

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.

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Organization:

Firma Testowa

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#ThePowerOfBusinessIsPeople

The power of competence in sales

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.

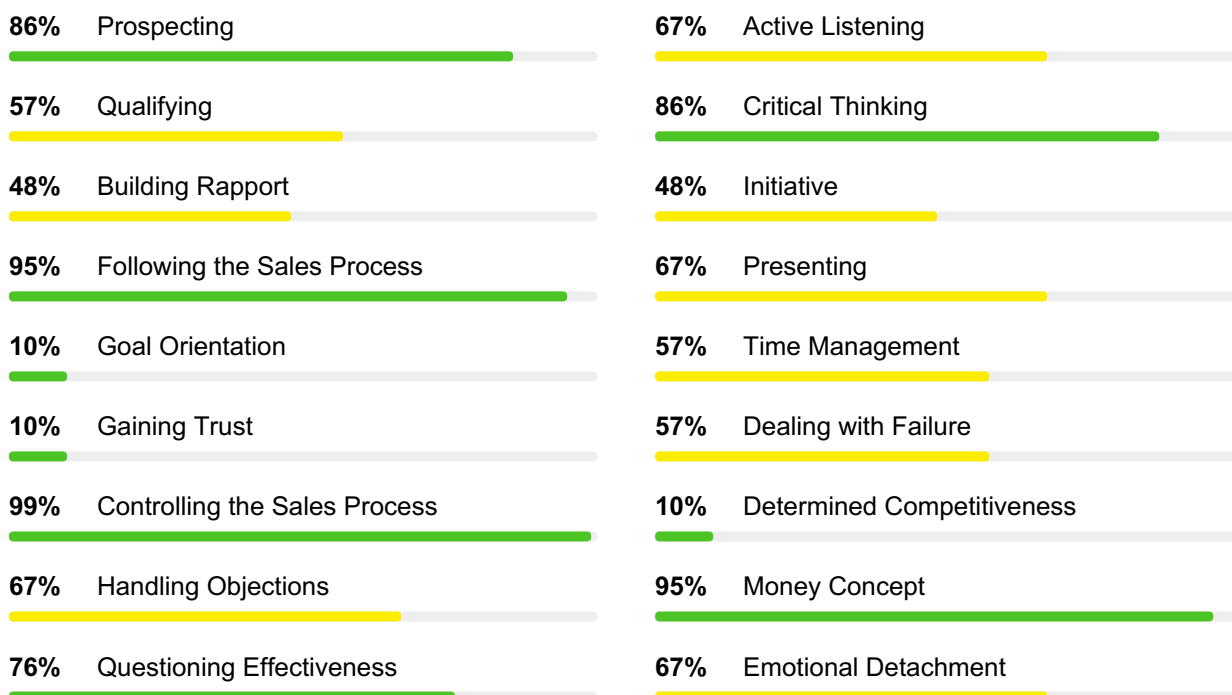
While reviewing the scores, consider how important the different competences are to the requirements of this person's current sales job. For example, the respondent may have a low score with a competence that is not presently important to their success. Therefore, it may not be relevant and it may actually 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.

Color Coding

Green color only highlights low and high scores. The scores in between are in yellow. The colors DO NOT refer to bad, good, or ideal scores.

Overall Scores



Answering time 24:30 min

NOTES

Sales Competences in Sales Process

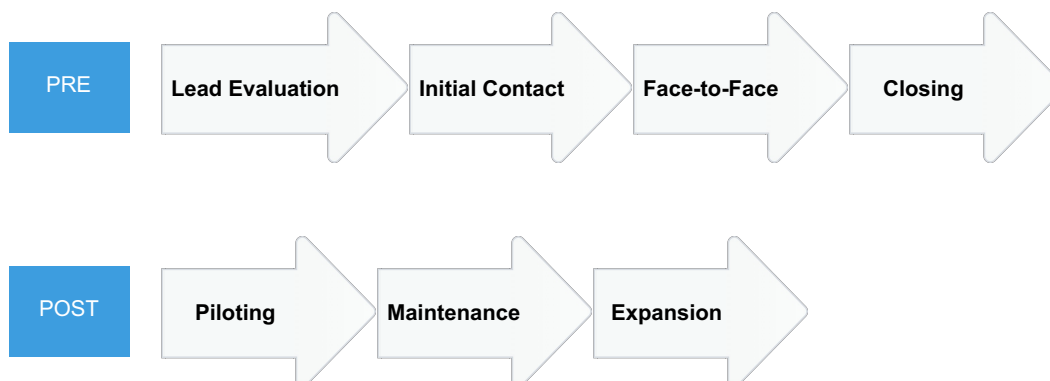
Sales Process

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	8	1	3	1	13
Initial Contact	4	6	1	4	3	4
Face-to-Face	3	6	2	3	4	1
Closing	5	3	5	2	3	5
POST						
Piloting	2	7	3	2	4	1
Maintenance	2	2	5	6	3	-6
Expansion	3	8	3	1	3	7

