

FinxS® Sales Capacity Assessment - Sales Roles & Competence 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's Sales Competence scores against each of the selected sales roles.

Ewa Przykładna

Organization:

XYZ Sp. z o.o.

Date:

19.10.2021

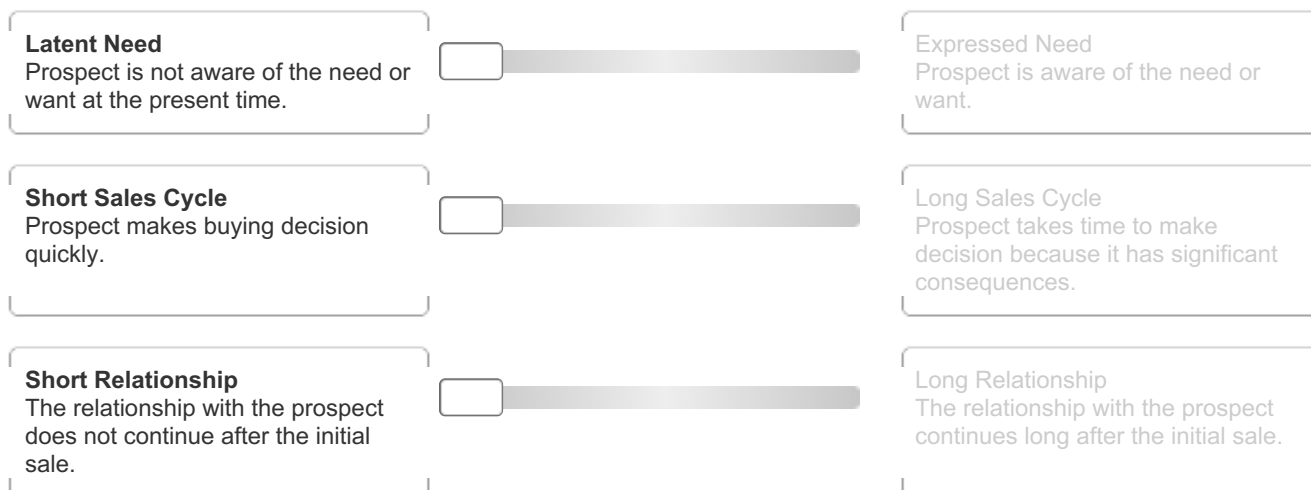


Sales Roles Definitions:**SALES REVEALER (57%)**

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**

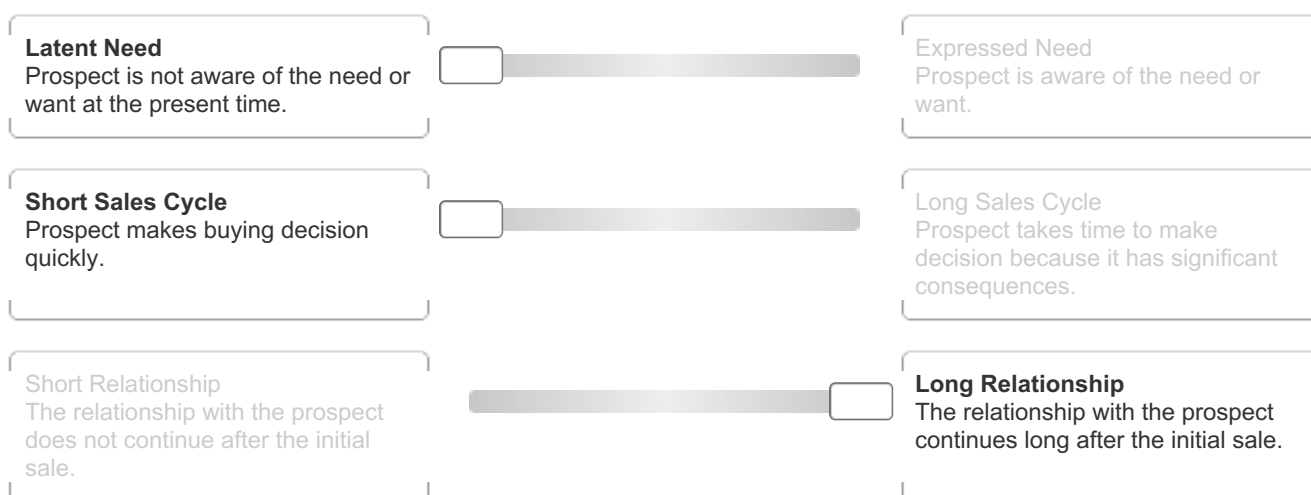
Sales Revealer	Ewa	Sales Revealer	Ewa
Prospecting	Weakness	Active Listening	Match
Qualifying	Excessive	Critical Thinking	Over Focus
Building Rapport	Over Focus	Initiative	Challenge
Following the Sales Process	Over Focus	Presenting	Challenge
Goal Orientation	Weakness	Time Management	Match
Gaining Trust	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**

