



OUTBOUND SALES

Confidential Report

on

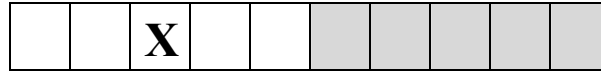
Harold B Sample

Wednesday, October 25, 2000



Knowledge

- Limited Understanding
- Requires More Training



Limited ←————→ Extensive

- Extensive Understanding
- Requires Less Training

Assertiveness

- Reserved
- Retiring
- Quiet



Low ←————→ High

- Persuasive
- Confident
- Outgoing

Persistence

- Wavers easily
- Undecided
- Sensitive to rejection

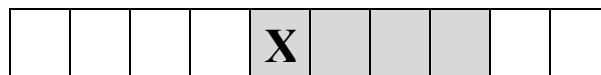


Low ←————→ High

- Persevering
- Unwavering
- Emotionally tough

Empathy

- Results-focused
- Task-oriented
- Goal specific



Low ←————→ High

- People-focused
- Relationship-oriented
- Empathic

Drive

- Low competitive
- Unassuming
- Wishes to please

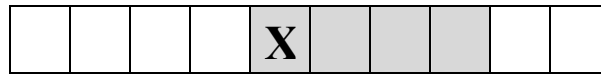


Low ←————→ High

- High competitive
- Aggressive
- Opportunistic

Organization

- Disorganized
- Prefers variety
- Creative focus

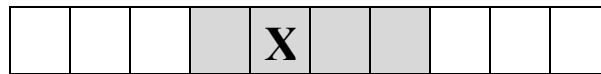


Low ←————→ High

- Organized
- Conforms to procedures
- Routine-focused

Maturity

- Unconventional
- Impetuous
- Temperamental

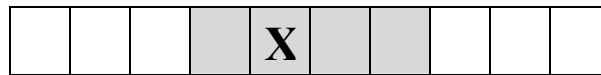


Low ←————→ High

- Sound judgement
- Stable
- Tolerant

Creativity

- Structured
- Systematic
- Specific

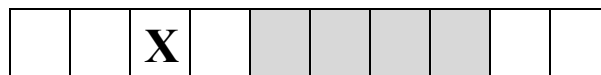


Low ←————→ High

- Inventive
- Unique
- Innovative

Incentive

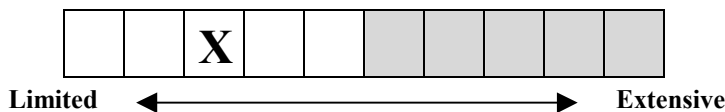
- Security
- Pragmatic
- Internal



Low ←————→ High

- Recognition
- Feedback
- External

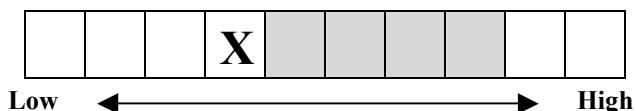
Knowledge



Scoring below average on the test of sales comprehension when compared with people in general and well below average when compared with experienced salespeople, he does not have a firm grasp on general sales principles and techniques. He is likely to have trouble in competitive selling situations, feeling more comfortable when not required to take the lead. He has a poor awareness of sales techniques, using an approach which would likely result in below average productivity. He does not have a solid awareness of how sales behavior affects others, and therefore, makes limited attempts to adapt to a situation.

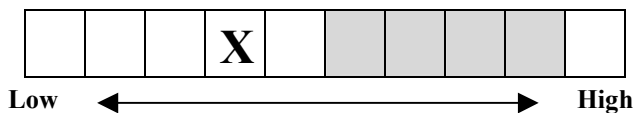
The results of the “SALES KNOWLEDGE” area are calculated by the number of correct answers in the SALES KNOWLEDGE section of the survey. For a list of questions that were answered incorrectly, refer to the back section of this report.

Assertiveness



- He may be uncomfortable with cold-calling or taking a hard-sales approach.
- Successful using a "soft sell" approach.
- Listens to customers and forms responses when given time.

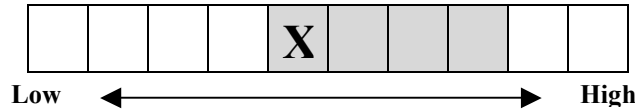
Persistence



- Balances a self-reliant approach to decision making with an interest in incorporating customer input.
- He is apt to tailor customer contact using their concerns and needs.
- Changes ideas and sales approaches based on customer feedback.

