

FinxS® Sales Capacity Assessment - Manager **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



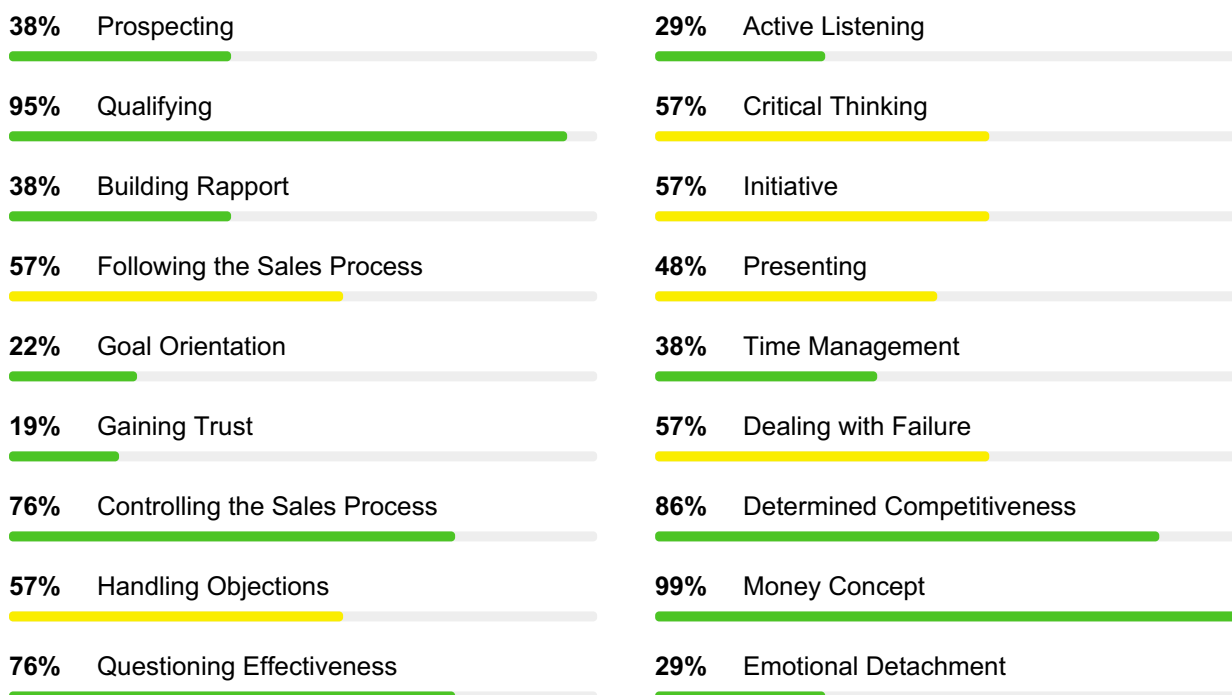
Executive Summary

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 the requirements of this person's current sales job. For example, the respondent may have a low score with a competence that is not presently important to their success. Therefore, it may not be 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 this person has the best development potential.

Overall Scores



Answering time 2:21 min

NOTES

Sales Competences in Sales Process

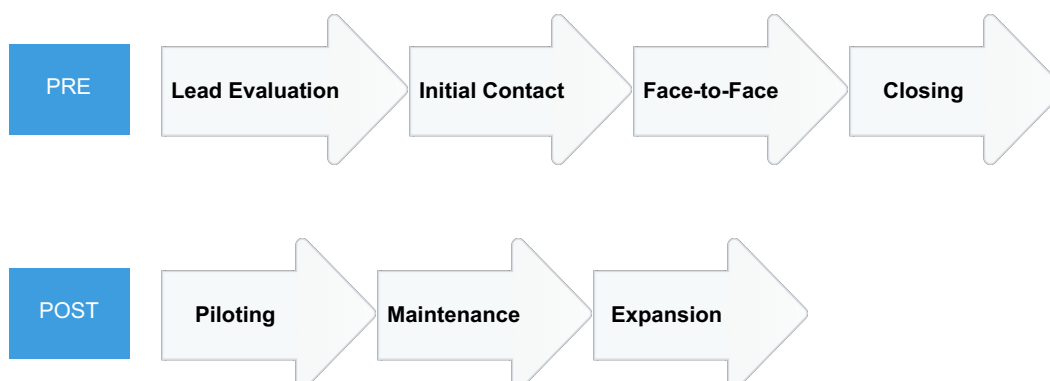
Sales Process

There is no ideal sales process, but every market, business and competitive situation requires different approaches. In this report, we are using a very commonly accepted description of a sales process. We do not go into details and do not assume every step would be applicable in every business. The process used in this report works more like a general description of which you can take the elements that apply in your business.

This part of the report compares each of the competence scores of this individual against each of the steps in the sales process. Even though all the competences are important at some stage in the sales process, every competence is not equally useful at every step of the sales process. Actually, some competences, with high or low score, may actually cause challenges to the sales person at some of the steps in the sales process.

PRE and POST steps

We divide the steps in the sales process in PRE (before closing the first deal) and POST (after closing the first deal) steps. To this report, we have selected four PRE steps; Lead Evaluation, Initial Contact, Face-to-Face and Closing. Selected POST steps are Piloting, Maintenance and Expansion steps. Each of the steps are covered on separate page, including a description of the step.



Sales Process / Competence Match Summary

The following table provides a summary of this person's competence match at different phases of the sales process.

