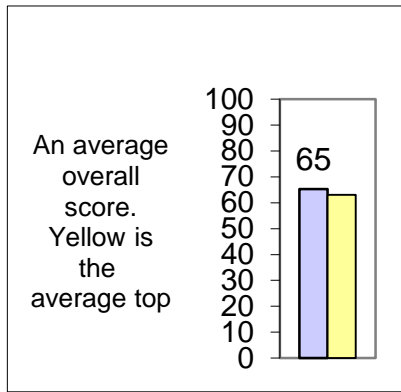
SALESPERSON: Generally do best when given warm leads or hot leads or walk in customers.
Better at creating more interest and closing the sale than building long term relationships.

TESTING PROFILE:

Salespeople who also need to make cold calls usually do best on the Sales trait, second best on the People traits and weakest on the Logic traits.

Honesty: **110**
Attitude: **27**

SALES ABILITY CHARTS
Good Sales with Cold Calling



SALES ABILITY Traits and Descriptions

Good Sales with Cold Calling

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 very good.

GENERAL SALES ABILITY:

This person has good general sales knowledge.

SALES MANAGER STRENGTH:

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

RELATIONSHIP SALES STRENGTH:

An OK understanding of sensitivity but excellent 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 good understanding of cold call know how and cold call bravery and OK 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 speaking up strongly but good assertive interrupting boldness.

LISTENER (Only 6 indirect questions.):

Strong beliefs in being a very good listener.

QUESTIONER (Only 4 questions.):

This person believes in asking questions.

MANAGING FEAR:

An excellent understanding of being confident but borderline interrupting boldness.

NOT A NICE GUY:

An OK understanding of confronting and aggressiveness but excellent 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 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 with Cold Calling

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 organized.

(Effective selling is not about organization. Does this person have the right personality for sales?)

Believes asking for the business regardless of rejection.

(Asking those to do business regardless of rejection will improve the marketing effort.)

S/he believes that the business wants are more important than emotional ones.

(The prospect's personal and emotional wants are the biggest driver behind almost any sale.)

S/he believes the best way to get started is to pick the easiest approach.

(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 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.)