

# Territory Consultative Product Sales Rep

October 24, 2006

The Receiver  
Your Company  
P.O. Box 1234  
Anycity, USA 40000-1234

## Personal & Confidential

Bottom-Line Recommendation	
<b>Candidate:</b>	John Smith
<b>Position:</b>	Territory Consultive Product Sales
<b>Bottom-Line:</b>	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 Potential

Agreed-Upon Skills	Candidate Score
MAXIMIZES RESULTS THROUGH NEW BUSINESS OPPORTUNITIES	74%
MAKES PERSUASIVE PRESENTATIONS	46%
QUALIFIES PROSPECTS FOR FIT WITHIN PRODUCT/SYSTEM CONSTRAINTS	65%
DRIVEN TO SATISFY MULTIPLE BUYERS WITHIN AN ACCOUNT	94%
IMAGE BUILDING	58%

### Consultative Product 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 to a specific buyer without appearing insincere or heavy-handed

**Skill/Capability Level:** Mr. Smith is driven to understand each prospect's and customer's needs so his product can be properly positioned with the appropriate group of features and options. He asks questions that will enable him to discover their individual motivations and needs. He works to make a sale, yet takes time to identify the approach that is most appealing to a prospect. He ensures that he thoroughly understands their expectations so that he can provide the rationale to justify the purchase of his product.