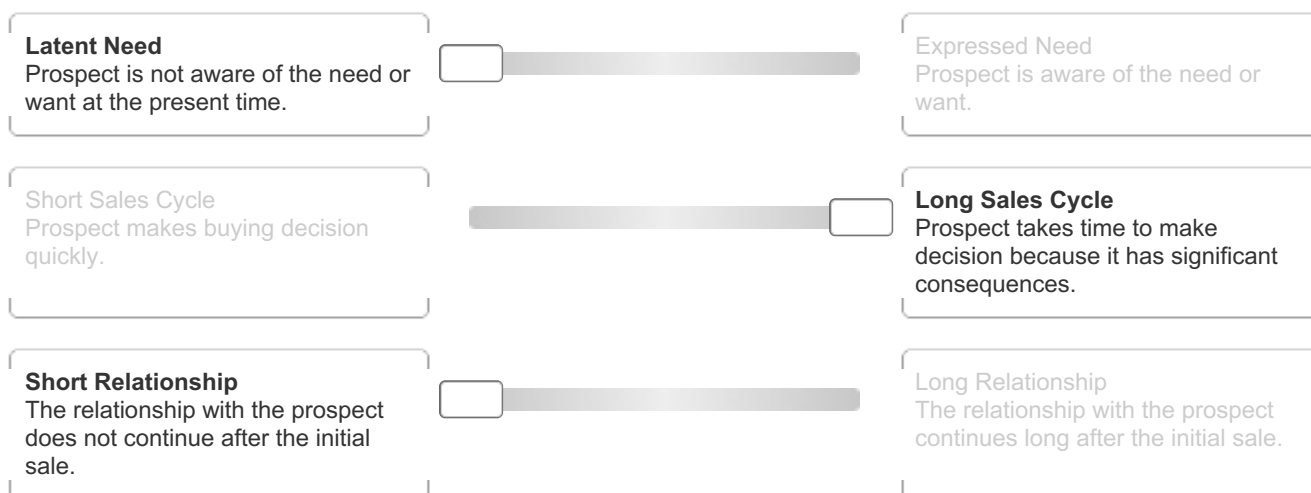
Sales Creator	Ewa	Sales Creator	Ewa
Prospecting	Challenge	Active Listening	Match
Qualifying	Excessive	Critical Thinking	Over Focus
Building Rapport	Challenge	Initiative	Challenge
Following the Sales Process	Over Focus	Presenting	Challenge
Goal Orientation	Weakness	Time Management	Challenge
Gaining Trust	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**