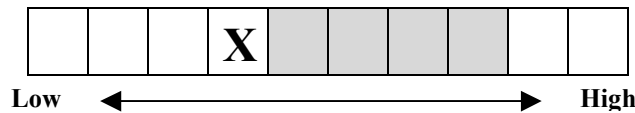
The shaded bars represent the range of characteristics typically found in those who have demonstrated effectiveness in the role of Call Center-Outbound Representative. The “X’s” indicate this individual’s scores.

Empathy



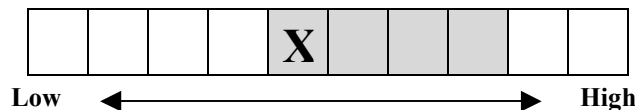
- Prefers to be given the overall objective, then set own short term goals to achieve it.
- He focuses on getting the job done, but takes the time to interact with the people involved.
- Enjoys working with others, but the overriding concern on the job is meeting deadlines and getting the job done.

Drive



- Will attempt to negotiate for mutual gain rather than fight for a personal win.
- An accommodating, friendly, and agreeable person who will do almost anything to help someone.
- Creates systems to get things done, when none exist.

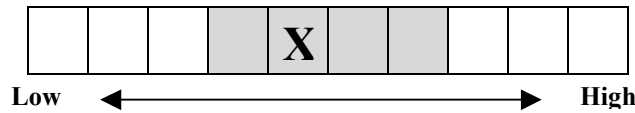
Organization



- He prefers solving problems rather than working through mundane, routine job duties.
- Aware of routines, procedures, and deadlines, he may take a more individualized approach to achieving goals.
- Performs more effectively when priorities are clearly defined and others set deadlines.

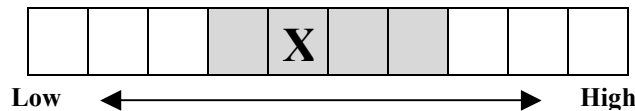
The shaded bars represent the range of characteristics typically found in those who have demonstrated effectiveness in the role of Call Center-Outbound Representative. The "X's" indicate this individual's scores.

Maturity



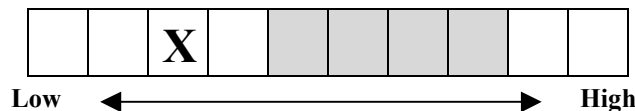
- Tends to be fairly restless and impatient, characteristics which can be useful if appropriately channeled.
- A tendency to be somewhat impatient with others when under stress may be evidenced in periods of moodiness.
- He is apt to react too quickly to problems or circumstances, and should be encouraged to develop a more methodical approach.

Creativity



- Imaginative and resourceful, offers innovative ideas for handling job responsibilities.
- Provides innovative ideas that meet the needs of deadlines, routines, and procedures.
- Has the ability to take a methodical approach to analyzing information, independently solving problems when ready-made solutions are not available.

Incentive



- He has a low desire for status and does not require gratuitous titles or a high amount of recognition.
- He measures performance against an internalized set of standards, and will seek financial compensation and promotion to match these guidelines.
- Modesty and idealism characterize this person, allowing the quality of his work to speak for itself.

The shaded bars represent the range of characteristics typically found in those who have demonstrated effectiveness in the role of Call Center-Outbound Representative. The "X's" indicate this individual's scores.

SUITABILITY RATINGS

Mr. Sample's overall suitability match to Call Center- Outbound is MODERATE.

KEY:

Good – A good rating suggests that he is a strong match when his scores are compared to the reference characteristics for Call Center- Outbound.

Moderate – A moderate rating suggests an average match when he is compared to the reference characteristics for Call Center- Outbound.

Poor – A poor rating suggests a weak match when he is compared to the reference characteristics for Call Center- Outbound.

IMPORTANT

The pattern included in this report was developed from actual results obtained from individuals from a wide variety of companies. These individuals had demonstrated effective performance in a call center position. The expectation is that the higher the match to this pattern, the more you might expect the individual to be successful.

