

FinxS® Sales Capacity Assessment - Sales Process & Competence Report

FinxS® Sales
Assessment

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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Sales Competences in Sales Process

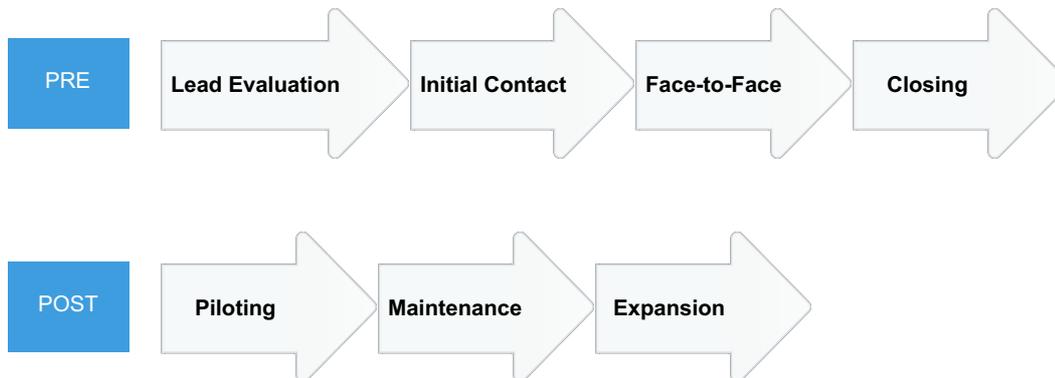
Sales Process

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	9	3	1	4	1	15
Initial Contact	4	4	1	2	7	-4
Face-to-Face	5	2	2	4	5	-2
Closing	3	3	5	1	6	-4
POST						
Piloting	5	2	3	5	3	1
Maintenance	6	1	5	2	4	3
Expansion	4	2	3	7	2	-1

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 (10%)	STRENGTH	Active Listening (48%)	SMALL STRENGTH
Qualifying (48%)	SMALL RISK	Critical Thinking (99%)	STRENGTH
Building Rapport (38%)	STRENGTH	Initiative (86%)	STRENGTH
Following the Sales Process (99%)	STRENGTH	Presenting (29%)	SMALL RISK
Goal Orientation (38%)	SMALL RISK	Time Management (10%)	RISK
Gaining Trust (10%)	STRENGTH	Dealing with Failure (10%)	STRENGTH
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (10%)	MEDIUM
Handling Objections (38%)	SMALL RISK	Money Concept (67%)	SMALL STRENGTH
Questioning Effectiveness (99%)	STRENGTH	Emotional Detachment (99%)	STRENGTH

LOW Time Management (10%) 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 (10%)	RISK	Active Listening (48%)	SMALL STRENGTH
Qualifying (48%)	SMALL STRENGTH	Critical Thinking (99%)	STRENGTH
Building Rapport (38%)	STRENGTH	Initiative (86%)	STRENGTH
Following the Sales Process (99%)	RISK	Presenting (29%)	RISK
Goal Orientation (38%)	RISK	Time Management (10%)	SMALL RISK
Gaining Trust (10%)	SMALL RISK	Dealing with Failure (10%)	RISK
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (10%)	RISK
Handling Objections (38%)	RISK	Money Concept (67%)	SMALL STRENGTH
Questioning Effectiveness (99%)	STRENGTH	Emotional Detachment (99%)	MEDIUM

LOW Prospecting (10%) 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 Following the Sales Process (99%) 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 (38%) 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 Handling Objections (38%) RISK

This person does not like verbal confrontations and, especially, if they need to do that with a prospect or client. They prefer to believe in the prospect's statements/excuses and just do not want to contradict them or assertively help the prospect to uncover their problem. They may not be willing to dig deeper to understand the prospect's true problem, but accept the ending or pausing of the sales process too easily.

LOW Presenting (29%) RISK

This person does not feel comfortable presenting their ideas if they have any sense the audience may not get excited about their proposal. They may talk at length giving the prospect too much information and hence providing opportunities for the prospect to find a possible excuse why they should not move forward now.

LOW Dealing with Failure (10%) RISK

This person really does not like failure. They may take it too personally instead of just seeing the facts related to the situation and finding a solution. Failure causes them more negative feelings defeating their willingness to come back and make their case. This all may result in them avoiding situations that can result in failure. Sometimes, one of those is asking for the prospect to take the next step and start the sales process.

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 (10%)	STRENGTH	Active Listening (48%)	SMALL RISK
Qualifying (48%)	SMALL RISK	Critical Thinking (99%)	STRENGTH
Building Rapport (38%)	SMALL RISK	Initiative (86%)	STRENGTH
Following the Sales Process (99%)	RISK	Presenting (29%)	MEDIUM
Goal Orientation (38%)	RISK	Time Management (10%)	RISK
Gaining Trust (10%)	MEDIUM	Dealing with Failure (10%)	SMALL RISK
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (10%)	RISK
Handling Objections (38%)	RISK	Money Concept (67%)	SMALL STRENGTH
Questioning Effectiveness (99%)	STRENGTH	Emotional Detachment (99%)	STRENGTH

HIGH Following the Sales Process (99%) 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 (38%) 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 Handling Objections (38%) RISK

This person does not like to challenge the prospect's opinions or present their own if they suspect the prospect will challenge them. They don't see any enjoyment in verbal arguments with the prospect. They are likely to accept prospect's objections easier than they perhaps should. This may result in the sales process slowing down or coming to a halt.