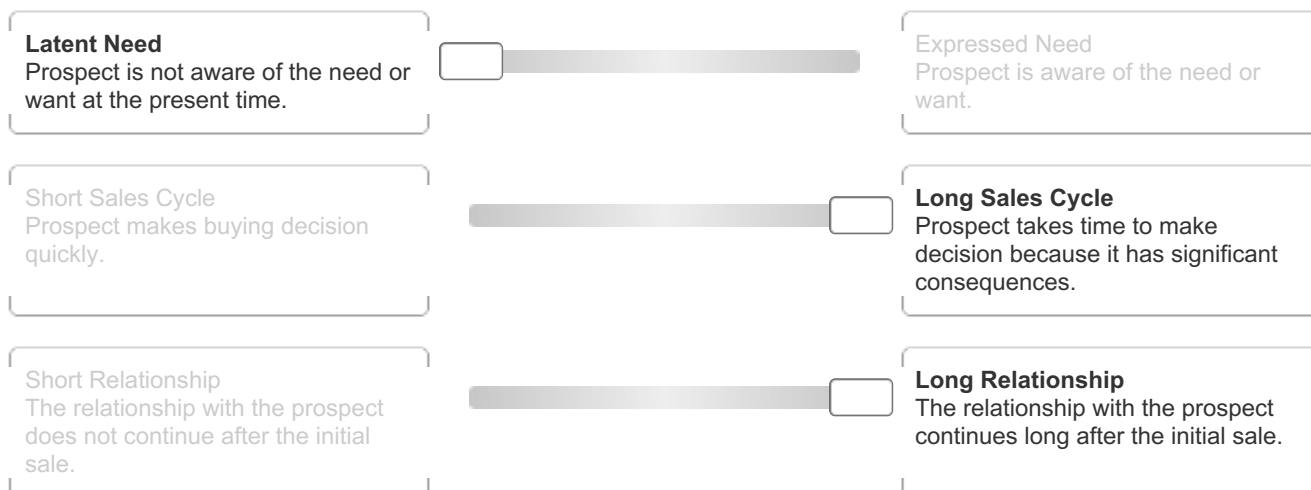
Sales Forerunner	Ewa	Sales Forerunner	Ewa
Prospecting	Challenge	Active Listening	Weakness
Qualifying	Over Focus	Critical Thinking	Close Match
Building Rapport	Close Match	Initiative	Close Match
Following the Sales Process	Over Focus	Presenting	Match
Goal Orientation	Challenge	Time Management	Match
Gaining 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

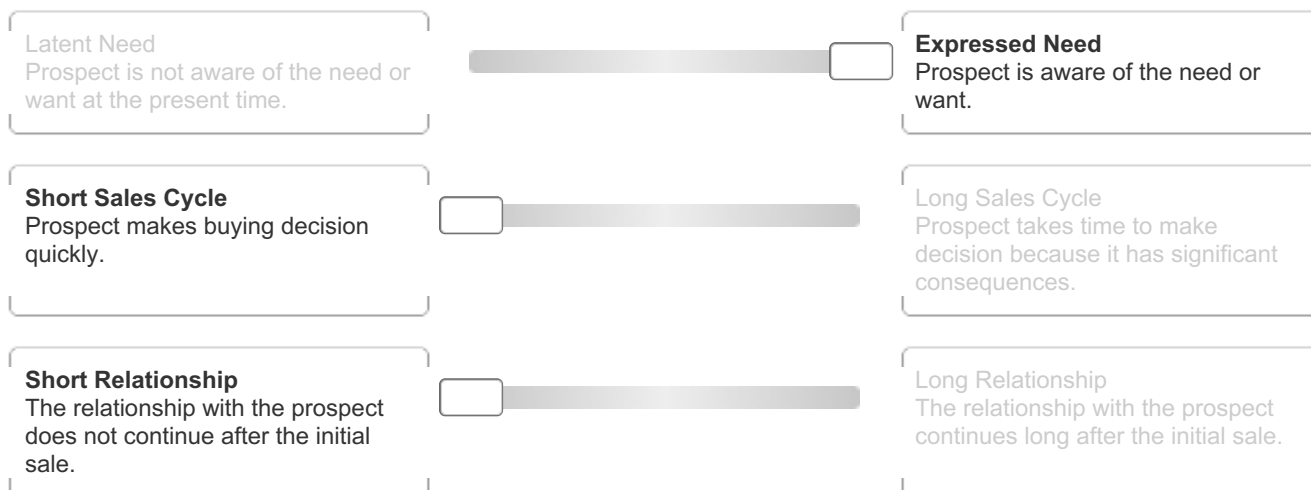
Sales Innovator	Ewa
Active Listening	Weakness
Critical Thinking	Challenge
Initiative	Close Match
Presenting	Match
Time Management	Match
Dealing with Failure	Over Focus
Determined Competitiveness	Over Focus
Money Concept	Excessive
Emotional Detachment	Close Match

