

FinxS® Sales Capacity Assessment - Hiring **FinxS®**

This assessment is based on the responses given in the FinxS® Sales Capacity Assessment Questionnaire. This assessment should not be the sole criterion for making decisions about the individual. The purpose of this assessment is to provide supporting information.

Ewa Przykładna

Organization:

XYZ Sp. z o.o.

Date:

19.10.2021



Introduction to the FinxS® Sales Capacity Assessment:

The FinxS® Sales Capacity Assessment is designed to identify the respondent's present level of proficiency in 18 critically important sales competences for selling success.

It is very important to note that the FinxS® Sales Capacity Assessment is designed for individuals who have at least some sales experience. Individuals who do not have any background in sales cannot accurately interpret the statements in the questionnaire.

How to use the FinxS® Sales Capacity Assessment:

This assessment identifies the respondent's strengths and areas for development in sales and the percentage matches for different types of sales roles.

Please keep in mind that your FinxS® Sales Capacity Assessment reflects the respondent's current level of competence. This means that they can develop their skills in all of the 18 sales competences with training and coaching.

Ideally, you will be able to review the results with a professional sales coach who has been trained to interpret the FinxS® Sales Capacity Assessment. They have the experience and skills to decipher the important implications of the results. Also, they understand the "mindsets" that make up the respondent's scores.



Note about the pronoun usage:

This assessment uses the now preferred singular "they" as a gender-neutral language to avoid bias toward a particular sex or social gender.

Disclaimer:

The FinxS® Sales Capacity Assessment results should never, and in no circumstances, be used as the sole criterion to make decisions. It is not designed, and cannot be used, to make "yes-no" hiring decisions. One must always consider many other factors, such as skills, attitudes, intelligence, knowledge, education and experience that are not measured by this assessment.

Executive Summary

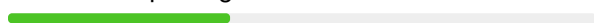
Below, you will find the respondent's scores for the 18 sales competences based on their responses in the FinxS® Sales Capacity Assessment questionnaire. As you review the results, remember that they reflect their current level of competence. If they so choose, they can develop their skills in all of the 18 sales competences.

While reviewing the scores, consider how important the different competences are to your specific sales job requirements. For example, the respondent may have a low score with a competence that is not important to the success in your sales job. Therefore, it may not be very relevant and it may actually be beneficial that the respondent does not focus on it.

Also, you may want to review the respondent's hard-wired, behavioral style scores for the same 18 sales competences in the FinxS® Sales 18 assessment. It will help you by providing corroborating information as well as to identify areas you may want to explore more.

Overall Scores

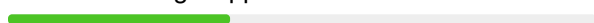
38% Prospecting



95% Qualifying



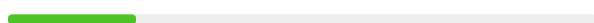
38% Building Rapport



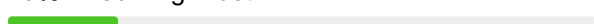
57% Following the Sales Process



22% Goal Orientation



19% Gaining Trust



76% Controlling the Sales Process



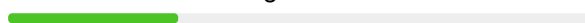
57% Handling Objections



76% Questioning Effectiveness



29% Active Listening



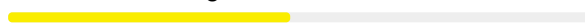
57% Critical Thinking



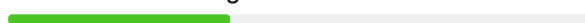
57% Initiative



48% Presenting



38% Time Management



57% Dealing with Failure



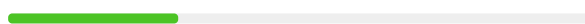
86% Determined Competitiveness



99% Money Concept



29% Emotional Detachment



Answering time 2:21 min

NOTES

Individual scores

Reluctance to call on prospects; having the mindset of a "FARMER" and waiting for opportunities to show up. Focus on cultivating existing customers for more business.

PROSPECTING

38%

Actively pursuing new business, having the mindset of a "HUNTER" and taking responsibility for finding sales opportunities.

Very eager to present and give away information, whether it is appropriate to the prospect's situation or not; tries to close early, often forgetting to take time or effort to uncover the prospect's potential for proper business fit.

QUALIFYING

95%

Willing to engage in a deliberate process of questioning and listening to determine whether the prospect is a good fit for business and likely to buy prior to presenting and/or proposing.

Being not focused on building trust; appearing self-centered or self-oriented; avoiding intimacy; finding it difficult to be genuinely interested in the prospect's needs or well-being. Maybe being too shy.

BUILDING RAPPORT

38%

Being able to create trust and rapport with prospects quickly. Adjusting one's own personality style to the style of the prospect in order to create a sense of ease for the prospect.

Impatient, and reluctant to engage in detailed processes or procedures. Generally attempting to cut corners and "wing it." Impulsive, not prone to follow instructions or rules.

FOLLOWING THE SALES PROCESS

57%

Having the patience and attention to detail to follow a step-by-step process. Believing that systematically following well-defined processes will provide the best results.

Liking to live in a moment without continuously pursuing higher levels of performance, easily satisfied with the status quo when it comes to personal accomplishment and level of income.

GOAL ORIENTATION

22%

Avidly pursuing goals and higher levels of performance. Setting high goals, then determining the necessary activities to achieve the goals. Rarely being satisfied with own current level of performance.

Self-confident, not looking to get one's emotional needs met from the approval of others, willing to be assertive and politely demanding without regard for whether it will result in being disliked.

GAINING TRUST

19%

Respects the prospects and wants to keep them positive throughout the sales process to create a trusting relationship. May hesitate taking up topics that could challenge prospects.

CONTROLLING THE SALES PROCESS

Willingly letting the prospect lead a meeting. Allowing others to take charge of the process, drifting away from own plan or preferring to proceed without one. Having challenges in keeping the sales process on track.

76%

Being willing and able to set the conditions for a meeting, describing the process to a prospect and stating potential outcomes. Then being able to gently control the conversation.

HANDLING OBJECTIONS

Reluctant to challenge prospect on their stated objections. Not assertive. Finding it difficult to construct an effective case as to why the stalls or objections might not be valid or might not be the "real issue." Easily accepting prospect's stalls and "giving up."