STRENGTH: The competence score provides clear strengths at this phase of the sales process

SMALL STRENGTH: The competence score provides qualities that help, although they may not alone make this person excellent at this phase of the sales process

MEDIUM: This competence does not play any important role at this stage of the sales process.

SMALL RISK: The competence score may cause some challenges at this phase of the sales process.

RISK: This competence may become an important challenge to succeed at this stage. Careful analysis should be made how to avoid the potential risk to become real.

	STRENGTH	SMALL STRENGTH	MEDIUM	SMALL RISK	RISK	Score
PRE						
Lead Evaluation	5	6	1	5	1	9
Initial Contact	3	3	1	8	3	-5
Face-to-Face	4	4	2	4	4	0
Closing	4	3	5	5	1	4
POST						
Piloting	4	5	3	3	3	4
Maintenance	5	0	5	4	4	-2
Expansion	4	4	3	7	0	5

Sales Process / PRE / Lead Evaluation

Lead Evaluation

Lead Evaluation refers to all the actions that are taken before actually contacting the lead. The purpose of these actions is to verify the sales potential of the lead. The final outcome of this stage is information that helps to make the decision whether or not it is worth pursuing the lead.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	STRENGTH	Active Listening (29%)	SMALL RISK
Qualifying (95%)	STRENGTH	Critical Thinking (57%)	SMALL RISK
Building Rapport (38%)	STRENGTH	Initiative (57%)	SMALL STRENGTH
Following the Sales Process (57%)	SMALL RISK	Presenting (48%)	SMALL STRENGTH
Goal Orientation (22%)	SMALL RISK	Time Management (38%)	RISK
Gaining Trust (19%)	STRENGTH	Dealing with Failure (57%)	SMALL STRENGTH
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (86%)	MEDIUM
Handling Objections (57%)	SMALL STRENGTH	Money Concept (99%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (29%)	SMALL RISK

LOW Time Management (38%) RISK

This person is not focused on time and using it efficiently. They can easily spend more time than necessary with something they find interesting. When evaluating a lead, they may forget to assess the amount of effort the lead will require and focus more on how interesting the lead is. This may result in longer sales processes.

Sales Process / PRE / Initial Contact

Initial Contact

Initial Contact refers to the first contact a sales person takes to the lead. It is the one-way communication that aims for the lead to respond: "Tell me more." The final outcome of this stage is that the lead becomes a prospect allowing the sales person to start the actual sales process.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	RISK	Active Listening (29%)	SMALL RISK
Qualifying (95%)	RISK	Critical Thinking (57%)	SMALL STRENGTH
Building Rapport (38%)	STRENGTH	Initiative (57%)	SMALL RISK
Following the Sales Process (57%)	SMALL RISK	Presenting (48%)	SMALL RISK
Goal Orientation (22%)	RISK	Time Management (38%)	SMALL RISK
Gaining Trust (19%)	SMALL RISK	Dealing with Failure (57%)	SMALL RISK
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (86%)	STRENGTH
Handling Objections (57%)	SMALL RISK	Money Concept (99%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (29%)	MEDIUM

LOW Prospecting (38%) RISK

This person is not focused on repeatedly contacting new people and winning them on their side. They may feel insecure about their skills or they may dislike the perceived negativity and insecurity relating to having to gain peoples' interest quickly. This may result in them procrastinating making the initial contact and, therefore, making less contacts than the time would allow.

HIGH Qualifying (95%) RISK

This person has a tendency to constantly analyze and assess the business potential a lead represents. They constantly look for and process new information. They want to continuously dig deeper. The constant assessing of the prospect may challenge their ability to focus on getting the lead interested. At this stage, the qualification of the lead has already been made and all effort should be focused on getting the prospect to agree to move forward in the process.

LOW Goal Orientation (22%) RISK

This person may have a tendency to accept what is given to them. They are relatively easy to satisfy. They lack the permanent dissatisfaction about the current level of performance that would make them want to achieve their goal every time. They accept the fact that they cannot win every time. This may result in them occasionally giving up too easily based on prospect excuses.

Sales Process / PRE / Face-to-Face Face-to-Face

Face-to-Face refers to the phase when the sales person and the prospect communicate with the purpose of finding out whether or not the product/service the sales person offers is something the prospect needs. The final outcome of this stage is that the sales person knows enough of the client need and the client knows enough of the product/service to determine if there is a fit and for the sales person to make an offer.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	STRENGTH	Active Listening (29%)	RISK
Qualifying (95%)	STRENGTH	Critical Thinking (57%)	SMALL RISK
Building Rapport (38%)	SMALL RISK	Initiative (57%)	SMALL RISK
Following the Sales Process (57%)	SMALL STRENGTH	Presenting (48%)	MEDIUM
Goal Orientation (22%)	RISK	Time Management (38%)	RISK
Gaining Trust (19%)	MEDIUM	Dealing with Failure (57%)	SMALL STRENGTH
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (86%)	STRENGTH
Handling Objections (57%)	SMALL RISK	Money Concept (99%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (29%)	RISK

LOW Goal Orientation (22%) RISK

This person likes to have things proceed at their own pace and result in their natural outcome. They do not feel the need to set their goals much higher than what is likely to be expected. They do not have a special need to show to anyone what they can achieve. This means that they may not be hungry to improve their success ratio or continuously look for new ways to reach higher and higher goals.

LOW Active Listening (29%) RISK

This person is not the most patient listener. They may have difficulty focusing on the prospect's narrative and especially in understanding what the prospect is actually saying. This person is more eager to either let their mind drift or take control over the conversation. This may result in them occasionally missing closing opportunities or achieving the full business potential.

