

SALES TEST RESULTS

Produced for : Leadership Management, Inc.
For Applicant : Sue Applicant
App.Phone : 00555-5555
App.Fax : E-mail :
Date taken : Tuesday, September 26, 2000
Group # : 0 Team Design # : 45 Job Code :N/A

Combined skills and knowledge scores for your custom file

Qualifying - Knowing who to sell, what to sell, who to pass on and when to pass

SKILL Level learned by doing > 9.1

KNOWLEDGE Level learned by education > 7.9

Presentation - Knowing the correct way to convey all the knowledge

SKILL > 8.7

KNOWLEDGE > 8.5

Overcoming Objections - Knowing what to say, when to say it and how to say it

SKILL > 8.7

KNOWLEDGE > 8.6

Cold Calling - Knocking on doors, being aggressive

SKILL > 10

KNOWLEDGE > 8.6

Telemarketing - Making the calls, setting the appointments

SKILL > 8.4

KNOWLEDGE > 8.6

Closing Skills - Asking the right questions, knowing when to shut up and get the sale

SKILL > 8.4

KNOWLEDGE > 7.9

Out of a possible 60 points : Skill Total = 53.3 Knowledge Total = 50.1

The following scores are based from 1 to 10. With 10 being the best

Assertiveness = 8

Experience = 6

Ethics in sales = 5

Outside sales = 9

Inside retail sales = 1

Applicants Sales level = 5 * 5 = Highest * 1 = Lowest

Based on your custom sales answers

Qualifying Customers

BASED ON A LEVEL 5 STANDARD :will do very well

Presentation Skills

BASED ON A LEVEL 5 STANDARD :will do very well

Handling Objections

BASED ON A LEVEL 5 STANDARD :will do very well

Closing Abilities

BASED ON A LEVEL 5 STANDARD :will do well

Cold Calling Skills

BASED ON A LEVEL 5 STANDARD :will do excellently

Telemarketing Skills

BASED ON A LEVEL 5 STANDARD :will do very well

Sales Levels - Experience and training based on Your Custom Sales File

LEVEL 1 = Little or no sales experience and knowledge	Scored 0 to 4.9
LEVEL 2 = Borderline some sales experience and knowledge	Scored 5.0 to 5.9
LEVEL 3 = Average sales experience and knowledge	Scored 6.0 to 7.4
LEVEL 4 = Above average sales experience and knowledge	Scored 7.5 to 8.4
LEVEL 5 = Exceptional sales experience and knowledge	Scored Over 8.4

Sue has a combined sales experience and educational level of : 5 Scored : 8.6

Sue is an exceptional sales person. We based this opinion on her overall score and will not need training in sales. Based on the way the questions were answered, we feel she may do better at an outside type of sales position rather than an inside position. She should do well at outside high ticket sales. Sue is very assertive in her sales manner. She will do better at selling the outside high ticket product or service that needs a hard sell. She stated she was most comfortable selling a low cost service. Sue may be more suited for the high pressure, hard sell position and was selling the wrong product or service.

Sue stated she had over 6 years of sales experience. This may be a true statement being at a level 5 in sales. She seems to have learned sales skills very well for this amount of time.

She stated she had 4 to 6 previous sales jobs. She seems to get bored or frustrated quickly. Sue stated what would help her the most would be a product knowledge session

AREAS THAT NEED FURTHER IMPROVING ARE :

Closing Skills - Closing Knowledge - Qualifying Customers - Telemarketing Skills -

Sue stated she was never given the chance for management.

She stated she was most comfortable selling medium size companies.

COMPENSATION

She would like a good draw with high commission as a compensation plan.

She is looking for \$350 to \$580 per week in compensation.

She needs \$1500 to \$2500 per month just to pay her bills.

Sue stated she made \$25,000 to \$50,000 in compensation in one year.

This may be a true statement.