57%

Viewing stalls and objections as opportunities to be politely assertive and asking the prospect self-discovery type questions in order to get the prospect to deal with their own objections.

QUESTIONING EFFECTIVENESS

Believing that questions are "intrusive" and that one should not ask too many. Not creating a structured approach to asking questions. Easily falling into "show and tell" mode.

76%

Creating a structured system of questions to "diagnose" the prospect's situation and determining the likelihood of a fit between the prospect's needs and the salesperson's product or service.

ACTIVE LISTENING

Easily distracted while attempting to listen. Formulating replies in one's own mind while others are speaking. Frequently tuning out what others are saying when not interested.

29%

Actually seeking to understand what the other person is attempting to communicate. Going beyond "hearing" and focusing on the various messages (words, tonality, body language).

CRITICAL THINKING

Often failing to apply current knowledge to solve new problems. Generally, spending little time solving problems, meaning if the answer is not readily apparent, lacking the patience to use logic, deductive reason to solve the problem.

57%

Being able to apply existing knowledge to solving new problems. Being able to suspend judgement to check the validity of a proposition or action. Taking multiple perspectives into consideration.

INITIATIVE

Waiting for others to initiate action and to be told what to do. Not attempting to achieve higher levels of performance. Requiring supervision and direction to begin new initiatives.

57%

Constantly striving to achieve higher levels of performance. Not waiting for good things to happen, believing it is up to oneself to make good things happen.

PRESENTING

48%

Presentations are often ineffective because failing to engage the audience, thus losing the attention of others. The presentations go in circles. Audience may find it difficult to know what is expected from them after the presentation.

Effectively engaging an audience and able to hold their attention with good communication skills, insightful questions and dramatic presentation techniques.

TIME MANAGEMENT

38%

Not structuring schedule effectively or not executing scheduled activities efficiently. Easily distracted by interruptions, or anything that appears to be more interesting.

Competently managing schedule and activities to make the best use of time. Not wasting time with "avoidance" behaviors, not procrastinating on important tasks.

DEALING WITH FAILURE

57%

Seeing failure as a negative experience only. Not viewing failure as a chance to learn and improve. Reluctant to take risks lest they result in failure.

Seeing failure as a temporary state. Viewing failure as a chance to learn and improve. Being willing to take a risk at losing; in order to win. Not being wedded to the idea of security in all matters.

DETERMINED COMPETITIVENESS

86%

Preferring to achieve the victory with the help or together with others. Not inclined to gain competitive advantage. Lacking the motivation to be at the top or to win at any cost.

Relentlessly pushing to win, striving to gain competitive advantage, always looking to improve. Looking at the competition and areas to exploit.

MONEY CONCEPT

99%

Feeling guilty making a "too large" commission on a sale, not believing in oneself deserving of making "a lot" of money, feeling high degree of customer empathy when prospect complains that "the price is too high.*"

Viewing making money as a healthy endeavor. Believing making money is just compensation for selling activities. Valuing one's own time and not being afraid to charge money for it.

EMOTIONAL DETACHMENT

29%

Allowing emotions to distract oneself during the sales process. Becoming easily swayed by prospect's reassurances; making assumptions about the prospect's intentions based on positive feelings.

Remaining emotionally aloof during the sales process, not letting prospect's reassurances or positive statements deter from executing the sales process and asking the right questions.

Mindset Summary

Mindsets are the building blocks of the 18 critical competences for selling success. They are like basic instincts. They are the way a person approaches solving problems and overcoming challenges. Mindsets are the respondent's survival mechanism.

Mindset Definitions

Conquering	Reaching the full potential by making sure nobody or anything stops one from achieving the goal.
Hunter	Reaching the full potential by wanting to have everything right now.
Persistence	Reaching the full potential by using failure as a reason to do better next time.
Reading the situation	Reaching the full potential by understanding how others see the world.
Logic	Reaching the full potential by following a plan, no matter what.
Hunger	Reaching the full potential by never being satisfied.
Empathy	Reaching the full potential by connecting with people and gaining their trust.
Social approval	Reaching the full potential by gratifying others' needs.
Taking control	Reaching the full potential by not being dependent on anyone else.
Next Step	Reaching the full potential by continuously thinking what needs to happen next.
Finding the truth	Reaching the full potential by understanding all aspects impacting the situation.
Influencing	Reaching the full potential by convincing others

Mindset Summary Table

Each of the Sales Competences is based on one to three Mindsets. The competence score is derived not only from the mindsets, but also from questions not connected to the mindsets. The table below shows how the respondent's Mindsets create the 18 Sales Competence Scores. Please consult a sales coach who has been trained to interpret the Mindsets and their implications.

Prospecting	38%	Active Listening	29%
Hunger	21%	Finding the truth	99%
Next Step	73%	Logic	49%
Influencing	56%	Critical Thinking	57%
Qualifying	95%	Logic	49%
Hunter	77%	Hunger	21%
Reading the situation	83%	Reading the situation	83%
Finding the truth	99%	Initiative	57%
Building Rapport	38%	Taking control	76%
Reading the situation	83%	Presenting	48%
Empathy	56%	Logic	49%
Following the Sales Process	57%	Taking control	76%
Logic	49%	Influencing	56%
Goal Orientation	22%	Time Management	38%
Hunger	21%	Hunter	77%
Next Step	73%	Taking control	76%
Gaining Trust	19%	Next Step	73%
Empathy	56%	Dealing with Failure	57%
Social approval	62%	Persistence	56%
Controlling the Sales Process	76%	Reading the situation	83%
Reading the situation	83%	Determined Competitiveness	86%
Next Step	73%	Hunter	77%
Taking control	76%	Persistence	56%
Handling Objections	57%	Money Concept	99%
Conquering	63%	Conquering	63%
Hunter	77%	Hunter	77%
Questioning Effectiveness	76%	Influencing	56%
Conquering	63%	Emotional Detachment	29%
Finding the truth	99%	Conquering	63%
		Hunter	77%

Sales Roles Summary Page

The FinxS® Sales Capacity Assessment calculates, for the respondent, a percentage match for each of the sales roles. The roles are ranked from highest to lowest. As you review the match percentages, remember that the scores reflect the respondent's current level of competence. With enough motivation and dedication, any competence can be developed in time. If Ewa so chooses, they have potential develop in all of the 18 sales competences.