LOW Time Management (38%) RISK

This person is not very time conscious. They focus more on spending time with something that is interesting and often speculate or process an issue longer than necessary. They may also let the prospect take control over time and allow them to direct the discussion to something that does not move the process forward. The most immediate challenge this brings are prolonged sales processes.

LOW Emotional Detachment (29%) RISK

This person is interested in the prospect's well-being and feelings. They do not want to take the sales process anywhere that could make the prospect feel uncomfortable or somehow coerced. They observe the prospect's emotions and are sensitive to them. They may spend longer time waiting for the right moment or trying to find the right ways to present their offering.

Sales Process / PRE / Closing Closing

Closing refers to the stage when the sales person presents their offer to the client and the client responds to it. This may be a short phase but it can also require multiple iterations. The final outcome of this stage is that the prospect says "I am ready to try/buy".

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	SMALL RISK	Active Listening (29%)	MEDIUM
Qualifying (95%)	STRENGTH	Critical Thinking (57%)	SMALL STRENGTH
Building Rapport (38%)	MEDIUM	Initiative (57%)	SMALL RISK
Following the Sales Process (57%)	SMALL STRENGTH	Presenting (48%)	SMALL RISK
Goal Orientation (22%)	RISK	Time Management (38%)	MEDIUM
Gaining Trust (19%)	STRENGTH	Dealing with Failure (57%)	SMALL RISK
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (86%)	STRENGTH
Handling Objections (57%)	SMALL RISK	Money Concept (99%)	STRENGTH
Questioning Effectiveness (76%)	MEDIUM	Emotional Detachment (29%)	MEDIUM

LOW Goal Orientation (22%) RISK

This person has the tendency to enjoy the moment without continuously looking for opportunities to improve or making the right decisions to exceed previous performance. They do not motivate the client and are happy with the best outcome that can be achieved with a reasonable effort. They don't typically feel disappointed, but prefer to accept what they have achieved. This may result in less ambitious offering and delayed closings.

Sales Process / POST / Piloting Piloting

Piloting refers to the stage when the client is experiencing the product/service for the first time. Client is not committed to ongoing usage of the product/service but they are testing it to find out if the claims made by the sales person during the previous phases are true. The final successful outcome of this stage is that the client says "I want to buy more".

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	STRENGTH	Active Listening (29%)	SMALL RISK
Qualifying (95%)	STRENGTH	Critical Thinking (57%)	MEDIUM
Building Rapport (38%)	RISK	Initiative (57%)	SMALL STRENGTH
Following the Sales Process (57%)	SMALL STRENGTH	Presenting (48%)	SMALL STRENGTH
Goal Orientation (22%)	STRENGTH	Time Management (38%)	SMALL RISK
Gaining Trust (19%)	RISK	Dealing with Failure (57%)	MEDIUM
Controlling the Sales Process (76%)	SMALL RISK	Determined Competitiveness (86%)	MEDIUM
Handling Objections (57%)	SMALL STRENGTH	Money Concept (99%)	RISK
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (29%)	STRENGTH

LOW Building Rapport (38%) RISK

This person is not very focused on creating a relationship with a client, but considers them more like someone they need to deal with. They do not feel the importance of being liked by the client but believe that effectively doing what they are supposed to do is enough. This may cause challenges in a situation when the client is not fully happy with the product/service.

LOW Gaining Trust (19%) RISK

This person is not so worried about the client liking them as a person. They are not eager to please someone for just being liked. They prefer to be candid and express things as they are. This may result in the prospect liking the product/service but not the sales person. This in turn may cause challenges if the client needs to maintain ongoing contact with the sales person.

HIGH Money Concept (99%) RISK

This person is not afraid to ask for money for their services. This may be risky in the Piloting stage when the client is still not fully convinced and may want additional support. If they feel there is no willingness to provide any support without always charging for it, the client may take this negatively and not place the next order.

Sales Process / POST / Maintenance Maintenance

Maintenance refers to the stage when the client feels comfortable using the product/service and is continuously placing new orders. Client is using the product for the originally intended purpose. Sales increase by the client placing orders more frequently and/or by larger individual orders.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	STRENGTH	Active Listening (29%)	RISK
Qualifying (95%)	STRENGTH	Critical Thinking (57%)	MEDIUM
Building Rapport (38%)	RISK	Initiative (57%)	MEDIUM
Following the Sales Process (57%)	MEDIUM	Presenting (48%)	MEDIUM
Goal Orientation (22%)	STRENGTH	Time Management (38%)	STRENGTH
Gaining Trust (19%)	RISK	Dealing with Failure (57%)	SMALL RISK
Controlling the Sales Process (76%)	SMALL RISK	Determined Competitiveness (86%)	RISK
Handling Objections (57%)	SMALL RISK	Money Concept (99%)	MEDIUM
Questioning Effectiveness (76%)	SMALL RISK	Emotional Detachment (29%)	STRENGTH

LOW Building Rapport (38%) RISK

This person is not very interested in building long term relationships with clients. They keep the contacts to the clients at the minimum level required and do not create a more personal relationship. The challenge this may cause is that clients get a feeling that the sales person does not really care about them. This may have a harmful effect on client loyalty.

LOW Gaining Trust (19%) RISK

This person is not eager to do things just to please the client. There is a business purpose and goal involved in everything they do with the client. They may well approach clients differently depending on how big business potential they see with the client or how easy it is to deal with the client. This may become a trust issue between the client and the sales person.