Sue stated she would work harder for a raise in pay

End of Sales report for : Sue Applicant - Version 3.4.0

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This part of the report we have included key questions and how the applicant answered. With most of the questions there is one very wrong answer. If the applicant made that choice, we will Red Flag it. Review the answers to determine if the applicant fits your type of sales position and style

QUES # 1 - EXPERIENCE - APPLICANTS ANSWER WAS 4

As a sales person, what do YOU sell FIRST on a sales call :

- 1 - The fine reputation of the company you work for
- 2 - The great service or product you are selling
- 3 - The reasonable price for the product or service
- 4 - Your personality, your style, yourself

QUES # 2 - EXPERIENCE - APPLICANTS ANSWER WAS 3

When talking about the \$\$ amount of the service or product you're selling, the WORD YOU would use is :

- 1 - Cost
- 2 - Price
- 3 - Investment
- 4 - Total

QUES # 3 - KNOWLEDGE - APPLICANTS ANSWER WAS 4

When you QUALIFY a customer you :

- 1 - Find out if they are who they say they are
- 2 - Find out if their credit is good
- 3 - Find out what they want
- 4 - Find out what they need and what they can afford

QUES # 4 - KNOWLEDGE - APPLICANTS ANSWER WAS 2

In general MOST people buy a PRODUCT because they :

- 1 - Need it
- 2 - Want it

KEY SALES QUESTIONS AND ANSWERS Page 5

QUES # 5 - EXPERIENCE - APPLICANTS ANSWER WAS 3

In a RETAIL type sale, WHICH greeting would YOU use to greet a customer:

- 1 - Can I help you
- 2 - Are you looking for something special
- 3 - Shake their hand and introduce yourself
- 4 - None of the above

QUES # 6 - EXPERIENCE - APPLICANTS ANSWER WAS 2 - Secondary Answer

In general MOST people buy a SERVICE because they :

- 1 - Need it
- 2 - Want it

QUES # 7 - KNOWLEDGE - APPLICANTS ANSWER WAS 4

What is a sales OBJECTION :

- 1 - It's when you can't answer a customer's question
- 2 - It's the way customers react to a poor sales presentation
- 3 - It's an excuse not to buy
- 4 - It's usually the first step in closing the customer

QUES # 8 - KNOWLEDGE - APPLICANTS ANSWER WAS 1

Customers make OBJECTIONS because :

- 1 - They are insecure about buying your service or product
- 2 - They didn't like your sales pitch
- 3 - You didn't do a good job of selling the customer
- 4 - You're selling the wrong product or service

QUES # 9 - EXPERIENCE - APPLICANTS ANSWER WAS 4

When you have actually CLOSED a sale you :

- 1 - Sign the contract
- 2 - Deliver the product or service
- 3 - Get the customers word they will buy
- 4 - Get the check

QUES # 10 - EXPERIENCE - APPLICANTS ANSWER WAS 3

Which word below would SCARE a RETAIL customer the most :

- 1 - Investment
- 2 - Purchase
- 3 - Contract
- 4 - Buy

QUES # 11 - KNOWLEDGE - APPLICANTS ANSWER WAS 4

After you ask a CLOSING question, you should :

- 1 - Immediately list all the reasons they should buy
- 2 - Emphasize the good price and quality
- 3 - Leave them alone to make a decision
- 4 - Say nothing

QUES # 12 - EXPERIENCE - APPLICANTS ANSWER WAS 3

If you were selling the LAST product in stock and the customer complained it was SLIGHTLY damaged you would :

- 1 - Tell the customer you would order another one for him
- 2 - Tell them it's the last one, take it or leave it
- 3 - Say if they are serious, you will see about a discount
- 4 - None of the above

KEY SALES QUESTIONS AND ANSWERS Page 7

QUES # 13 - KNOWLEDGE - APPLICANTS ANSWER WAS 2 - Secondary Answer

Customers give off BUYING signs. Which example is NOT a buying sign :

- 1 - They ask more questions
- 2 - They say the price is too high
- 3 - They ask if it comes in another color or size
- 4 - They say they will make a decision tonight.