Sales Roles - Top Roles

These sales roles are presently the most comfortable to Ewa and create the best opportunities for success.

72%

Sales Forerunner

69%

Sales Innovator

67%

Sales Dealer

Sales Roles - Potential Roles

At this time, these sales roles are more challenging to Ewa but with effort and ongoing development could become a fit.

61%

Sales Creator

60%

Sales Counselor

57%

Sales Revealer

55%

Sales Provider

Sales Roles – Marginal Roles

Currently, these sales roles are the most difficult for Ewa and would require more significant improvements in several areas to become a fit.

49%

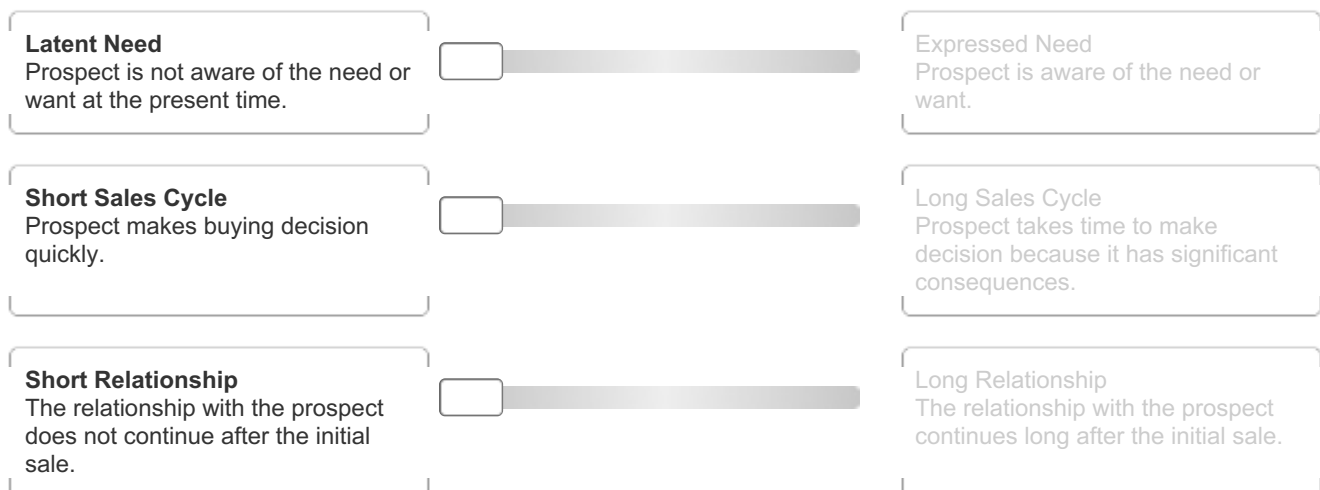
Sales Partner

Sales Roles Definitions:**SALES REVEALER (57%)**

Selling of a product/service that is easy for prospects to understand. However, they are not familiar with it yet, or are not aware they have a need for it. The buying decision is fairly easy and quick. The selling process is often, but not always, a one-call sale. Once the prospect buys, the sales professional rarely, if ever, interacts with the customer.

Typically involves:

- Almost always one sales call
- Single decision maker
- Quick and low-risk decision
- Uncomplicated offering
- Moderate pricing
- No further commitment by the prospect

This Sales Role Entails:**Match Percentage Breakdown by Competence**

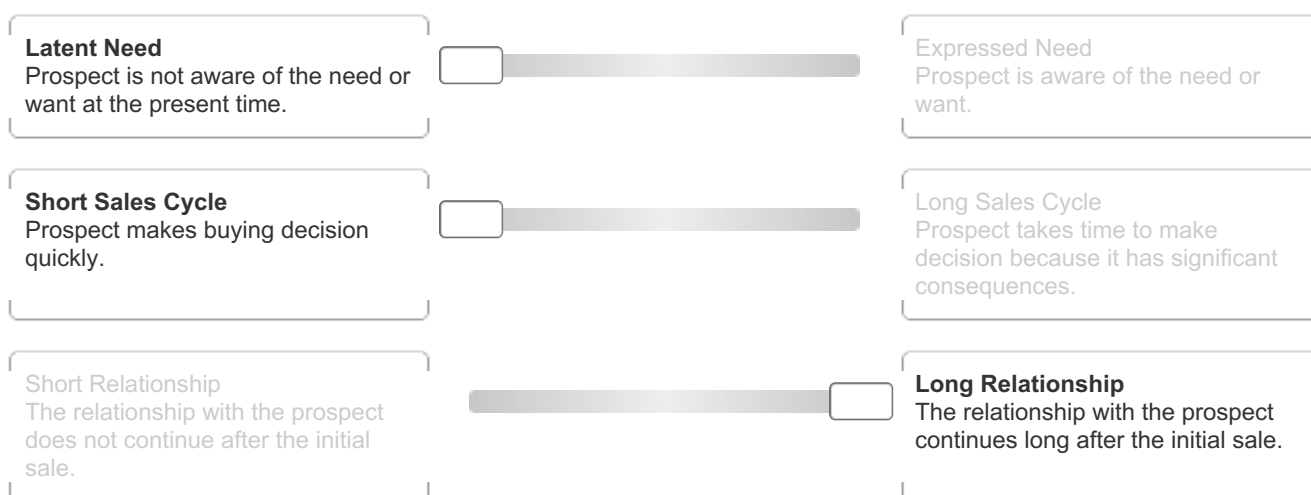
Sales Reveal	Ewa	Sales Reveal	Ewa
Prospecting	Weakness	Active Listening	Match
Qualifying	Excessive	Critical Thinking	Over Focus
Building Rapport	Over Focus	Initiative	Challenge
Following the Sales Process	Over Focus	Presenting	Challenge
Goal Orientation	Weakness	Time Management	Match
Gaining Trust	Match	Dealing with Failure	Challenge
Controlling the Sales Process	Match	Determined Competitiveness	Match
Handling Objections	Challenge	Money Concept	Close Match
Questioning Effectiveness	Close Match	Emotional Detachment	Weakness

SALES CREATOR (61%)

Selling of an uncomplicated product/service that prospects typically understand quickly. However, they have not heard of it before, or are not aware they have a need for it. The buying decision is easy and fast. The selling process is often, but not always, a one-call sale. The sale creates a long-term relationship between the customer and the sales professional that is usually due to support and/or service requirements.