LOW Active Listening (29%) RISK

This person is not the most patient in listening to client needs. They are better and more motivated in thinking ahead and planning for the future. They are impatient and do not always put their full focus into understanding properly what the other person is saying and actually meaning. This may result in the client getting the feeling that the sales person does not listen to them.

HIGH Determined Competitiveness (86%) RISK

This person is rarely satisfied. Even after reaching a goal they soon start wanting more. They believe there is more business to be achieved from the client and they want it now. With clients who don't have the need to expand the business now, this may become an issue as they feel the sales person being too pushy and aggressive. From the client's point of view, the sales person should be supporting their usage of the product/service and not continuously selling more.

Sales Process / POST / Expansion Expansion

Expansion refers to the stage when the business with a client expands to new segments within the client organization or the client buying other products/services in addition to the one they originally bought. Client becomes more dependent on the provider and the business with the client is not dependent on one product/service or one buyer within the client organization.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (38%)	SMALL RISK	Active Listening (29%)	MEDIUM
Qualifying (95%)	STRENGTH	Critical Thinking (57%)	MEDIUM
Building Rapport (38%)	SMALL RISK	Initiative (57%)	SMALL STRENGTH
Following the Sales Process (57%)	SMALL RISK	Presenting (48%)	SMALL STRENGTH
Goal Orientation (22%)	SMALL RISK	Time Management (38%)	SMALL RISK
Gaining Trust (19%)	STRENGTH	Dealing with Failure (57%)	SMALL STRENGTH
Controlling the Sales Process (76%)	SMALL RISK	Determined Competitiveness (86%)	STRENGTH
Handling Objections (57%)	MEDIUM	Money Concept (99%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (29%)	SMALL RISK

Benchmark Comparison

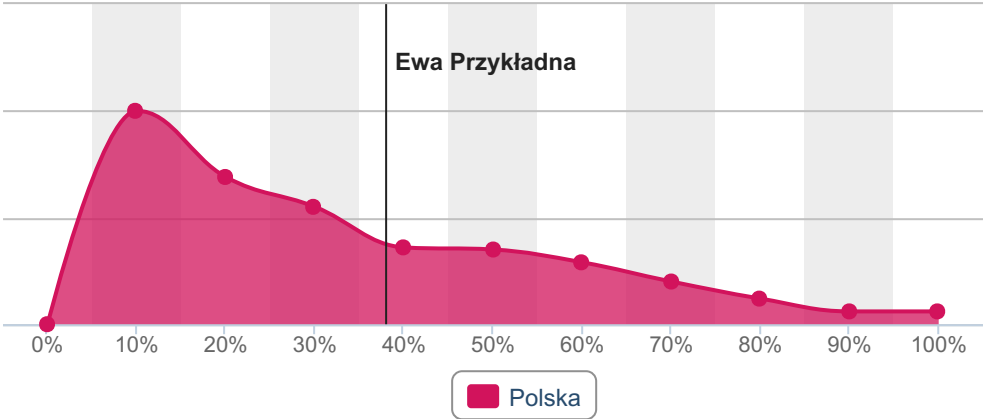
The following pages compare this person's results against the selected benchmark. The purpose of a benchmark comparison is to identify how this person compares against a selected population. It does not directly tell us anything about this person's sales skills, only how they compare against another group of people. It is important to use a benchmark population that this person could be part of (based on the selection criteria of the population).

The percentage indicates the percentage of the population that scored less than this person. For example, 25% would mean that 25% of the population has a lower score than this person, and 75% has a higher score.

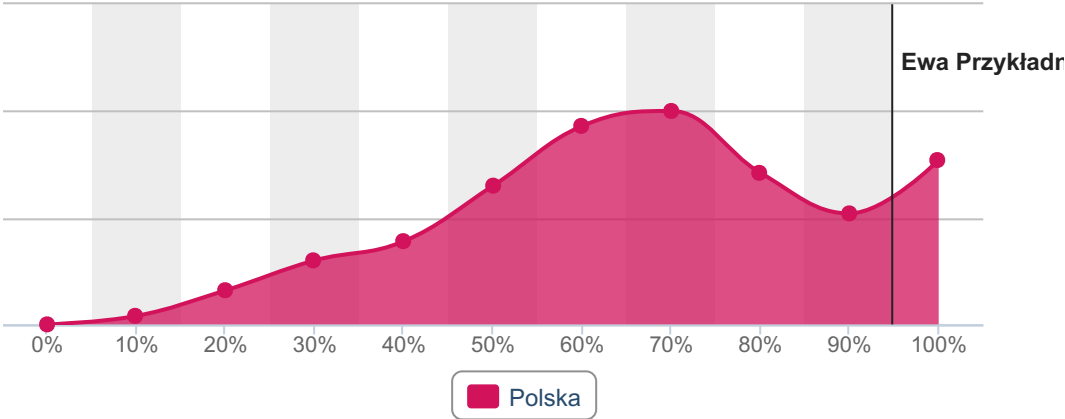
Benchmark Table

Ewa Przykładna	Score	Polska
Prospecting	38%	60%
Qualifying	95%	85%
Building Rapport	38%	6%
Following the Sales Process	57%	79%
Goal Orientation	22%	6%
Gaining Trust	19%	10%
Controlling the Sales Process	76%	64%
Handling Objections	57%	42%
Questioning Effectiveness	76%	40%
Active Listening	29%	1%
Critical Thinking	57%	17%
Initiative	57%	52%
Presenting	48%	38%
Time Management	38%	35%
Dealing with Failure	57%	48%
Determined Competitiveness	86%	95%
Money Concept	99%	97%
Emotional Detachment	29%	57%

