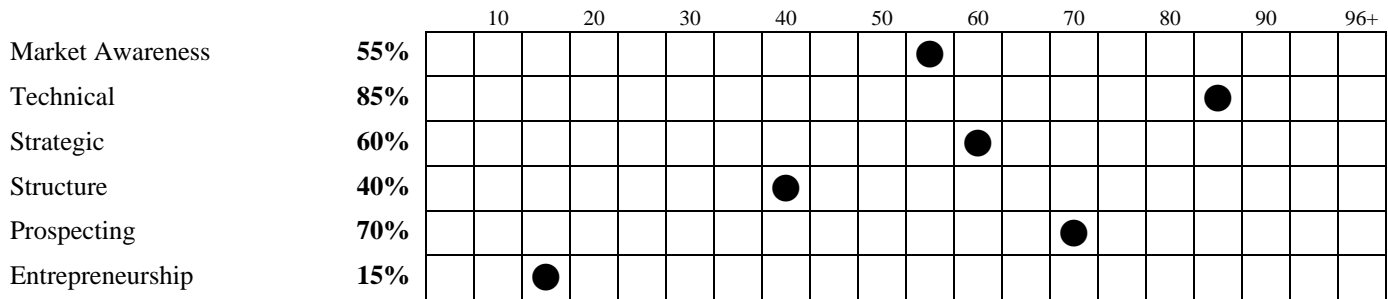


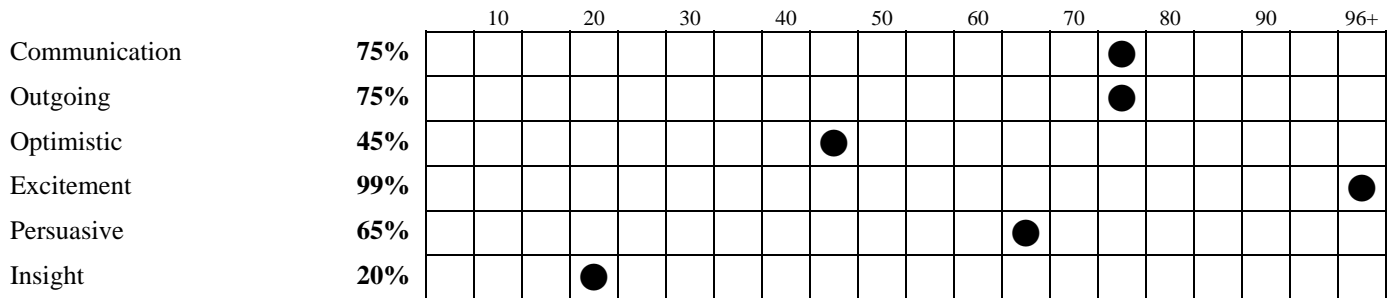
## Sales Performance Assessment™ Summary Profile

<b>LOW</b>	<b>LOW-MID</b>	<b>MID-RANGE</b>	<b>HI-MID</b>	<b>HIGH</b>
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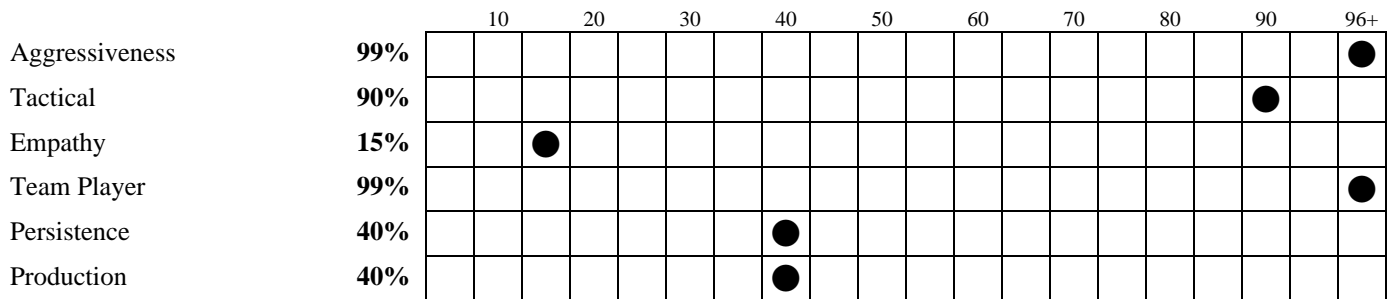
### Preparation



