

Product Transaction Specialist Sales Report

Personal & Confidential

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The Receiver
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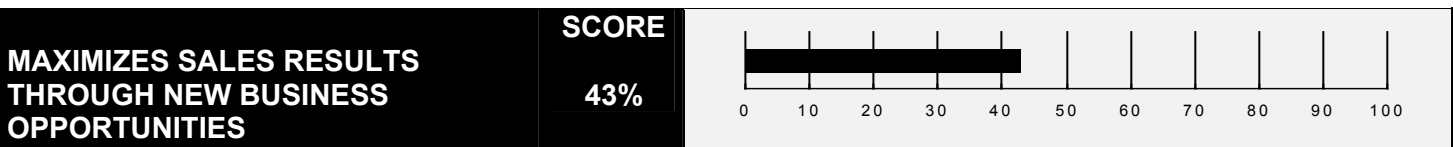
Candidate: John Smith
Position: Product/Transactional Specialist
Bottom-Line: Recommended

The validity scales from the Self-Descriptive Index indicate that Mr. Smith answered the questionnaires in an honest manner; there is no suggestion of deception. As a consequence, the following results are accurate.

Summary of Potential

Agreed-Upon Skills	Candidate Score
MAXIMIZES SALES RESULTS THROUGH NEW BUSINESS OPPORTUNITIES	43%
QUALIFIES PROSPECTS WITH SWIFT ASSESSMENT OF INTEREST LEVEL	55%
CLOSES THROUGH EMOTIONAL APPEAL	57%
TAKES INITIATIVE TO ADVANCE PERSONAL GOALS	79%
PERSEVERANCE	81%

Product/Transactional Specialist Sales Skills Potential



Definition: Produces above-average results selling relatively new products with no proven track record or discretionary purchases which have several alternatives vying for the same budget dollars by working to understand customer buying motivations and matching the sales proposition to them; has the ability to identify hot buttons and vary product features and options to appeal sincerely to a specific buyer.

Skill/Capability Level: Mr. Smith may concentrate on his own objectives without really understanding what the customer needs. He may be so focused on moving ahead with a sale that he does not perform the needs analysis required for him to correctly position his product. As a result, he could miss out on key sales opportunities. He might feel the need to make a quick sale and move on to new prospects. He might not alter his approach so that it appeals to the customer and may fall short of sales expectations.

Coaching Suggestions: Teach Mr. Smith to view each contact he makes as a possible prospect or customer. What are the unique needs of their particular business? What features and options of his product could provide solutions to those needs? What intangible or emotional benefits play a factor in their decision to make a purchase? Emphasize that the more he networks and probes, the more information he acquires that will aid him in securing future sales. Have Mr. Smith sit in with another salesperson who consistently and successfully completes sales by modifying their benefit messages to satisfy their customer's unique needs.