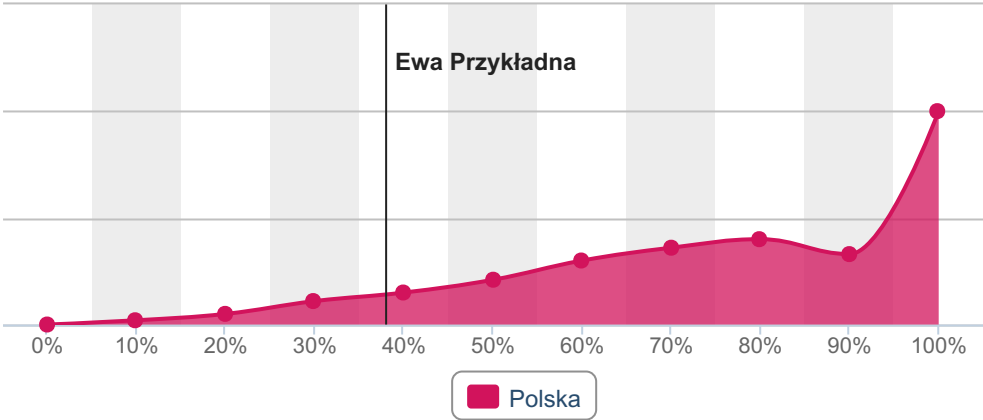
PROSPECTING



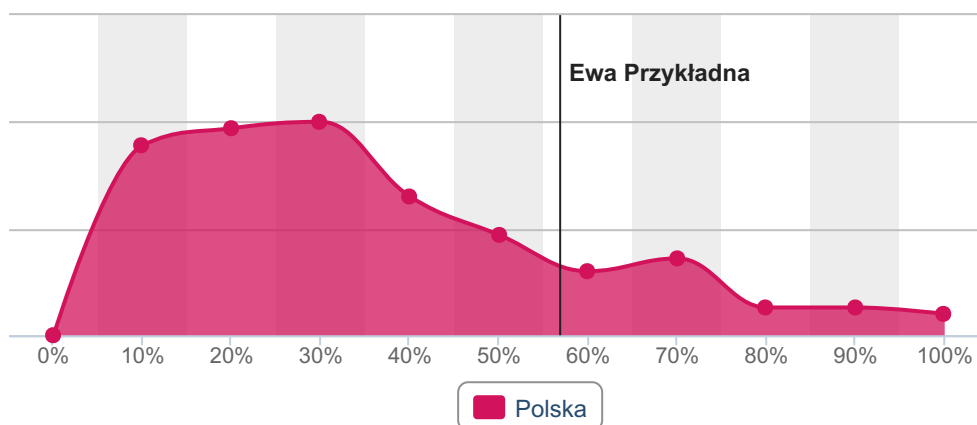
QUALIFYING



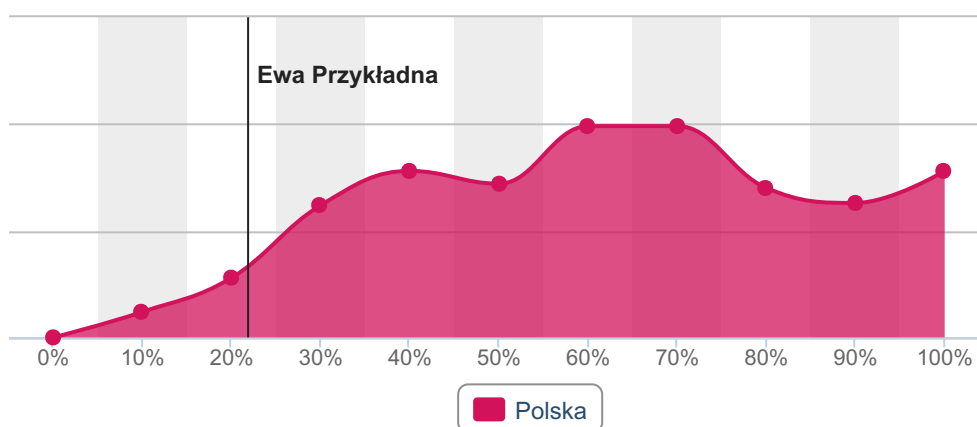
BUILDING RAPPORT



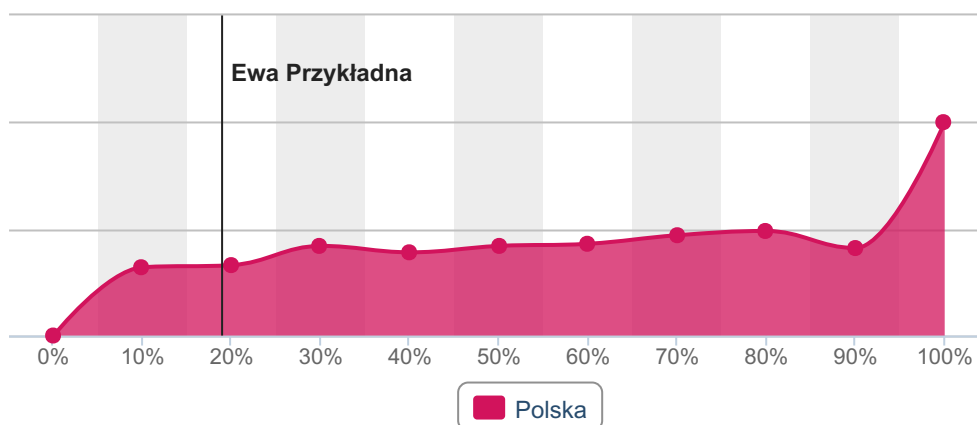
FOLLOWING THE SALES PROCESS



