

FinxS® Sales Capacity Assessment - Sales Process & Competence Report

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. This report compares this person's Sales Competence scores against each stage of the sales process.

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Organization:

XYZ Sp. z o.o.

Date:

19.10.2021



Sales Competences in Sales Process

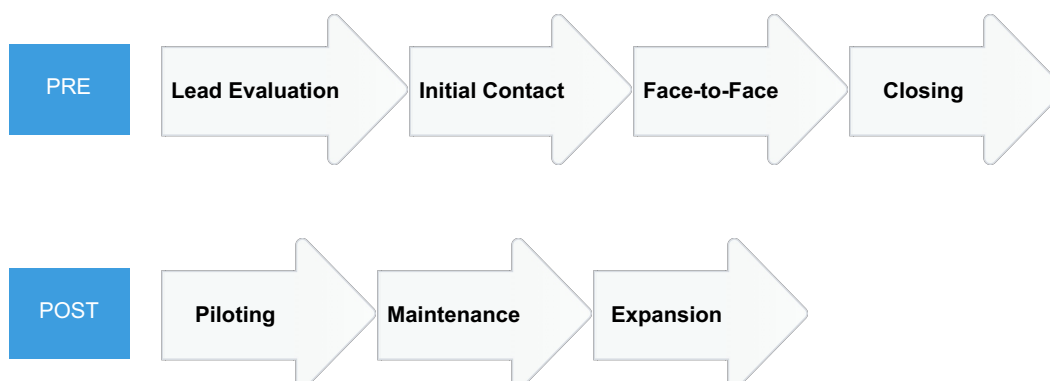
Sales Process

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 |
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| 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.

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|-------------------------------------|----------------|----------------------------------|----------------|
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| 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".

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| 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".

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| 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.

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| 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.

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