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 (86%)	RISK	Active Listening (67%)	SMALL STRENGTH
Qualifying (57%)	SMALL RISK	Critical Thinking (86%)	STRENGTH
Building Rapport (48%)	SMALL STRENGTH	Initiative (48%)	SMALL STRENGTH
Following the Sales Process (95%)	STRENGTH	Presenting (67%)	SMALL STRENGTH
Goal Orientation (10%)	SMALL RISK	Time Management (57%)	SMALL RISK
Gaining Trust (10%)	STRENGTH	Dealing with Failure (57%)	SMALL STRENGTH
Controlling the Sales Process (99%)	STRENGTH	Determined Competitiveness (10%)	MEDIUM
Handling Objections (67%)	SMALL STRENGTH	Money Concept (95%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (67%)	SMALL STRENGTH

HIGH Prospecting (86%) RISK

This person may be too eager to look for opportunities to talk with people and, therefore, may interpret the situation too optimistically, or may not even evaluate the quality of the lead but just wants to initiate a discussion.

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 (86%)	STRENGTH	Active Listening (67%)	SMALL STRENGTH
Qualifying (57%)	SMALL STRENGTH	Critical Thinking (86%)	STRENGTH
Building Rapport (48%)	SMALL RISK	Initiative (48%)	SMALL RISK
Following the Sales Process (95%)	RISK	Presenting (67%)	SMALL STRENGTH
Goal Orientation (10%)	RISK	Time Management (57%)	SMALL STRENGTH
Gaining Trust (10%)	SMALL RISK	Dealing with Failure (57%)	SMALL RISK
Controlling the Sales Process (99%)	STRENGTH	Determined Competitiveness (10%)	RISK
Handling Objections (67%)	SMALL STRENGTH	Money Concept (95%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (67%)	MEDIUM

HIGH Following the Sales Process (95%) RISK

This person is inclined to follow an established sales process with readily designed steps and arguments. Even though it may well benefit their success in Initial Contact in some situations, their hesitation being flexible and strict following of a pre-planned procedure may make them appear impersonal and even unlikeable.

LOW Goal Orientation (10%) 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.

LOW Determined Competitiveness (10%) RISK

This person is not willing to win at any cost. They do accept that they do not reach their goals every time. With Initial Contact, they are likely to accept that the prospect is entitled to make their decisions and that they may not need our product/service. The absence of inability to give up sometimes results in them not being as assertive as they should at this stage of the sales process.

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 (86%)	RISK	Active Listening (67%)	SMALL STRENGTH
Qualifying (57%)	SMALL RISK	Critical Thinking (86%)	STRENGTH
Building Rapport (48%)	SMALL STRENGTH	Initiative (48%)	SMALL RISK
Following the Sales Process (95%)	RISK	Presenting (67%)	MEDIUM
Goal Orientation (10%)	RISK	Time Management (57%)	SMALL RISK
Gaining Trust (10%)	MEDIUM	Dealing with Failure (57%)	SMALL STRENGTH
Controlling the Sales Process (99%)	STRENGTH	Determined Competitiveness (10%)	RISK
Handling Objections (67%)	SMALL STRENGTH	Money Concept (95%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (67%)	SMALL STRENGTH

HIGH Prospecting (86%) RISK

This person is very good at contacting leads, initiating discussion and raising interest in their product/service. Their high Prospecting skill, however, does not support remaining focused on a more even and long lasting sales process. They are better at initiating action than completing. This may result in lengthier and more complicated sales processes receiving less attention. This means the person may not always have the patience to complete them.

HIGH Following the Sales Process (95%) RISK

This person is good at sales processes that proceed in a predictable manner and do not require improvising or taking responsibility for quick and unexpected decisions during the process. This means they are more likely to follow a plan instead of reading the situation and adjusting to it. Even though they may succeed in many sales processes, at the same time they may suffer from a lack of creativity in many other ones.

LOW Goal Orientation (10%) 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 Determined Competitiveness (10%) RISK

This person is likely to occasionally forget their true goal during the sales process. They do not think they are in the process to get the deal at any means, but they are involved to find out if there are ways to help the prospect. They may hesitate using the most effective sales techniques to reach a closure. This may result in their closing ratio being lower than it could be.

