

FinxS® Sales Capacity Assessment - Sales Theory 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 facet of the Sales Theory.

Ewa Przykładna

Organization:

XYZ Sp. z o.o.

Date:

19.10.2021



Sales Theory Summary

The theoretical construction of the FinxS® Sales Assessment is several independent continuums of a sales job. The construction is presented below. The Sales questionnaire measures sales competences, sales roles, and the person's perceived inclination to each of the continuums. Each end of a continuum is presented separately below, along with the respondent's current score.

Need

Latent Need

Prospect is not aware of the need or want at the present time.



Expressed Need

Prospect is aware of the need or want.



Sales Cycle

Short Sales Cycle

Prospect makes buying decision quickly.



Long Sales Cycle

Prospect takes time to make decision because it has significant consequences.



Relationship

Short Relationship

The relationship with the prospect does not continue after the initial sale.



Long Relationship

The relationship with the prospect continues long after the initial sale.