QUES # 14 - KNOWLEDGE - APPLICANTS ANSWER WAS 3

When a customer wants to THINK it over, you should :

- 1 - Give them the time they need to make a good decision
- 2 - Tell them it's the last one in stock and it may be gone soon
- 3 - Ask them if there is an unanswered question in their mind
- 4 - Thank them for coming in and give them your business card

QUES # 15 - EXPERIENCE - APPLICANTS ANSWER WAS 3 - Secondary Answer

As an experienced salesperson, which of the following do YOU think is MOST important item to know in a sales presentation :

- 1 - The price of the goods you're selling
- 2 - The wholesale cost of the product or service
- 3 - The correct way to read and respond to a customer
- 4 - Everything you can about the product or service

QUES # 16 - KNOWLEDGE - APPLICANTS ANSWER WAS 3

What is COLD CALLING :

- 1 - Telephoning an upset customer
- 2 - Calling around to find the best price
- 3 - Calling on a potential new customer
- 4 - Calling the customer after the sale

QUES # 17 - EXPERIENCE - APPLICANTS ANSWER WAS 1

The very best source of NEW leads is :

- 1 - Old customers
- 2 - Newspaper
- 3 - Friends
- 4 - Cold calling

QUES # 18 - EXPERIENCE - APPLICANTS ANSWER WAS 4 - Secondary Answer

If YOU were COLD CALLING via phone for a LOW priced product, you would EXPECT to have :

- 1 - 20 new leads a week
- 2 - 50 new leads a week
- 3 - 100 new leads a week
- 4 - 200 new leads a week

QUES # 19 - EXPERIENCE - APPLICANTS ANSWER WAS 3

Is it BETTER to be working on :

- 1 - One or two REALLY big deals
- 2 - One REALLY big deal and a FEW smaller ones
- 3 - Many small deals and a couple BIG ones
- 4 - A LOT of BIG deals

QUES # 20 - EXPERIENCE - APPLICANTS ANSWER WAS 4

If a customer asks you a question you CAN'T answer you should :

- 1 - Tell them what you think they want to hear
- 2 - Tell them you will call later with an answer
- 3 - Ask them a question you know they can't answer
- 4 - Tell them you don't know but will find out immediately

KEY SALES QUESTIONS AND ANSWERS Page 9

QUES # 21 - ATTITUDE - APPLICANTS ANSWER WAS 2

What is YOUR view of selling for a living :

- 1 - It's a good living
- 2 - It's a game, and I like to win
- 3 - It's a challenge, and I like to excel
- 4 - None of the above

QUES # 22 - GENERAL - APPLICANTS ANSWER WAS 1

Which one of the following would help YOU the most in THIS sales position

- 1 - Learn more about this company's products or services
- 2 - Take a good sales course
- 3 - Take a body language course
- 4 - Learn more about the competitors products or services

QUES # 23 - EXPERIENCE - APPLICANTS ANSWER WAS 2

The BEST way to spend your time waiting in the reception area is :

- 1 - To read a magazine and stay quiet
- 2 - Read the company's brochures and newsletters
- 3 - Check over your sales materials
- 4 - Go over your sales pitch in your mind

QUES # 24 - EXPERIENCE - APPLICANTS ANSWER WAS 1

The customer has just phoned and CANCELED an order, you would :

- 1 - Call them back and find out the reason
- 2 - Tell the boss so the goods don't sit there
- 3 - Write them a letter to find out the problem
- 4 - Turn them over to customer support

**QUES # 25 - EXPERIENCE - APPLICANTS ANSWER WAS 2
MOST CORRECT ANSWER WAS 1**

Which is the most important thing YOU do after a sale :

- 1 - Analyze the sale
- 2 - Call in a few days to thank the customer
- 3 - Call the customer to see if they are satisfied
- 4 - Ask the customer for other potential customers

Red Flag _____

**QUES # 26 - EXPERIENCE - APPLICANTS ANSWER WAS 2
MOST CORRECT ANSWER WAS 1**

If you're SELLING 2 out of 5 customers, ARE you doing well :