Typically involves:

- One or two sales calls
- Fast decision
- Limited or no initial investment
- Periodic payments by the customer
- After sale support by sales professional and/or others
- Additional sales opportunities after the initial sale

This Sales Role Entails:**Match Percentage Breakdown by Competence**

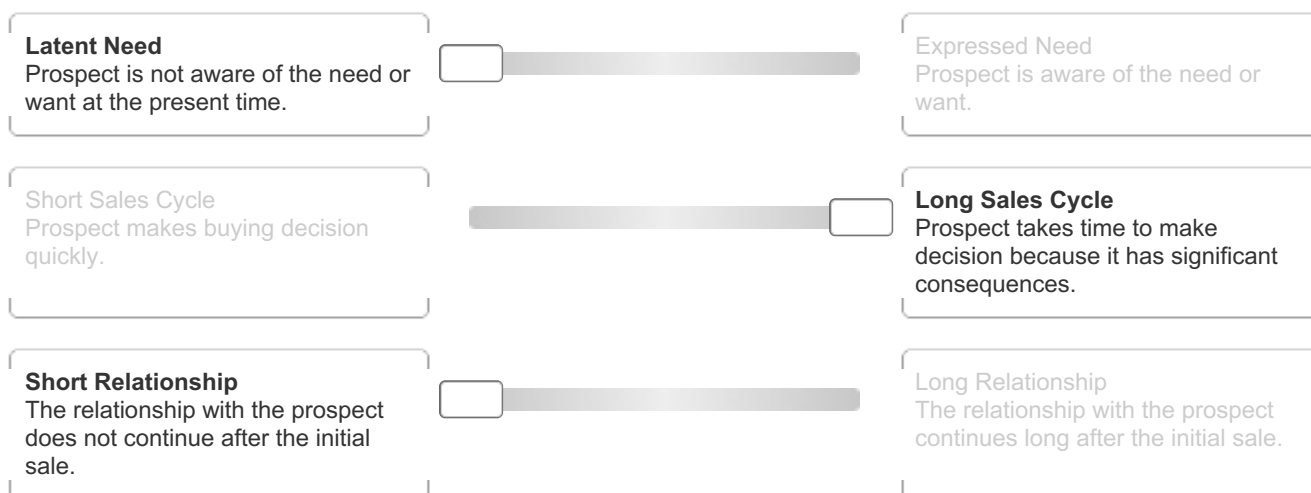
Sales Creator	Ewa	Sales Creator	Ewa
Prospecting	Challenge	Active Listening	Match
Qualifying	Excessive	Critical Thinking	Over Focus
Building Rapport	Challenge	Initiative	Challenge
Following the Sales Process	Over Focus	Presenting	Challenge
Goal Orientation	Weakness	Time Management	Challenge
Gaining Trust	Match	Dealing with Failure	Challenge
Controlling the Sales Process	Close Match	Determined Competitiveness	Match
Handling Objections	Challenge	Money Concept	Over Focus
Questioning Effectiveness	Match	Emotional Detachment	Match

SALES FORERUNNER (72%)

Selling of a product/service that is complex and the prospects are not familiar with it yet, or are not aware they have a need for it. Involves a complicated and long buying decision that may involve multiple decision makers. Once the sale is closed, the sales professional does not continue to interact with the customer.

Typically involves:

- Multiple sales calls
- Several decision makers with differing needs
- Lengthy decision-making process
- Complicated offering requiring support material
- Expensive product/service
- No ongoing service

This Sales Role Entails:**Match Percentage Breakdown by Competence**

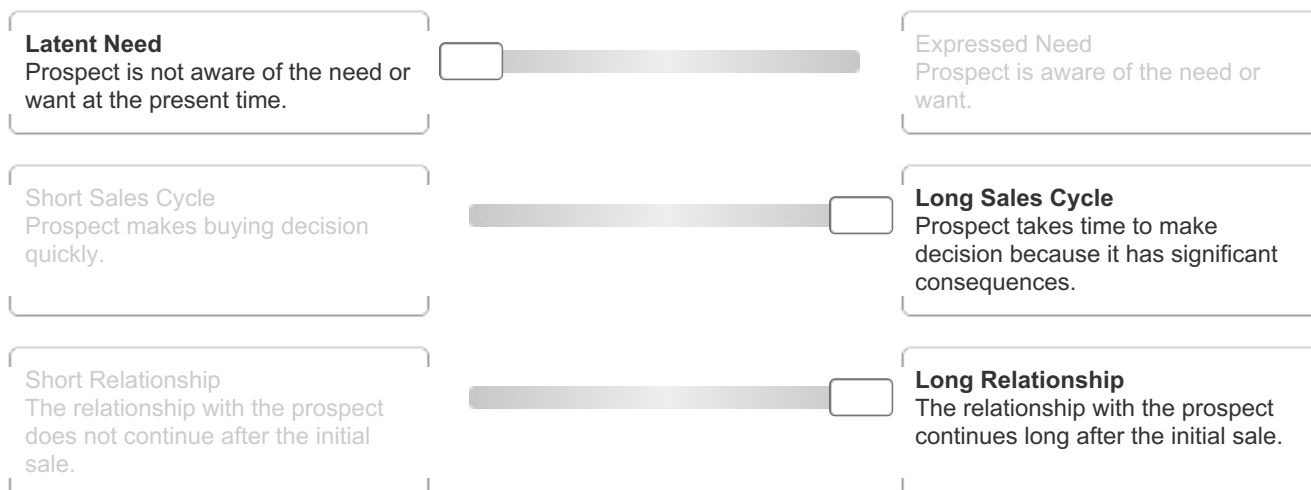
Sales Forerunner	Ewa	Sales Forerunner	Ewa
Prospecting	Challenge	Active Listening	Weakness
Qualifying	Over Focus	Critical Thinking	Close Match
Building Rapport	Close Match	Initiative	Close Match
Following the Sales Process	Over Focus	Presenting	Match
Goal Orientation	Challenge	Time Management	Match
Gaining Trust	Match	Dealing with Failure	Match
Controlling the Sales Process	Match	Determined Competitiveness	Over Focus
Handling Objections	Challenge	Money Concept	Over Focus
Questioning Effectiveness	Match	Emotional Detachment	Challenge