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

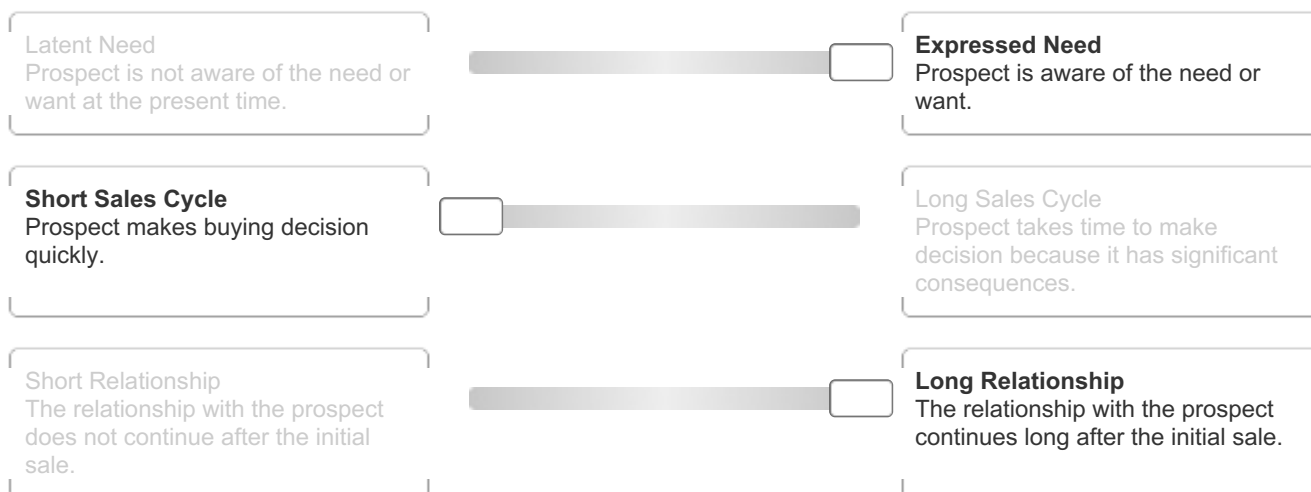
Sales Dealer	Ewa
Active Listening	Close Match
Critical Thinking	Over Focus
Initiative	Close Match
Presenting	Close Match
Time Management	Challenge
Dealing with Failure	Close Match
Determined Competitiveness	Over Focus
Money Concept	Close Match
Emotional Detachment	Weakness

