

# Outbound Telesales Report

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The Receiver  
Your Company  
P.O. Box 1234  
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## Personal & Confidential

### Bottom-Line Recommendation


**Candidate:** John Smith  
**Position:** Outbound Telesales  
**Bottom-Line:** Recommended

The validity scales from the Self-Descriptive Index indicate that Mr. Smith went out of his way to be candid in answering the questionnaires. Therefore, the following remarks are an accurate description.

### Summary of Candidate's Critical Selling Skills Potential

Agreed-Upon Skills	Candidate Score
<b>MAKES PERSUASIVE PRESENTATIONS</b>	<b>74%</b>
<b>NEW BUSINESS DEVELOPMENT</b>	<b>42%</b>
<b>ENDURANCE</b>	<b>65%</b>
<b>ANSWERS OBJECTIONS BY REINFORCING STANDARD FEATURES/BENEFITS</b>	<b>97%</b>
<b>DEVELOPS RELEVANT PRODUCT KNOWLEDGE SPECIFIC TO CUSTOMER NEEDS</b>	<b>34%</b>
<b>COMMITTS TIME AND EFFORT TO ENSURE SUCCESS</b>	<b>79%</b>

### In-Depth Evaluation of Critical Outbound Telesales Skills Potential

MAKES PERSUASIVE PRESENTATIONS	SCORE	
	74%	

**Definition:** Excites the customer with an enthusiastic presentation style; demonstrates value and actively promotes products and services by making an emotional appeal; holds the customer's attention and interest by keeping the presentation content relevant; varies style to build toward a buying decision

**Skill/Capability Level:** Mr. Smith's exciting and enthusiastic presentation style is designed to pique the interest of prospects. He takes charge and keeps control of the information being communicated through a presentation that is polished and rehearsed. He monitors the response of his audience and is able to adjust his presentation according to the amount of interest they are showing. He changes his approach in order to transfer his enthusiasm to the customer and move them closer to a purchase decision.