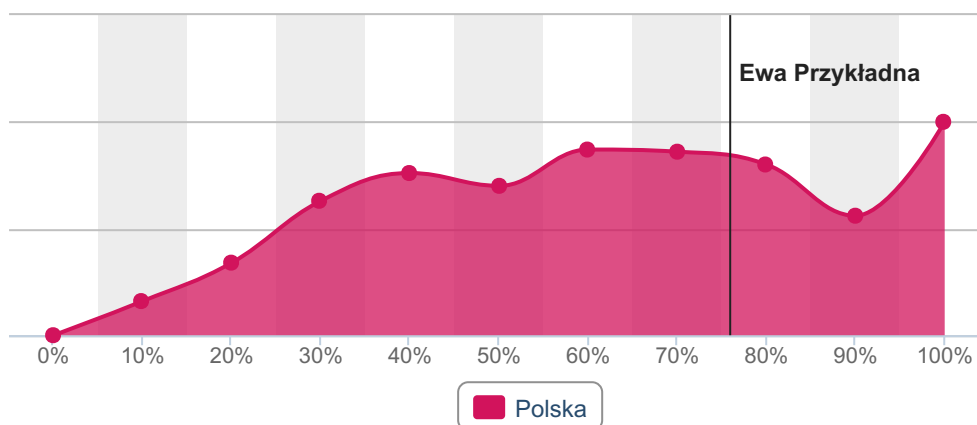
GOAL ORIENTATION



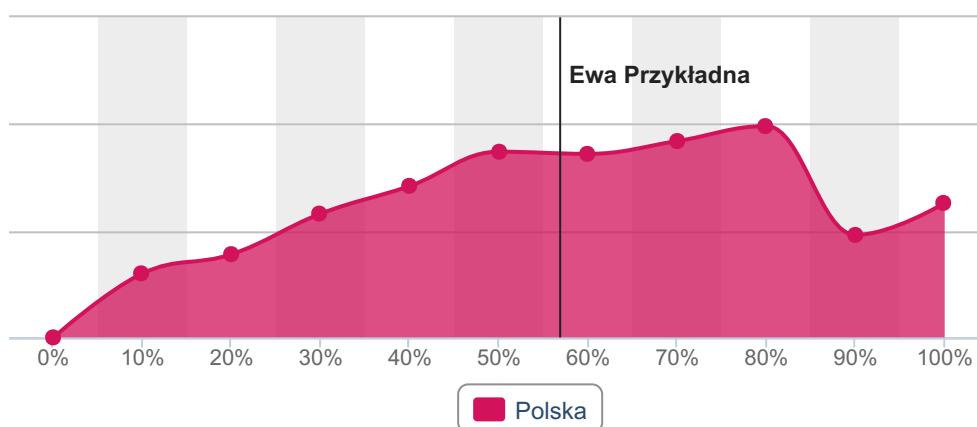
GAINING TRUST



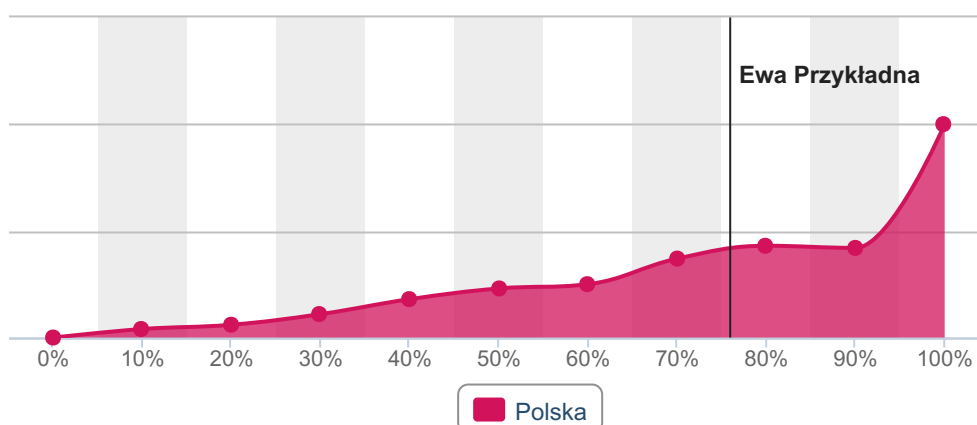
CONTROLLING THE SALES PROCESS



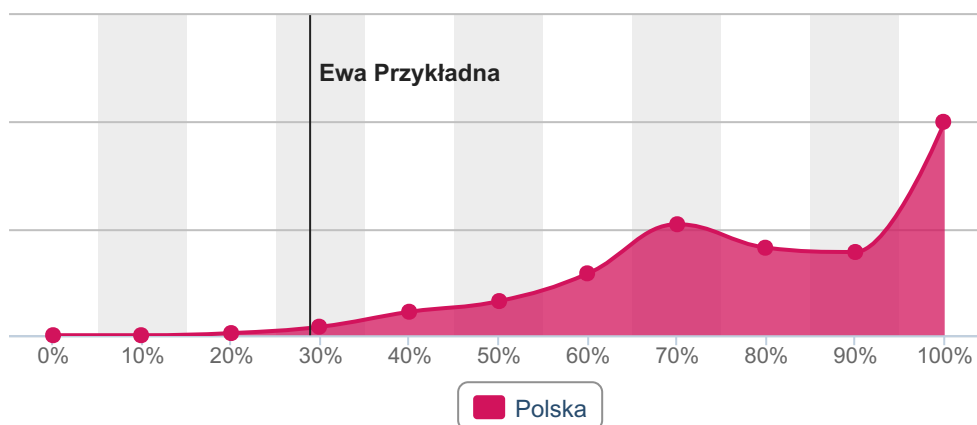
HANDLING OBJECTIONS