Although this pattern was developed from many organizations' top performers, this pattern may not reflect **your** top performers. For this reason, an important feature of this product is that you can customize the pattern to reflect your company's top performers and its culture.

TO THE CLIENT:

The decision to hire or promote an individual should be made on the basis of a complete employee selection system comprising many factors. The Profiles International, Inc. evaluation component (this report) should be used as a decision support tool in the context of the selection system appropriate for your organization. The rating system is designed to provide a comparison between the candidate's results and the pool of Profiles' reference data. In order to maximize the effectiveness of this evaluation, the report should always be used in the broader context of identifying this individual's training, management, and development needs. When using this report for decision-making, its contents should only be used as the basis for one-third of any decision. Profiles is only responsible for the contents of this report and is not liable for any unauthorized disclosure or misuse of the information contained herein.

The shaded bars represent the range of characteristics typically found in those who have demonstrated effectiveness in the role of Customer Service Representative. The "X's" indicate this individual's scores.

INCORRECT ANSWERS

The following is a list of the questions that were answered incorrectly in the **SALES KNOWLEDGE** section of this survey. The correct T/F answer is located immediately following each question in ().

4. In any sales situation, one's personal attitude (e.g., enthusiasm) is far more important than any technical information which may be shared with a potential buyer. (F)
5. The sales script is a set of strategies which have proven effective in closing a sale. The consistent use of a sales script will close a higher percentage of sales than "winging" it. (T)
6. It is best to ignore any doubts the potential buyer may have; assume the sale is solid and proceed accordingly. (F)
8. In sales it is useful to use different strategies with different buyers. (T)
10. It's best to be yourself in a sales situation. (T)
13. To ensure credibility, a sales representative should never admit that a product has any flaws or weaknesses. (F)
15. One of the most effective techniques in closing the sale is to agree with all of the prospect's opinions. (F)
17. Since the sales script is designed to cover all points, it is usually unnecessary to do anything in addition to the script to find out what the prospect wants or needs. (F)
18. When prospecting by phone, do not use the prospect's first name until the person has asked you to do so. (T)
21. Sales representatives shouldn't use proof letters from happy customers to recommend themselves or their products because it is considered to be in bad taste. (F)
22. To close a corporate sale, one need only satisfy the expectations of the individual who approves the release of funds. (F)
34. Asking subtle questions which demand a "yes" response often leads to the "yes" at the close. (T)
37. A casual confidence is appropriate in most sales situations. (T)
41. Citing other companies or people, like your buyer, who now use your product has little impact. (F)
42. Product knowledge is probably overrated; the impact of a sales message is proportional to the salesperson's enthusiasm for the product. (F)
43. Try to avoid recognizing a weakness or limitation about your product or service. (F)
44. After making a pitch to the president of a company, branch managers become unimportant to the sale. (F)
48. A buyer is like most people; talk to him or her enough times and you'll make a sale. (F)
52. When a buying decision is shared, it is useful to use one potential buyer as an ally to help convince the others. (T)
53. It is useful to get a prospective buyer to focus on the differences between the current situation and how the buyer would like things to be. (T)
54. Mimic the buyer's body language in subtle ways - this establishes rapport. (T)

- 55. One should never agree with a prospect who has raised objections. (F)
- 58. It is useful to support the client's own reasoning about the product or service he or she is seeking. (T)
- 59. In industrial and corporate sales, the sales representative may have to identify a number of key individuals who will decide whether or not to buy a product or service. (T)
- 62. Hostile buyers expect a strong response - meet them "head on" until they settle down. (F)
- 67. Getting sales from new clients is a lot easier than getting new sales from current clients. (F)
- 68. Promoting (advertising) is not as important as individual efforts to sell. (F)
- 69. When seeing a buyer new to you, focus on the company's past history, not what you are there to sell. (F)
- 70. When selling computer software, one should begin the product training with the very first call. (T)
- 71. Joining civic groups or clubs is helpful but not a very fruitful source of leads in sales. (F)
- 76. In speaking to a buyer, it is good to raise one's voice as the meeting proceeds since that imparts confidence in the product. (F)
- 78. Obtaining referrals from current users of your service is a very effective way of prospecting. (T)
- 79. Selling to male buyers is always more difficult than selling to female buyers. (F)