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

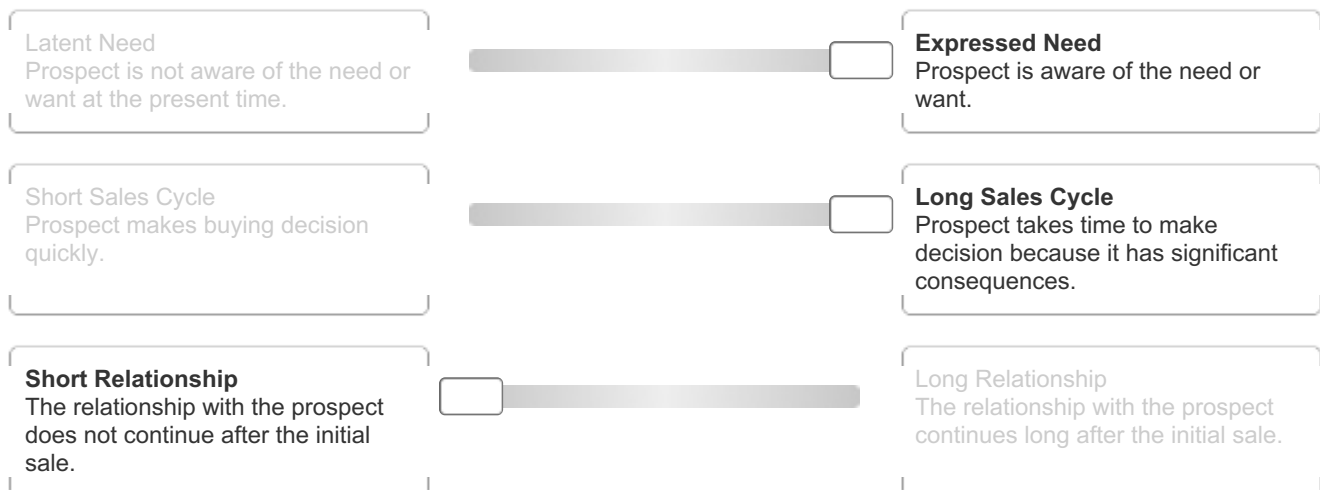
Sales Provider	Ewa
Active Listening	Challenge
Critical Thinking	Match
Initiative	Over Focus
Presenting	Close Match
Time Management	Close Match
Dealing with Failure	Close Match
Determined Competitiveness	Over Focus
Money Concept	Excessive
Emotional Detachment	Match

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**

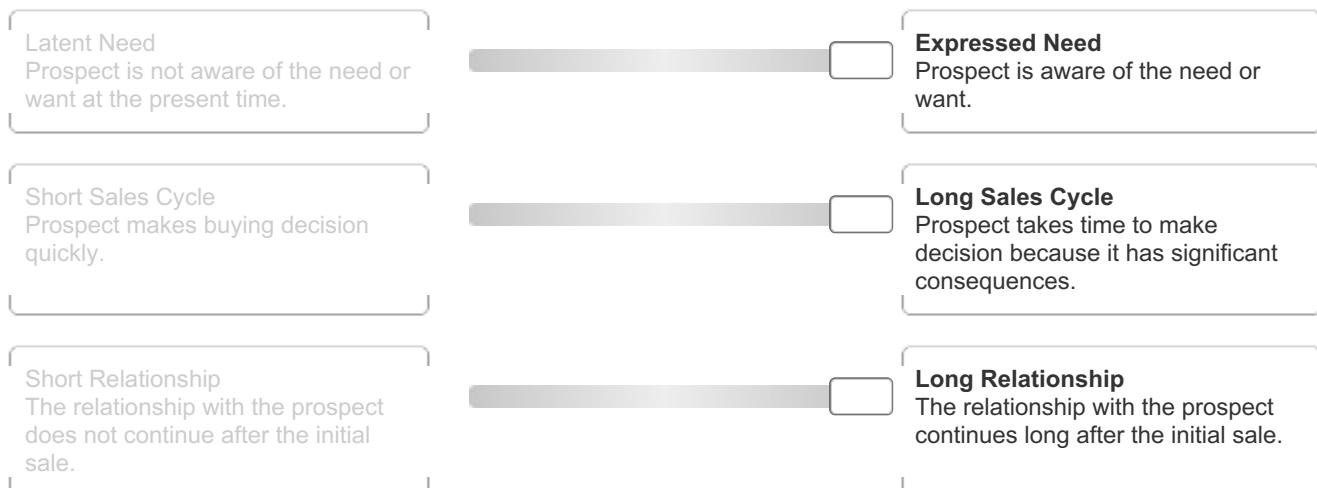
Sales Counselor	Ewa	Sales Counselor	Ewa
Prospecting	Over Focus	Active Listening	Challenge
Qualifying	Excessive	Critical Thinking	Close Match
Building Rapport	Challenge	Initiative	Match
Following the Sales Process	Challenge	Presenting	Close Match
Goal Orientation	Challenge	Time Management	Match
Gaining 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%