SALES INNOVATOR (69%)

Selling of a product/service that is complicated and the prospects are not familiar with it yet, or are not aware they have a need for it. Involves a complex and lengthy buying decision that may involve multiple decision makers. Sometimes they may have conflicting views and opinions. The sale creates an on-going relationship that requires the sales professional to remain actively involved to protect and further deepen the relationship.

Typically involves:

- Many sales calls
- Multiple decision makers
- Difficult to understand product/service
- Significant investment
- Long-term commitment by both parties
- Nurturing the relationship after the sale

This Sales Role Entails:**Match Percentage Breakdown by Competence**

Sales Innovator	Ewa
Prospecting	Close Match
Qualifying	Match
Building Rapport	Weakness
Following the Sales Process	Over Focus
Goal Orientation	Close Match
Gaining Trust	Challenge
Controlling the Sales Process	Match
Handling Objections	Match
Questioning Effectiveness	Match

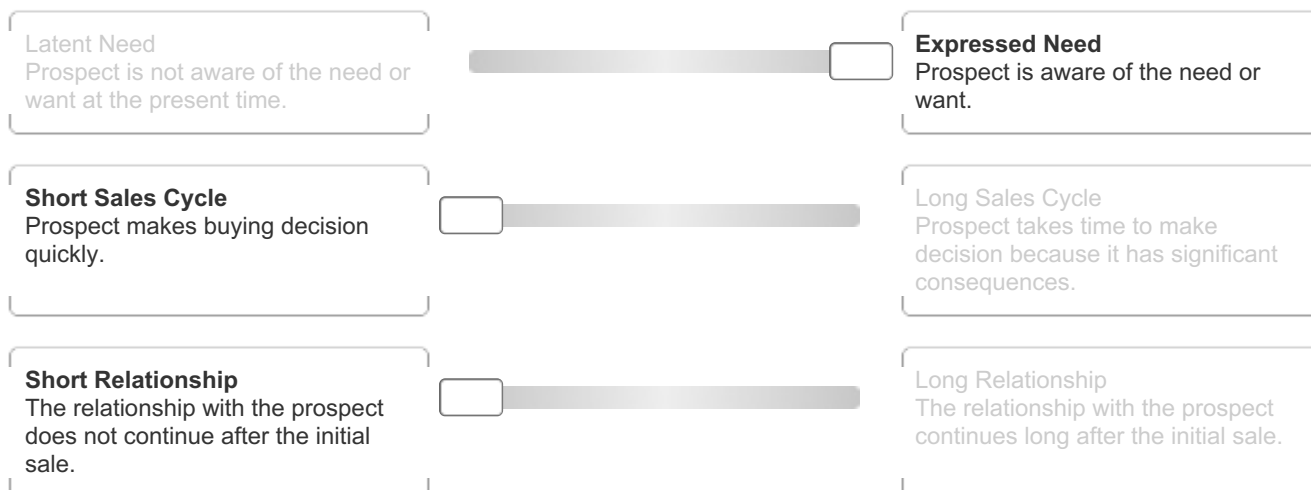
Sales Innovator	Ewa
Active Listening	Weakness
Critical Thinking	Challenge
Initiative	Close Match
Presenting	Match
Time Management	Match
Dealing with Failure	Over Focus
Determined Competitiveness	Over Focus
Money Concept	Excessive
Emotional Detachment	Close Match

SALES DEALER (67%)

Selling of a product/service that is easy to understand and the prospects are already familiar with it. They have typically purchased a similar product/service in the past. The buying decision is fairly easy and quick. The selling process is often only a one-call sale and the sale usually happens only once. Once the prospect buys, the sales professional rarely interacts with the customer.

Typically involves:

- Only one sales call
- One decision maker
- Quick decision by the prospects
- Uncomplicated product/service
- Reasonable pricing
- No additional service requirements

This Sales Role Entails:**Match Percentage Breakdown by Competence**

Sales Dealer	Ewa
Prospecting	Close Match
Qualifying	Excessive
Building Rapport	Over Focus
Following the Sales Process	Close Match
Goal Orientation	Weakness
Gaining Trust	Match
Controlling the Sales Process	Match
Handling Objections	Match
Questioning Effectiveness	Over Focus

