

THE SALES ATTRIBUTE INDEX™

John Doe

Manager

TTI

1-1-2003

CRITICAL SALES SUCCESS ATTRIBUTES

COMPONENT ANALYSIS FOR : John Doe

COMMITMENT TO THE JOB: To what degree does John usually stay focused and committed to a task? Does this motivation come from within or does he require more external motivation or supervision?

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

ENJOYMENT OF THE JOB: To what degree does John feel that his current job or role in life is fulfilling, rewarding and results in a positive and useful benefit?

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

GOAL DIRECTEDNESS: How well does John tend to stay on target regardless of circumstances, or does he easily become distracted, losing focus on the task at hand?

0 1 2 3 4 5 6 7 8 9 10



6.3 FAIR

HANDLING REJECTION: How well is John able to not take rejection or criticism in an overly personal way?

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

RESULTS ORIENTATION: What is John's ability to identify the actions necessary to complete tasks and to obtain results?

0 1 2 3 4 5 6 7 8 9 10



6.9 GOOD

SELF STARTING CAPACITY: How likely is John to find his own motivation for accomplishing a task and what is the degree to which he will maintain that course in the face of adversity?

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

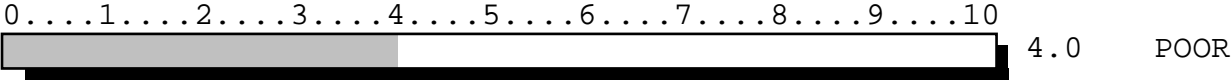
The following scale is used throughout the report.

- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

CRITICAL SALES SUCCESS ATTRIBUTES

COMPONENT ANALYSIS FOR : John Doe

HANDLING STRESS: What is John's ability to balance and defuse inner tensions and stress? Such tensions, if allowed to build up, might interfere with his ability to perform up to his potential.



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THE SALES ATTRIBUTE INDEX SUMMARY

This summary is of the information presented in the remaining pages of the report. We've placed it here, ahead of the supporting information, to give you an overall picture and provide a quick glance at the individual strengths and weaknesses of the respondent.

COMPONENT ANALYSIS FOR : John Doe

PROSPECTING

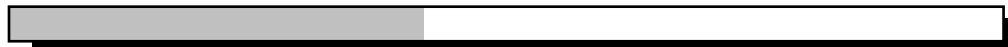
0 1 2 3 4 5 6 7 8 9 10



4.4 POOR

GREETING

0 1 2 3 4 5 6 7 8 9 10



4.2 POOR

QUALIFYING

0 1 2 3 4 5 6 7 8 9 10



5.8 FAIR

DEMONSTRATING

0 1 2 3 4 5 6 7 8 9 10



5.6 FAIR

INFLUENCING

0 1 2 3 4 5 6 7 8 9 10



4.7 POOR

CLOSING

0 1 2 3 4 5 6 7 8 9 10



8.3 VG

OVERALL QUOTIENT

0 1 2 3 4 5 6 7 8 9 10



5.5 FAIR

The following scale is used throughout the report.

- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
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PROSPECTING

This is the first step of any sale. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

COMPONENT ANALYSIS FOR : John Doe

EVALUATING OTHERS: How realistic and accurate are the judgments that John tends to make about others? Does John clearly see their strengths and weaknesses and understand their manner of thinking, acting, and behaving?

0 1 2 3 4 5 6 7 8 9 10



6.6 FAIR

ROLE CONFIDENCE: How clearly does John see his role in the world or at work? Does he view it as being positive, practical and functional, and does he see himself as valuable in that role?

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

PERSISTENCE: The capacity to stay the course in times of difficulty.

0 1 2 3 4 5 6 7 8 9 10



8.4 VG

INTUITIVE DECISION MAKING: The ability to accurately compile intuitive perceptions about a situation into a decision or action.

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

GREETING

The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

COMPONENT ANALYSIS FOR : John Doe

ATTITUDE TOWARD OTHERS: The ability to maintain a positive, open and objective attitude toward others.

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

RELATING TO OTHERS: The ability to effectively coordinate personal insights and knowledge of others into effective interactions.

