

# FinxS® Sales Capacity Assessment - Sales Process Report

**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. This report compares this person against each stage of the sales process.

## Ewa Przykładna

Organization:

**XYZ Sp. z o.o.**

Date:

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## **Sales Competences in Sales Process**

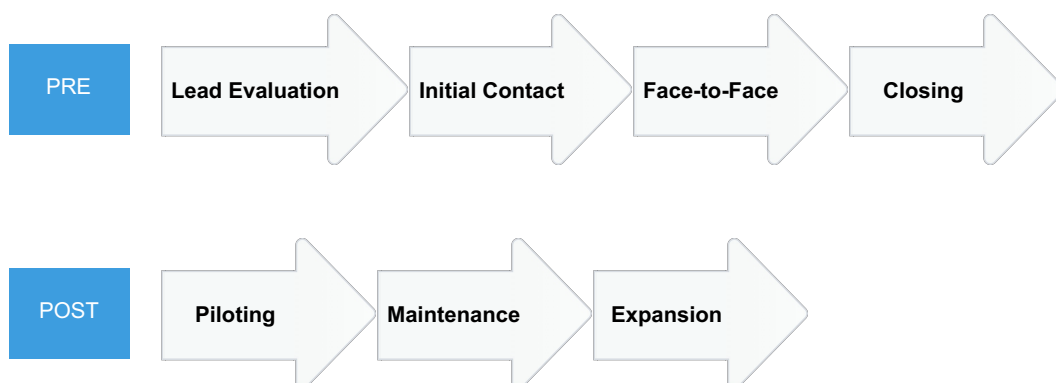
### **Sales Process**

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
<b>PRE</b>						
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
<b>POST</b>						
Piloting	4	5	3	3	3	4
Maintenance	5	0	5	4	4	-2
Expansion	4	4	3	7	0	5