

## Territory Consultative System Sales Rep

## Personal & Confidential

February 9, 2005

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

### Bottom-Line Recommendation

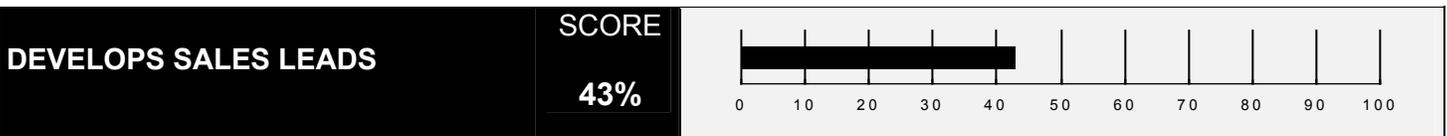
**Candidate:** John Smith  
**Position:** Territory Consultive System Sales  
**Bottom-Line:** Recommended

The validity scales from the Self-Descriptive Index indicate that Mr. Smith was candid in his approach to completing the questionnaires. As a result, the following interpretation is an accurate description of his motivational needs and work style.

### Summary of Potential

Agreed-Upon Skills	Candidate Score
DEVELOPS SALES LEADS	43%
QUALIFIES PROSPECTS WITH STANDARD PROBES	87%
MAKES PERSUASIVE PRESENTATIONS	98%
COMMITTS TIME AND EFFORT TO ENSURE SUCCESS	62%
MAXIMIZES RESULTS BY PARTNERING AS A CUSTOMER ADVOCATE	92%
ADAPTS APPROACH TO DIFFERENT BUYER MOTIVATIONS	36%

### Territory Consultative System Sales Skills Potential



**Definition:** Demonstrates the initiative to uncover sales opportunities; actively attracts the interest of potential customers; networks to increase contacts; stays on top of market conditions to uncover new leads; consistently follows up with leads to assess their interest in the product/service offering.

**Skill/Capability Level:** Mr. Smith may feel uncomfortable or overwhelmed by constantly developing a prospect list, no matter how full the sales funnel may be. He may prefer to exhaust the leads he currently has before actively networking to uncover possible sales opportunities. By not creating a steady flow of prospects, he may miss out on a good sales opportunity.

**Coaching Suggestions:** Require Mr. Smith to obtain a certain amount of referrals or new leads each week. This will help to make networking and attracting sales interest more of a consistent weekly routine than something performed out of necessity. Emphasize the impact of consistently working the numbers. Explain to him that by constantly casting a net for prospects, and then reeling them in through timely follow-up he will eventually succeed. For instance, if he casts his net 15% more often, his odds of succeeding will also increase by 15%.