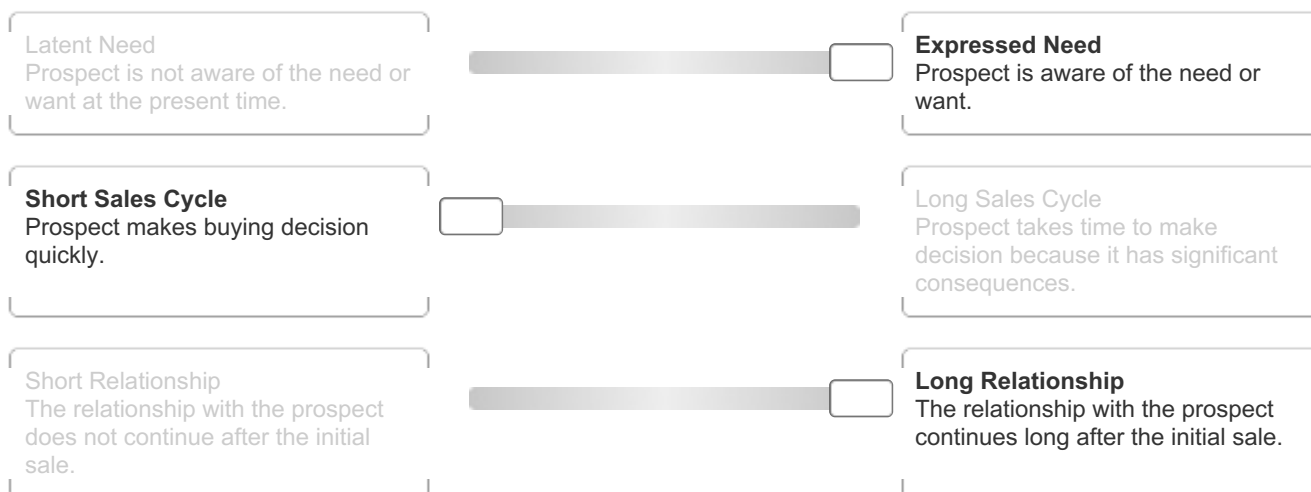
Sales Dealer	Ewa
Active Listening	Close Match
Critical Thinking	Over Focus
Initiative	Close Match
Presenting	Close Match
Time Management	Challenge
Dealing with Failure	Close Match
Determined Competitiveness	Over Focus
Money Concept	Close Match
Emotional Detachment	Weakness

SALES PROVIDER (55%)

Selling of a product/service that is easy to understand and the prospects are already familiar with it. They have almost always purchased a similar product/service in the past. The buying decision is low risk, easy and fast. The selling process is usually a one-call sale. The sale establishes a long-term relationship with the customer that usually involves periodic support and/or service needs.

Typically involves:

- One or two sales calls
- Quick decision
- Low or no initial investment
- Periodic payments by the customer
- After sale support by sales professional and/or others
- Upsell/cross-sell opportunities after the first sale

This Sales Role Entails:**Match Percentage Breakdown by Competence**

Sales Provider	Ewa
Prospecting	Close Match
Qualifying	Over Focus
Building Rapport	Weakness
Following the Sales Process	Challenge
Goal Orientation	Challenge
Gaining Trust	Weakness
Controlling the Sales Process	Close Match
Handling Objections	Over Focus
Questioning Effectiveness	Excessive

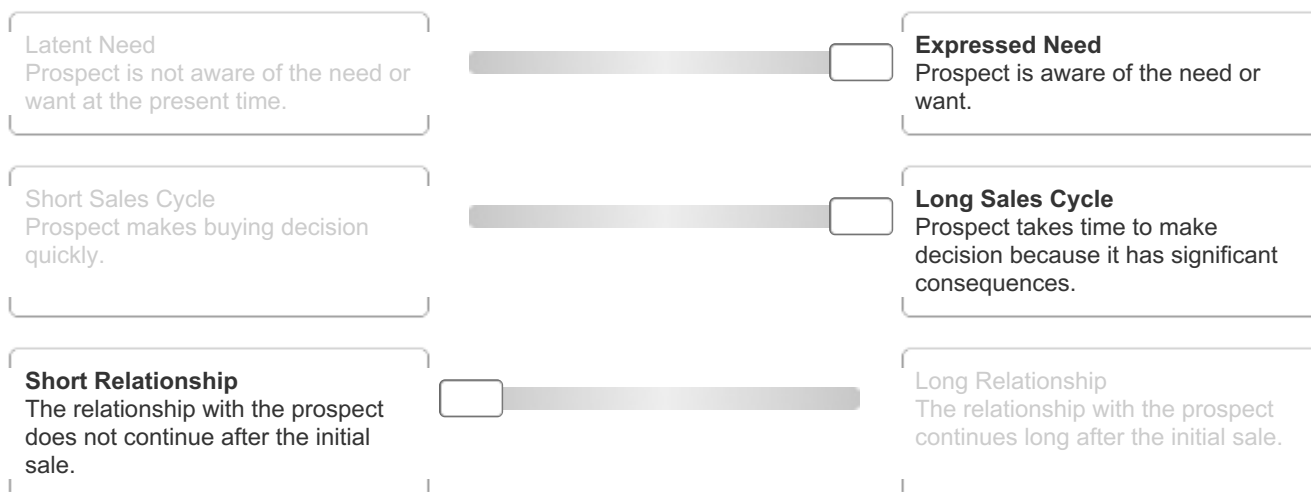
Sales Provider	Ewa
Active Listening	Challenge
Critical Thinking	Match
Initiative	Over Focus
Presenting	Close Match
Time Management	Close Match
Dealing with Failure	Close Match
Determined Competitiveness	Over Focus
Money Concept	Excessive
Emotional Detachment	Match

SALES COUNSELOR (60%)

Selling of a product/service that is complex and the prospects are already familiar with it and feel they need it. A complicated and long buying decision that may involve multiple decision makers. The prospects have typically purchased a similar product/service in the past, or it is a significant purchase they are making for the first time. The sales process often requires a pilot/demo of the product/service. The sale is a one-time event requiring no on-going support from the sales professional or others.