- 1 - Yes
- 2 - No
- 3 - It would depend on where you worked and what you sold

Red Flag _____

QUES # 27 - GENERAL - APPLICANTS ANSWER WAS 4

The BEST sales approach for YOU is to :

- 1 - Be kind and courteous
- 2 - Dominate and control the sale
- 3 - Let the customer do most of the talking
- 4 - Ask questions

QUES # 28 - GENERAL - APPLICANTS ANSWER WAS 4

After a NO sales day OR a bad sales day I'm :

- 1 - Depressed
- 2 - Angry at myself
- 3 - Even, not up or down
- 4 - Anxious to do better tomorrow

KEY SALES QUESTIONS AND ANSWERS Page 11

QUES # 29 - EXPERIENCE - APPLICANTS ANSWER WAS 2 - Secondary Answer

If selling over the PHONE you would FEEL most comfortable :

- 1 - Being aggressive and read from a prepared script
- 2 - Being natural, relaxed, use your own words
- 3 - Changing styles with different type customers
- 4 - Being low keyed, not very aggressive but factual

QUES # 30 - KNOWLEDGE - APPLICANTS ANSWER WAS 3

A customer shows INTEREST when :

- 1 - They cross their arms
- 2 - They change their tone of voice
- 3 - They cross their legs or sit forward
- 4 - They talk louder

QUES # 31 - ATTITUDE - APPLICANTS ANSWER WAS 4 - Secondary Answer

A product COSTS \$28.00 to produce. The company SELLS it for \$499.00.

Is this FAIR to the customer :

- 1 - Yes
- 2 - No
- 3 - I don't know
- 4 - It depends on where you're selling it and to whom you are selling.

QUES # 32 - EXPERIENCE - APPLICANTS ANSWER WAS 1

A customer is looking at the most EXPENSIVE product you offer.

Their credit check said they can't afford it. Do you :

- 1 - Tell them the truth and steer them towards something they can afford
- 2 - Don't hurt their feelings, tell them You will TRY to get financing
- 3 - Tell them the cheaper one is actually a better deal
- 4 - None of the above

KEY SALES QUESTIONS AND ANSWERS Page 12

QUES # 33 - EXPERIENCE - APPLICANTS ANSWER WAS 3 - Secondary Answer

The BEST way YOU have found to sell a service or product is :

- 1 - On quality and price
- 2 - On what the customer needs
- 3 - On the benefits
- 4 - On what everyone else is buying

**QUES # 34 - EXPERIENCE - APPLICANTS ANSWER WAS 4
MOST CORRECT ANSWER WAS 2**

The Best way for YOU to have good customer relations is to :

- 1 - Give the customer a good deal
- 2 - Give the customer what they need
- 3 - Have a good customer support group
- 4 - Make the customer THINK you're their friend

Red Flag _____

**QUES # 35 - EXPERIENCE - APPLICANTS ANSWER WAS 2
MOST CORRECT ANSWER WAS 4**

The person MOST likely to LISTEN to your sales pitch is :

- 1 - The sales manager
- 2 - The president
- 3 - The comptroller
- 4 - The secretary

Red Flag _____

QUES # 36 - EXPERIENCE - APPLICANTS ANSWER WAS 2

The BEST person YOU have found to GIVE your sales pitch to is :

- 1 - The sales manager
- 2 - The president
- 3 - The comptroller
- 4 - The secretary

QUES # 37 - EXPERIENCE - APPLICANTS ANSWER WAS 4

In general, MOST customers need to :

- 1 - Be pushed into a sale
- 2 - Be lead into a sale
- 3 - Be given time to make a sound decision
- 4 - Be convinced they can't live without it

QUES # 38 - KNOWLEDGE - APPLICANTS ANSWER WAS 3

MOST CORRECT ANSWER WAS 1

In sales jargon, the word STIFF means :

- 1 - Can't be financed
- 2 - Won't buy
- 3 - Has no personality
- 4 - Is cheap

Red Flag _____

QUES # 39 - KNOWLEDGE - APPLICANTS ANSWER WAS 3 - Secondary Answer

Your competitor is charging MORE than you. Do you say your product is :