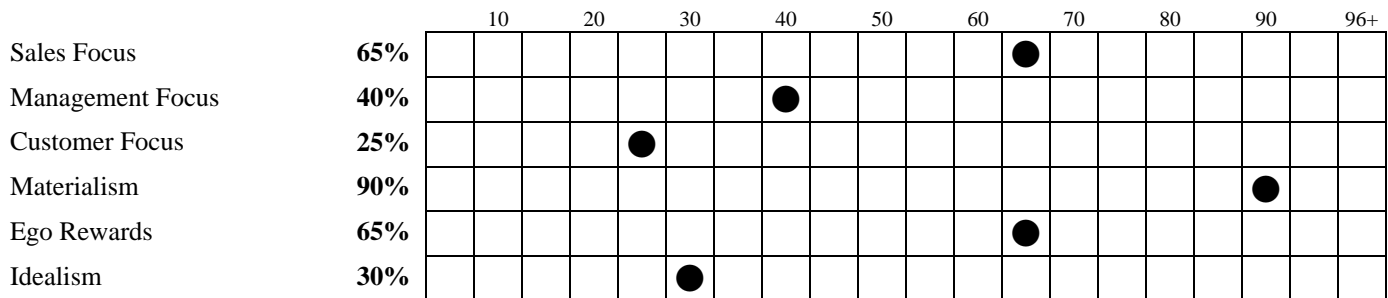
### Contacting



### Implementation



### Drivers



# SALES PERFORMANCE ASSESSMENT™

## PREPARATION

**Market Awareness :** Understanding market trends and analyzing customer buying patterns.

**Technical:** Having an in-depth knowledge of the products/services, and selling on the basis of product/service expertise.

**Strategic:** Taking a planned and logical approach to selling, analyzing and solving complex problems for the long term.

**Structure:** Taking an organized and systematic approach to selling, and feeling comfortable with the administrative aspects of the role.

**Prospecting:** Devoting attention to the process of finding potential customers by developing contacts, using referrals and pursuing leads.

**Entrepreneurship:** Acting as an independent business professional, viewing the sales role in a creative fashion, willing to take risks and pursue things independently.

## CONTACTING

**Communication:** Providing clear and adequate information to customers and being open with them.

**Outgoing:** Acting in a friendly, accepting, and informal manner with customers and others.

**Optimistic:** Maintaining a positive attitude; demonstrating an upbeat, cheerful manner.

**Excitement:** Using emotional intensity and energy to build enthusiasm and excitement in oneself and others.

**Persuasive:** Actively focusing on convincing, persuading and negotiating in a compelling way.

**Insight:** Perceptive in reading people and situations, and adept at using this knowledge to determine customers' needs and identify sales opportunities.

## IMPLEMENTATION

**Aggressiveness:** Engaging with others in a forceful and competitive manner.

**Tactical:** Having a very practical and concrete orientation towards the selling process that emphasizes being responsive and action-oriented.

**Empathy:** Showing genuine interest in other people, being sensitive to others' feelings, and building close relationships with customers.

**Team Player:** Being loyal to the organization and attending to its needs; aligned with the team.

**Persistence:** Taking an approach to sales that emphasizes perseverance and determination in order to achieve success.

**Production:** Taking an approach to sales that emphasizes setting very high standards for achievement; having a strong results orientation.

## DRIVERS

**Sales Focus:** Identifying with and taking pride in the sales role, and having a strong commitment to selling and the sales profession.

**Management Focus:** Emphasizing the management dimension of the sales role, organizing the efforts of others, and using leadership skills to get things done.

**Customer Focus:** Emphasizing the importance of putting the interests of customers first, and treating them well by providing both product quality and service.

**Materialism:** Being strongly motivated to sell by financial and other material incentives.

**Ego Rewards:** Viewing the sales role as providing the opportunity to gain status and recognition; seeking to be the center of attention.

**Idealism:** Emphasizing the importance of the company's and one's personal integrity and principles, refusing to compromise these to make a sale.