Typically involves:

- Several sales calls
- Multiple decision makers
- Slow and more emotional decision by the prospects
- Complex offering
- Significant investment; financing may be required
- No contact by the sales professional after the sale

This Sales Role Entails:**Match Percentage Breakdown by Competence**

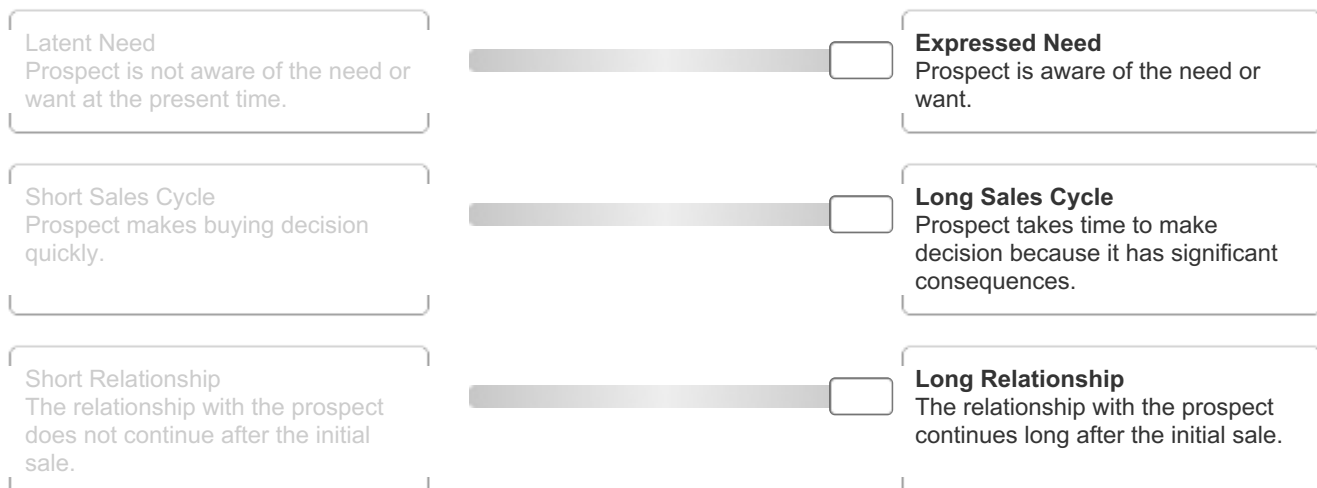
Sales Counselor	Ewa	Sales Counselor	Ewa
Prospecting	Over Focus	Active Listening	Challenge
Qualifying	Excessive	Critical Thinking	Close Match
Building Rapport	Challenge	Initiative	Match
Following the Sales Process	Challenge	Presenting	Close Match
Goal Orientation	Challenge	Time Management	Match
Gaining Trust	Weakness	Dealing with Failure	Over Focus
Controlling the Sales Process	Close Match	Determined Competitiveness	Over Focus
Handling Objections	Over Focus	Money Concept	Excessive
Questioning Effectiveness	Match	Emotional Detachment	Close Match

SALES PARTNER (49%)

Selling of a product/service that is complex and the prospects are already familiar with it. A complex and significant buying decision that may involve multiple decision makers with wide ranging needs. The prospects have usually purchased a similar product/service in the past, or it is a significant purchase they are making for the first time. They may be experiencing poor service by the current provider. The sales process often requires a pilot/demo of the product/service. The sale establishes a long-term relationship causing the prospects to assess the support and service capability carefully.

Typically involves:

- Several sales calls
- Multiple decision makers
- Risky and more emotional decision by the prospects
- Complex, enterprise wide offering
- Significant investment; financing may be required
- Long-term support and/or maintenance contracts

This Sales Role Entails:**Match Percentage Breakdown by Competence**

Sales Partner	Ewa	Sales Partner	Ewa
Prospecting	Over Focus	Active Listening	Weakness
Qualifying	Over Focus	Critical Thinking	Over Focus
Building Rapport	Weakness	Initiative	Close Match
Following the Sales Process	Challenge	Presenting	Over Focus
Goal Orientation	Challenge	Time Management	Match
Gaining Trust	Weakness	Dealing with Failure	Over Focus
Controlling the Sales Process	Close Match	Determined Competitiveness	Excessive
Handling Objections	Match	Money Concept	Excessive
Questioning Effectiveness	Over Focus	Emotional Detachment	Match

Sales Roles Summary Table

The table below breaks down each of the Sales Roles into the 18 sales competences. "Match" indicates your competence score is about ideal for this Sales Role. "Excessive" indicates your competence score is clearly higher than the ideal score for this Sales Role. "Weakness" indicates your competence score is clearly lower than the ideal score for this Sales Role.

Ewa	Sales Revealer	Sales Creator	Sales Forerunner	Sales Innovator	Sales Dealer	Sales Provider	Sales Counselor	Sales Partner
Prospecting	Weakness	Challenge	Challenge	Close Match	Close Match	Close Match	Over Focus	Over Focus
Qualifying	Excessive	Excessive	Over Focus	Match	Excessive	Over Focus	Excessive	Over Focus
Building Rapport	Over Focus	Challenge	Close Match	Weakness	Over Focus	Weakness	Challenge	Weakness
Following the Sales Process	Over Focus	Over Focus	Over Focus	Over Focus	Close Match	Challenge	Challenge	Challenge
Goal Orientation	Weakness	Weakness	Challenge	Close Match	Weakness	Challenge	Challenge	Challenge
Gaining Trust	Match	Match	Match	Challenge	Match	Weakness	Weakness	Weakness
Controlling the Sales Process	Match	Close Match	Match	Match	Match	Close Match	Close Match	Close Match
Handling Objections	Challenge	Challenge	Challenge	Match	Match	Over Focus	Over Focus	Match
Questioning Effectiveness	Close Match	Match	Match	Match	Over Focus	Excessive	Match	Over Focus
Active Listening	Match	Match	Weakness	Weakness	Close Match	Challenge	Challenge	Weakness
Critical Thinking	Over Focus	Over Focus	Close Match	Challenge	Over Focus	Match	Close Match	Over Focus
Initiative	Challenge	Challenge	Close Match	Close Match	Close Match	Over Focus	Match	Close Match
Presenting	Challenge	Challenge	Match	Match	Close Match	Close Match	Close Match	Over Focus
Time Management	Match	Challenge	Match	Match	Challenge	Close Match	Match	Match
Dealing with Failure	Challenge	Challenge	Match	Over Focus	Close Match	Close Match	Over Focus	Over Focus
Determined Competitiveness	Match	Match	Over Focus	Over Focus	Over Focus	Over Focus	Over Focus	Excessive
Money Concept	Close Match	Over Focus	Over Focus	Excessive	Close Match	Excessive	Excessive	Excessive
Emotional Detachment	Weakness	Match	Challenge	Close Match	Weakness	Match	Close Match	Match
Total Score	57%	61%	72%	69%	67%	55%	60%	49%

