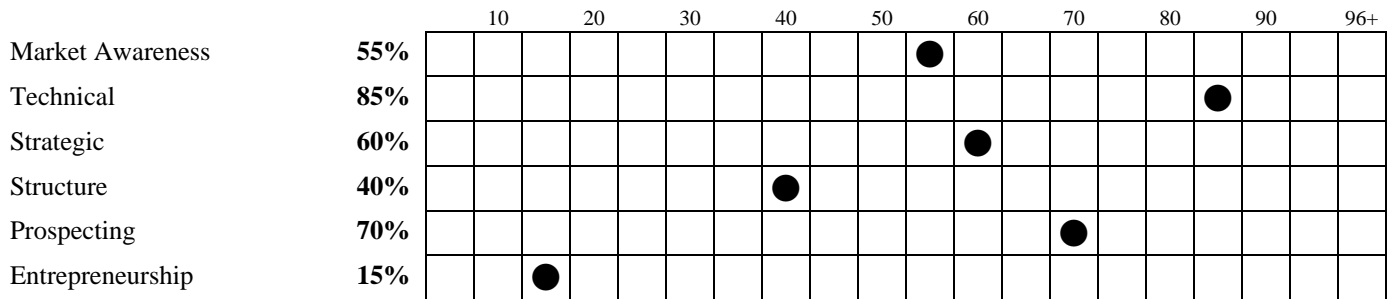


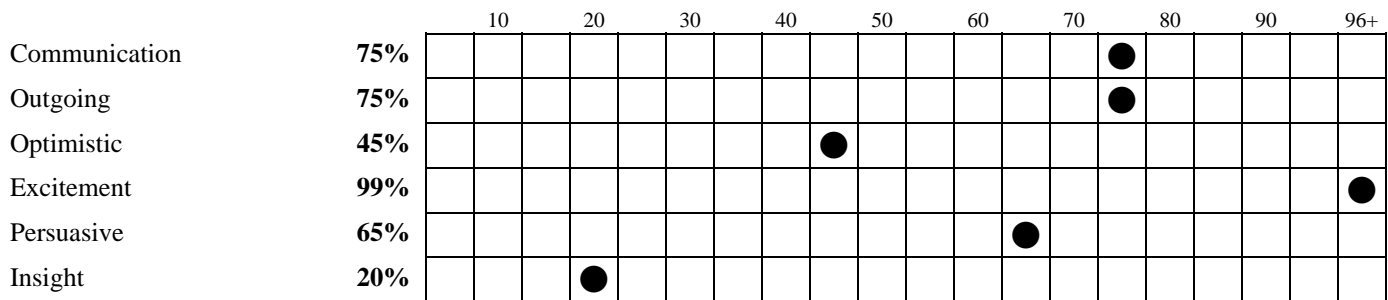
Sales Performance Assessment™ Summary Profile

LOW	LOW-MID	MID-RANGE	HI-MID	HIGH
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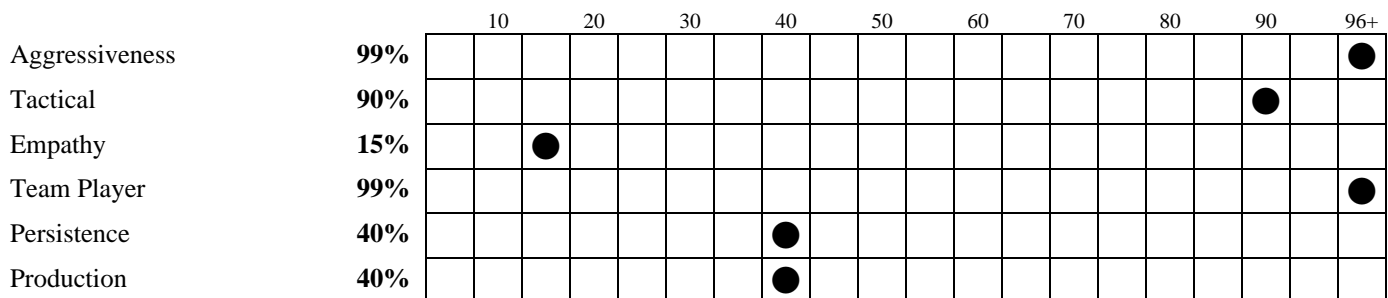
Preparation



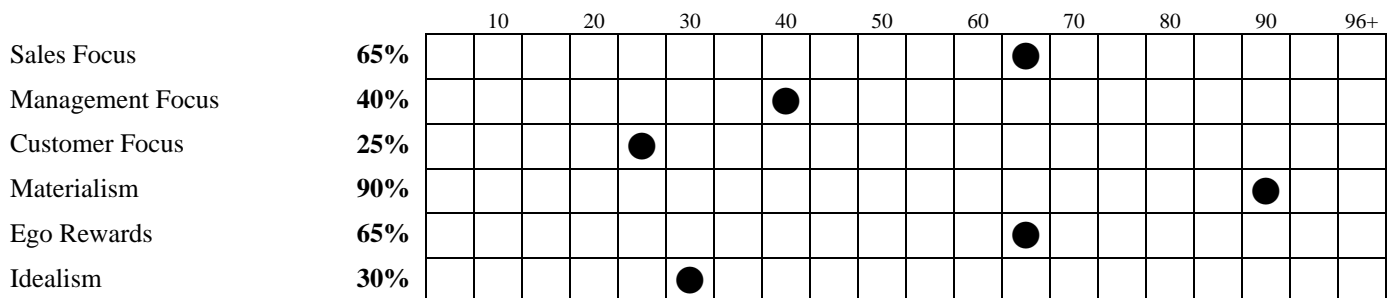
Contacting



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.