- 1 - Less expensive
- 2 - Cheaper
- 3 - More affordable
- 4 - A better deal

QUES # 40 - EXPERIENCE - APPLICANTS ANSWER WAS 2

MOST CORRECT ANSWER WAS 4

What TYPE of customer are you MOST comfortable with :

- 1 - The large corporate companies or professional people
- 2 - The medium size companies or average working people
- 3 - The small size companies or in home sales
- 4 - All of the above

Red Flag _____

KEY SALES QUESTIONS AND ANSWERS Page 14

QUES # 41 - ATTITUDE - APPLICANTS ANSWER WAS 4 General Type Question

If you have taken a sales course, did it help you :

- 1 - Make more sales
- 2 - Become aware of mistakes you were making
- 3 - Become more motivated
- 4 - All of the above
- 5 - Never took a sales course

QUES # 42 - ATTITUDE - APPLICANTS ANSWER WAS 2 General Type Question

Which would you PREFER to sell :

- 1 - A low cost product sale
- 2 - A low cost service sale
- 3 - A high cost product sale
- 4 - A high cost service sale

QUES # 43 - ATTITUDE - APPLICANTS ANSWER WAS 2 General Type Question

Which compensation plan would YOU prefer :

- 1 - A high salary with low commissions
- 2 - A good draw with high commissions
- 3 - A mid level salary with year end bonus
- 4 - Paid by the hour

QUES # 44 - ATTITUDE - APPLICANTS ANSWER WAS 3 General Type Question

Which would YOU work harder for :

- 1 - A promotion
- 2 - A company car
- 3 - A raise in pay
- 4 - A longer paid vacation

KEY SALES QUESTIONS AND ANSWERS Page 15

QUES # 45 - EXPERIENCE - APPLICANTS ANSWER WAS 4 General Type Question

How did you LEARN your sales skills :

- 1 - The road of hard knocks
- 2 - Good training by others
- 3 - Reading books on my own
- 4 - All or most of the above
- 5 - I need to learn sales skills

QUES # 46 - EXPERIENCE - APPLICANTS ANSWER WAS 4 General Type Question

How many years of sales experience do you have :

- 1 - None TO 1 year
- 2 - 1 TO 3 years
- 3 - 3 TO 6 years
- 4 - Over 6 years

QUES # 47 - GENERAL - APPLICANTS ANSWER WAS 2 General Type Question

What is the top SALES compensation you have earned in one year :

- 1 - Under \$25,000
- 2 - \$25,00 to \$50,000
- 3 - \$50,000 to \$100,000
- 4 - Over \$100,000

QUES # 48 - GENERAL - APPLICANTS ANSWER WAS 1 General Type Question

How much money do you NEED to make each month to JUST pay bills :

- 1 - \$1,500 to \$2,500
- 2 - \$2,500 to \$3,500
- 3 - \$3,500 to \$4,500
- 4 - Over \$4,500

KEY SALES QUESTIONS AND ANSWERS Page 16

QUES # 49 - GENERAL - APPLICANTS ANSWER WAS 4 General Type Question

What is the HIGHEST position you have achieved in sales :

- 1 - Vice president of sales or above
- 2 - Regional sales manager or above
- 3 - Branch manager or above
- 4 - Have not yet had the chance for a management position
- 5 - I have always been interested in just selling, not management

QUES # 50 - ATTITUDE - APPLICANTS ANSWER WAS 2 General Type Question

Which group of sales people are YOU in :

- 1 - Very aggressive, work hard, steamrollers
- 2 - Aggressive, factual, to the point
- 3 - Somewhat laid back, work smart, not hard
- 4 - Do your job well, and enjoy life
- 5 - None of the above

QUES # 51 - EXPERIENCE - APPLICANTS ANSWER WAS 2 General Type Question

How many different sales jobs have YOU had :

- 1 - 1 to 3
- 2 - 4 to 6
- 3 - 7 to 10
- 4 - More than 10
- 5 - None