Excuse Index®

Excuse Index

Not everyone is looking for, or presently enjoying, a job in sales. Those who do not get motivation and fulfillment in sales can easily divert their attention to other tasks rather than solely focusing on the current prospects and developing their business potential. The Excuse Index® is an indicator of how likely a person is to make excuses. The HIGHER the Excuse Index® is, the MORE excuses a person is likely to make. The LOWER the Excuse Index® percentage is, the more likely the person is to ignore non-sales activities and focus on actions that directly produce sales results. As an example, a person with the Excuse Index® of 40% spends about 40% of their time NOT selling.

In sales, a person with a LOW Excuse Index is more likely to have the initiative to sell. They are not afraid to contact and meet people and to persuade them to take action. They consider sales as an important task and often feel the need to prioritize selling over other activities.

A person with a HIGH Excuse Index finds less motivation to sell. They are likely to make excuses why to prioritize other activities over selling. They need to mentally prepare for selling and it usually exhausts them. They may miss sales opportunities while procrastinating.

36%

Ewa Przykładna

Currently, this person occasionally procrastinates when they should place their full focus and actions into selling. They may spend some time planning and working on less urgent, but more comfortable, tasks before they finally focus on selling again.

Questions

Below you will find suggested questions for the 18 sales competences for selling success. The questions are not generic. They are based on the respondent's individual scores. You do not need to use all of the questions. You can also use them to help formulate questions for your specific situation.

PROSPECTING

- In your last/current job, how much time did/do you spend time cultivating existing client relationship versus looking for new clients?
- Tell me about your prospecting plan. Please also describe how you track your prospecting activities.
- Tell me how you decide when you should no longer call on a prospect.

QUALIFYING

- Describe the steps you use to qualify a prospect.
- How would your last sales manager describe your approach to qualifying prospects?
- Tell me about the specific techniques you use to qualify prospects.

BUILDING RAPPORT

- Describe how you build trust with prospects quickly and effectively.
- How would your prospects describe you? What would they say they like most and least about you?
- Tell me about a situation when you realized a prospect was not responding to you well. What happened and why?

FOLLOWING THE SALES PROCESS

- Tell me how you typically prepare for a sales call.
- Tell me about your sales system.
- Describe the metrics you use to monitor your progress and performance.

GOAL ORIENTATION

- What goals, personal and professional, have you set for your life?
- Tell me about the best manager you ever worked for. What kind of support did they provide?
- Ultimately, where do you see yourself with your career in the future?

GAINING TRUST

- Rejection is part of selling. Describe how you maintain a positive mindset.
- Give me an example of when you became emotional with a prospect. What happened?
- Describe how you handle unreasonable requests by a prospect.

CONTROLLING THE SALES PROCESS

- Describe how your typical sales call plays out with a prospect.
- Tell me how you get a prospect to make a decision.
- Illustrate how you handle dominating prospects who want to control the sales meeting.

HANDLING OBJECTIONS

- Tell me about a sales call when you could not overcome an important objection.
- Describe how you handle objections. Do you have a favorite technique?
- Tell me how you know that you are dealing with a prospect's real objections?

QUESTIONING EFFECTIVENESS

- Could you share with me what you are doing to sharpen your questioning skills?
- Describe what you typically do when a prospect provides you with an insightful answer to your question.
- Tell me about a situation when your questions backfired and the sales call was derailed. What do you think you did to cause this?

ACTIVE LISTENING

- Tell me about an instance when you misunderstood what the prospect had shared with you. What do you think you could have done differently to avoid the situation?
- Describe how you let prospects know you are listening to them actively.
- Tell me about the type of questions you typically ask to confirm your understanding of what a prospect has communicated.

CRITICAL THINKING

- Tell me about the process you use to connect your product/service to prospects' problems.
- Describe how you develop your thinking and problem solving skills.
- If you had to select your greatest weakness in solving problems, what would you choose? Why did you select this one?

INITIATIVE

- Describe a specific accomplishment in your previous position that indicates you will succeed in this position.
- Tell me about how you deal with adversity.
- Tell me about a time when you could not achieve your goals because of circumstance beyond your control.

PRESENTING

- Tell me about your most effective sales presentations.
- Sometimes prospects provide good buying signals. Tell me what you do in these situations.
- Describe how you prefer to conclude your sales presentation.

TIME MANAGEMENT

- Tell me about how you handle competing priorities.
- Describe your typical day.
- Tell me how you handle unexpected interruptions and events.

DEALING WITH FAILURE

- Describe how you keep a positive attitude after a tough day.
- What kinds of sacrifices have you made to become successful? Please explain.
- Tell me what is the greatest professional risk that you have ever taken. What did you learn from the experience?

DETERMINED COMPETITIVENESS

- If I had worked with you in the past, would I have considered you competitive? Why?
- Tell me about your most significant competitors. How are they better?
- Describe what sets you apart from other sales professionals.

MONEY CONCEPT

- Characterize your price negotiation style.
- Tell me about a situation when you should have lowered your price but did not.
- Prospects are usually guarded in disclosing their budget. Describe how you get them to share it.

EMOTIONAL DETACHMENT

- Describe how you typically convince a prospect to buy.
- Tell me about a sales call when your emotions got the best of you.
- Sales professionals often feel pressure on sales calls. Describe how you handle this pressure and what you do to manage it.