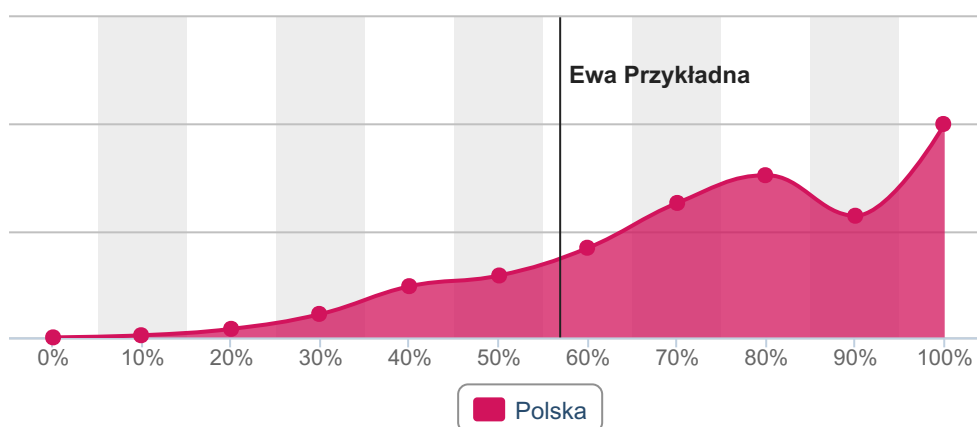
QUESTIONING EFFECTIVENESS



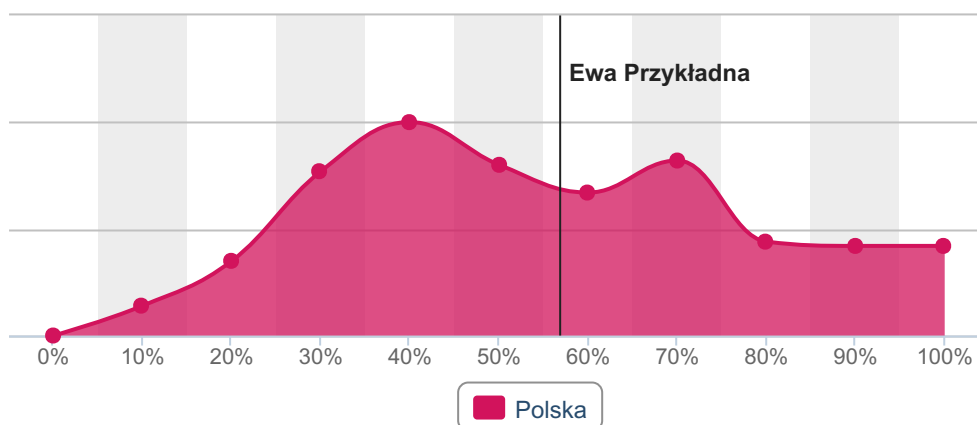
ACTIVE LISTENING



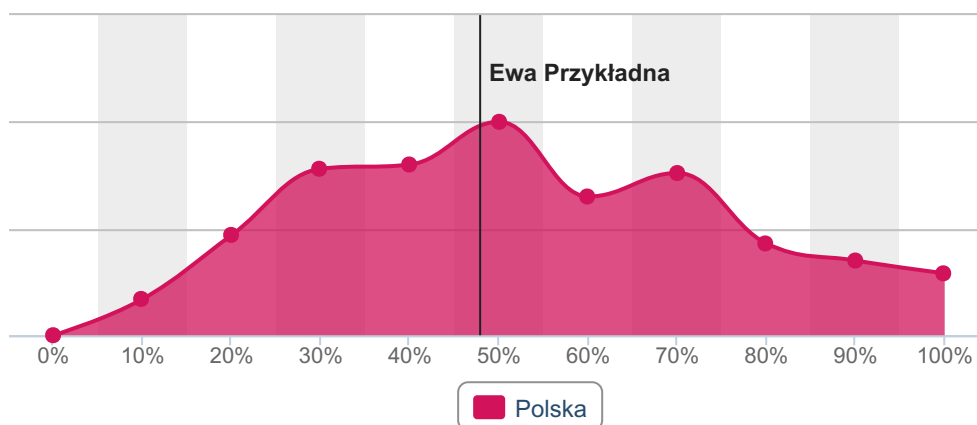
CRITICAL THINKING



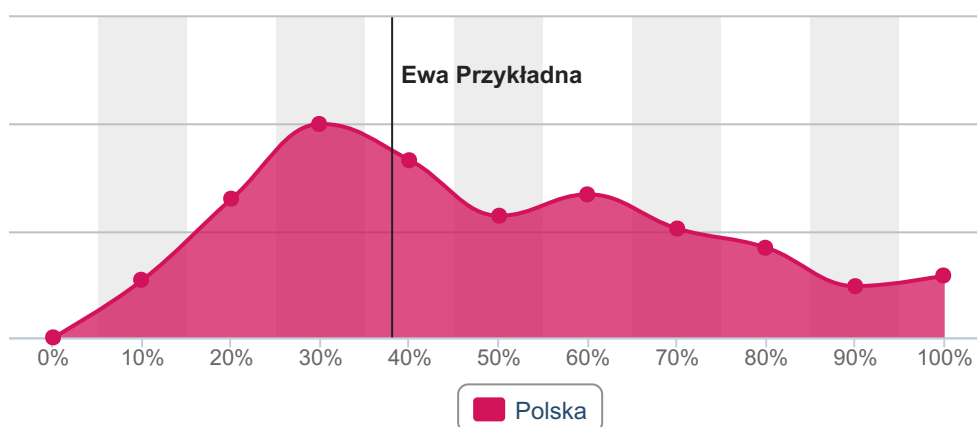
INITIATIVE