LOW Time Management (10%) 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 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 (10%)	SMALL RISK	Active Listening (48%)	MEDIUM
Qualifying (48%)	SMALL STRENGTH	Critical Thinking (99%)	STRENGTH
Building Rapport (38%)	MEDIUM	Initiative (86%)	STRENGTH
Following the Sales Process (99%)	RISK	Presenting (29%)	RISK
Goal Orientation (38%)	RISK	Time Management (10%)	MEDIUM
Gaining Trust (10%)	STRENGTH	Dealing with Failure (10%)	RISK
Controlling the Sales Process (76%)	SMALL STRENGTH	Determined Competitiveness (10%)	RISK
Handling Objections (38%)	RISK	Money Concept (67%)	SMALL STRENGTH
Questioning Effectiveness (99%)	MEDIUM	Emotional Detachment (99%)	MEDIUM

HIGH Following the Sales Process (99%) 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 (38%) 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 Handling Objections (38%) RISK

This person does not want to disagree with anyone or prove them wrong. Having to continuously handle objections is very unpleasant for them. They are willing to answer questions and provide the prospect with more time to familiarize themselves with the product/service, hoping this will persuade them to want to buy. They may have difficulty closing sales with prospects that need a little nudge.

LOW Presenting (29%) RISK

This person is not very active in using colorful, emotional and influential presentation techniques to stir prospects' motivation that is sometimes required to get a favorable decision. They prefer to make familiar and safe presentations that focus more on facts than appeal to emotions. This may result in prospects delaying making a decision.

LOW Dealing with Failure (10%) RISK

This person does not like disappointments and seldom finds any motivation in them. They prefer to take action only when the odds are favorable and they feel they are in control of what happens next. They may have a tendency to give up if the prospect does not accept their offer the first time. As a result, they sometimes delay presenting an offer as they fear possible rejection. It is also possible that their fear of failure manifests itself with timidity when asking for the business.

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 (10%)	STRENGTH	Active Listening (48%)	SMALL STRENGTH
Qualifying (48%)	SMALL STRENGTH	Critical Thinking (99%)	MEDIUM
Building Rapport (38%)	RISK	Initiative (86%)	STRENGTH
Following the Sales Process (99%)	STRENGTH	Presenting (29%)	SMALL RISK
Goal Orientation (38%)	STRENGTH	Time Management (10%)	SMALL RISK
Gaining Trust (10%)	RISK	Dealing with Failure (10%)	MEDIUM
Controlling the Sales Process (76%)	SMALL RISK	Determined Competitiveness (10%)	MEDIUM
Handling Objections (38%)	SMALL RISK	Money Concept (67%)	SMALL RISK
Questioning Effectiveness (99%)	STRENGTH	Emotional Detachment (99%)	RISK

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 (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 Emotional Detachment (99%) RISK

This person wants to keep emotional distance to their clients. They consider them as people one has to deal with but they do not want to be truly interested in them as individuals. At the Piloting stage, when the client still feels uncertain they are more alert to noticing whether or not their contact person truly cares about them.

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.

COMPETENCE	IMPACT	COMPETENCE	IMPACT
Prospecting (10%)	STRENGTH	Active Listening (48%)	SMALL RISK
Qualifying (48%)	SMALL STRENGTH	Critical Thinking (99%)	MEDIUM
Building Rapport (38%)	RISK	Initiative (86%)	MEDIUM
Following the Sales Process (99%)	MEDIUM	Presenting (29%)	MEDIUM
Goal Orientation (38%)	STRENGTH	Time Management (10%)	STRENGTH
Gaining Trust (10%)	RISK	Dealing with Failure (10%)	STRENGTH
Controlling the Sales Process (76%)	SMALL RISK	Determined Competitiveness (10%)	STRENGTH
Handling Objections (38%)	STRENGTH	Money Concept (67%)	MEDIUM
Questioning Effectiveness (99%)	RISK	Emotional Detachment (99%)	RISK

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 (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 Questioning Effectiveness (99%) RISK

This person wants to dig deeper and understand what is behind the expressed opinions. A benefit of this is that this trait can help a client who has challenges that they do not fully comprehend or recognize. However, at the same time, it may result in clients getting the feeling that they do not get the help to solve the problem they feel they have.

HIGH Emotional Detachment (99%) RISK

This person is not very good at empathizing with clients and their emotions. They tend to see the clients as numbers and business opportunities. The more there is to achieve, the more interesting the client is and the more attention they get. At this stage of the sales process, the focus is not as much on increasing the business as supporting the client.

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 (10%)	SMALL RISK	Active Listening (48%)	MEDIUM
Qualifying (48%)	SMALL STRENGTH	Critical Thinking (99%)	MEDIUM
Building Rapport (38%)	SMALL RISK	Initiative (86%)	STRENGTH
Following the Sales Process (99%)	RISK	Presenting (29%)	SMALL RISK
Goal Orientation (38%)	SMALL RISK	Time Management (10%)	SMALL RISK
Gaining Trust (10%)	STRENGTH	Dealing with Failure (10%)	SMALL RISK
Controlling the Sales Process (76%)	SMALL RISK	Determined Competitiveness (10%)	RISK
Handling Objections (38%)	MEDIUM	Money Concept (67%)	SMALL STRENGTH
Questioning Effectiveness (99%)	STRENGTH	Emotional Detachment (99%)	STRENGTH

HIGH Following the Sales Process (99%) 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.

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.