0 1 2 3 4 5 6 7 8 9 10



9.4 EX

INITIATIVE: The ability to direct one's energies toward the completion of a goal without an external catalyst.

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

SENSITIVITY TOWARD OTHERS: The ability a person has to be sensitive and aware of the feelings of others, without allowing this awareness to get in the way of making objective decisions.

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

QUALIFYING

The detailed needs analysis phase of the face-to-face sale. This step of the sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

COMPONENT ANALYSIS FOR : John Doe

SELF CONFIDENCE: The ability to develop and maintain inner strength based upon the desire to succeed and a belief that they possesses the capabilities to succeed.

0 1 2 3 4 5 6 7 8 9 10



6.1 FAIR

ACCURATE LISTENING: An individual's openness to people and the willingness to hear what others are saying and not what they think they should say, or are going to say.

0 1 2 3 4 5 6 7 8 9 10



6.0 FAIR

EMPATHETIC OUTLOOK: The capacity to perceive and understand the feelings, attitudes, needs and concerns of prospects.

0 1 2 3 4 5 6 7 8 9 10



8.3 VG

PROBLEM/SITUATION ANALYSIS: The capacity to identify the elements of a problem situation and to understand which components are critical.

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

DEMONSTRATING

This step allows the salesperson to present his product knowledge in such a way that it fulfills the stated or implied wants, needs or intentions of the prospect as identified and verbalized in the qualifying phase of the sale.

COMPONENT ANALYSIS FOR : John Doe

PROBLEM SOLVING ABILITY: A measure of the capacity to identify alternative solutions to a problem and to select the best option.

0 1 2 3 4 5 6 7 8 9 10



4.6 POOR

USING COMMON SENSE: A focus on practical thinking and the ability to see the world clearly and make common sense decisions.

0 1 2 3 4 5 6 7 8 9 10



5.8 FAIR

CONCRETE ORGANIZATION: The ability to understand the immediate, concrete needs of a situation, and to establish an effective action plan for meeting those needs.

0 1 2 3 4 5 6 7 8 9 10



5.6 FAIR

SENSE OF TIMING: The ability to accurately evaluate what is happening in such a way that statements, decisions and actions are the most effective, accurate and timely.

0 1 2 3 4 5 6 7 8 9 10



6.5 FAIR

INFLUENCING

What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

COMPONENT ANALYSIS FOR : John Doe

INTUITIVE DECISION MAKING: The ability to accurately compile intuitive perceptions about a situation into a decision or action.

0 1 2 3 4 5 6 7 8 9 10



4.0 POOR

PERSUADING OTHERS: The ability to convince others and to present a given viewpoint in such a way that it is accepted by others.

0 1 2 3 4 5 6 7 8 9 10



4.2 POOR

PEOPLE READING: The ability to "read between the lines" in such things as the body language, reticence, stress and emotions of others.

0 1 2 3 4 5 6 7 8 9 10



5.3 FAIR

UNDERSTANDING PROSPECT'S MOTIVATIONS: The ability to understand the needs and desires of prospects and to use this knowledge to help them sustain an emotional connection and motivate them to take action.

0 1 2 3 4 5 6 7 8 9 10



6.6 FAIR

CLOSING

The final phase is closing. This phase of the sale is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

COMPONENT ANALYSIS FOR : John Doe

SELF CONFIDENCE: The ability to develop and maintain an inner strength based upon the desire to succeed and a belief that one possesses the capabilities to succeed.

0 1 2 3 4 5 6 7 8 9 10



6.1 FAIR

PERSONAL ACCOUNTABILITY: The ability to be responsible for the consequences of their own decisions and actions and not shift focus or blame on poor performance somewhere else or onto others.

0 1 2 3 4 5 6 7 8 9 10



9.5 EX

EMOTIONAL CONTROL: The ability to maintain a rational and objective demeanor when faced with a stressful or emotional situation, to act objectively, rather than impulsively and emotionally.

0 1 2 3 4 5 6 7 8 9 10



9.3 EX

ATTENTION TO DETAIL: The ability to see and pay attention to details which are vital to successful selling.

0 1 2 3 4 5 6 7 8 9 10



8.5 VG