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 (86%)	STRENGTH	Active Listening (67%)	MEDIUM
Qualifying (57%)	SMALL STRENGTH	Critical Thinking (86%)	STRENGTH
Building Rapport (48%)	MEDIUM	Initiative (48%)	SMALL RISK
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Controlling the Sales Process (99%)	STRENGTH	Determined Competitiveness (10%)	RISK
Handling Objections (67%)	SMALL STRENGTH	Money Concept (95%)	STRENGTH
Questioning Effectiveness (76%)	MEDIUM	Emotional Detachment (67%)	MEDIUM

HIGH Following the Sales Process (95%) RISK

This person prefers a systematic and pre-planned way of closing the deal. They work well if they have the arguments and questions prepared for them. The shortcomings (in addition to the benefits) this creates relate to recognizing unique buying signals and adjusting one's approach to the special circumstances of each case. It is possible that in some cases they do not have the best answers or are not able adjust the offer spontaneously.

LOW Goal Orientation (10%) 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.

LOW Determined Competitiveness (10%) RISK

This person does not want to offer the prospect anything they suspect the prospect is not willing to buy and what they may not need. Exceeding their previous sales records is not important for them if it has to be achieved by closing deals they believe were "forced". This may result in most of their clients being initially satisfied with what they bought, but at the same time, them having less customers and selling less than prospects would be willing to buy.

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 (86%)	RISK	Active Listening (67%)	SMALL STRENGTH
Qualifying (57%)	SMALL STRENGTH	Critical Thinking (86%)	MEDIUM
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Controlling the Sales Process (99%)	RISK	Determined Competitiveness (10%)	MEDIUM
Handling Objections (67%)	SMALL STRENGTH	Money Concept (95%)	RISK
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (67%)	SMALL RISK

HIGH Prospecting (86%) RISK

This person does not necessarily find interest or gratification in taking care of something they have already achieved. A deal is already closed and their focus turns to finding new leads to pursue. There is a chance that they will leave the client alone with the product/service and thus lose the opportunity to ensure the promises made during the sales process are kept.

LOW Gaining Trust (10%) 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 Controlling the Sales Process (99%) RISK

This person wants to be in control not only when with a prospect, but also when with a client. This could be good quality in the Piloting stage when the client does not really know what to do with the product/service. However, it may also become a risk if the client is not allowed to proceed at their own pace and the way they want to move forward. This person may seem slightly too pushy and controlling to the client.

HIGH Money Concept (95%) 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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Building Rapport (48%)	SMALL RISK	Initiative (48%)	MEDIUM
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Goal Orientation (10%)	STRENGTH	Time Management (57%)	SMALL RISK
Gaining Trust (10%)	RISK	Dealing with Failure (57%)	SMALL RISK
Controlling the Sales Process (99%)	RISK	Determined Competitiveness (10%)	STRENGTH
Handling Objections (67%)	SMALL RISK	Money Concept (95%)	MEDIUM
Questioning Effectiveness (76%)	SMALL RISK	Emotional Detachment (67%)	SMALL RISK

HIGH Prospecting (86%) RISK

This person is good at contacting new leads and starting the sales process with them. They are not at their best in taking care of existing relationships that more or less remain the same. This may result in them not being reachable by the client and the sales person providing limited support.

LOW Gaining Trust (10%) 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.

HIGH Controlling the Sales Process (99%) RISK

This person likes to take the lead and control the process with a client. At this stage, the need to control the client is not as important as to provide the support the client needs. Clients may get a feeling that this person does not want to help them but continuously want to get more business from them.

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 (86%)	STRENGTH	Active Listening (67%)	MEDIUM
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Handling Objections (67%)	MEDIUM	Money Concept (95%)	STRENGTH
Questioning Effectiveness (76%)	SMALL STRENGTH	Emotional Detachment (67%)	SMALL STRENGTH

HIGH Following the Sales Process (95%) RISK

This person prefers to have an established sales process to follow. At this stage of the process, it may be difficult to define a methodology that will apply to all clients. Instead, the sales person needs to improvise and be able to identify the sales opportunities when they appear.

HIGH Controlling the Sales Process (99%) RISK

This person likes to take a leading role in their communication with the client. They are not happy if things do not progress, but continuously try to take the client in a direction they have decided the client should take. Clients may not like being pushed to buy more.

LOW Determined Competitiveness (10%) RISK

This person has a lot of empathy for their clients. They want to understand the client's point of view and do not want to force the client to anything they are not ready for. There is a risk that instead of focusing on quickly achieving the total business potential a client represents, they are willing to wait for the moment when the client is ready to expand the business.