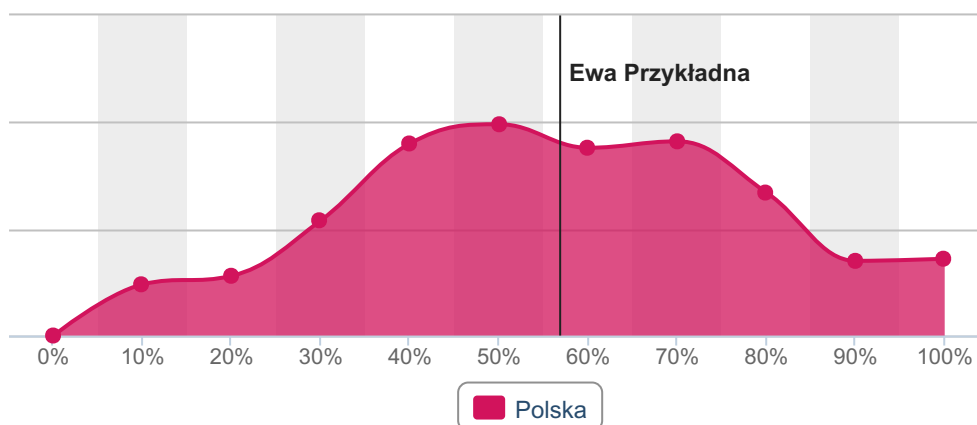
PRESENTING



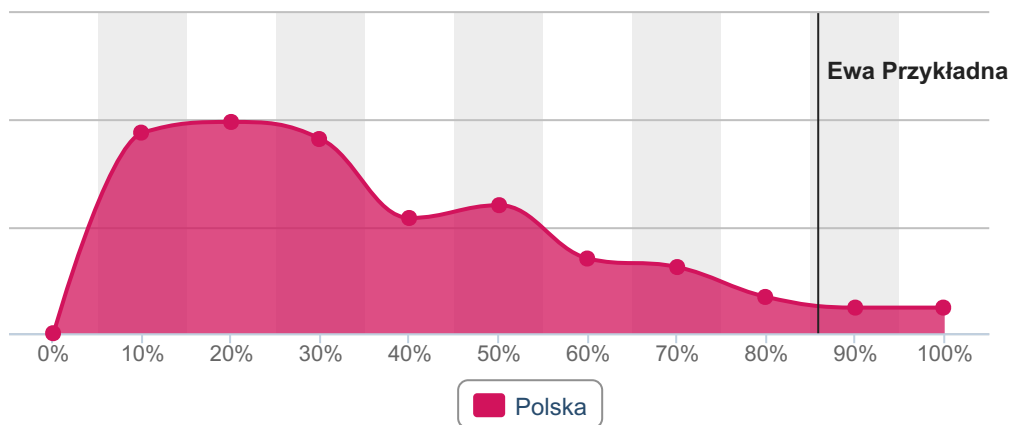
TIME MANAGEMENT



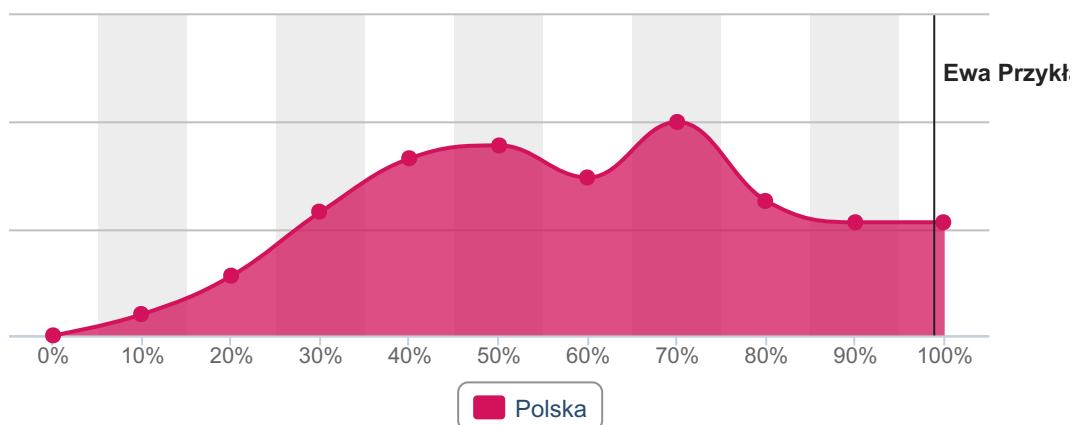
DEALING WITH FAILURE



DETERMINED COMPETITIVENESS



MONEY CONCEPT



EMOTIONAL DETACHMENT

