

You now hold in your hands a report from the Sales Profile FULL questionnaire. This questionnaire covers twelve basic sales skills that logically match the sales cycle and which are divided into three areas (customer, offer, sale).

VALIDITY SCALES

Validity of these results is dependent, to a certain degree, on the assessed person's attitude toward questionnaires. That is why there are validity scales in this questionnaire that warn about possible skewing of the results, especially in the situation where data consistency is low and the need for success is high (tendency to choose answers that are socially desirable).

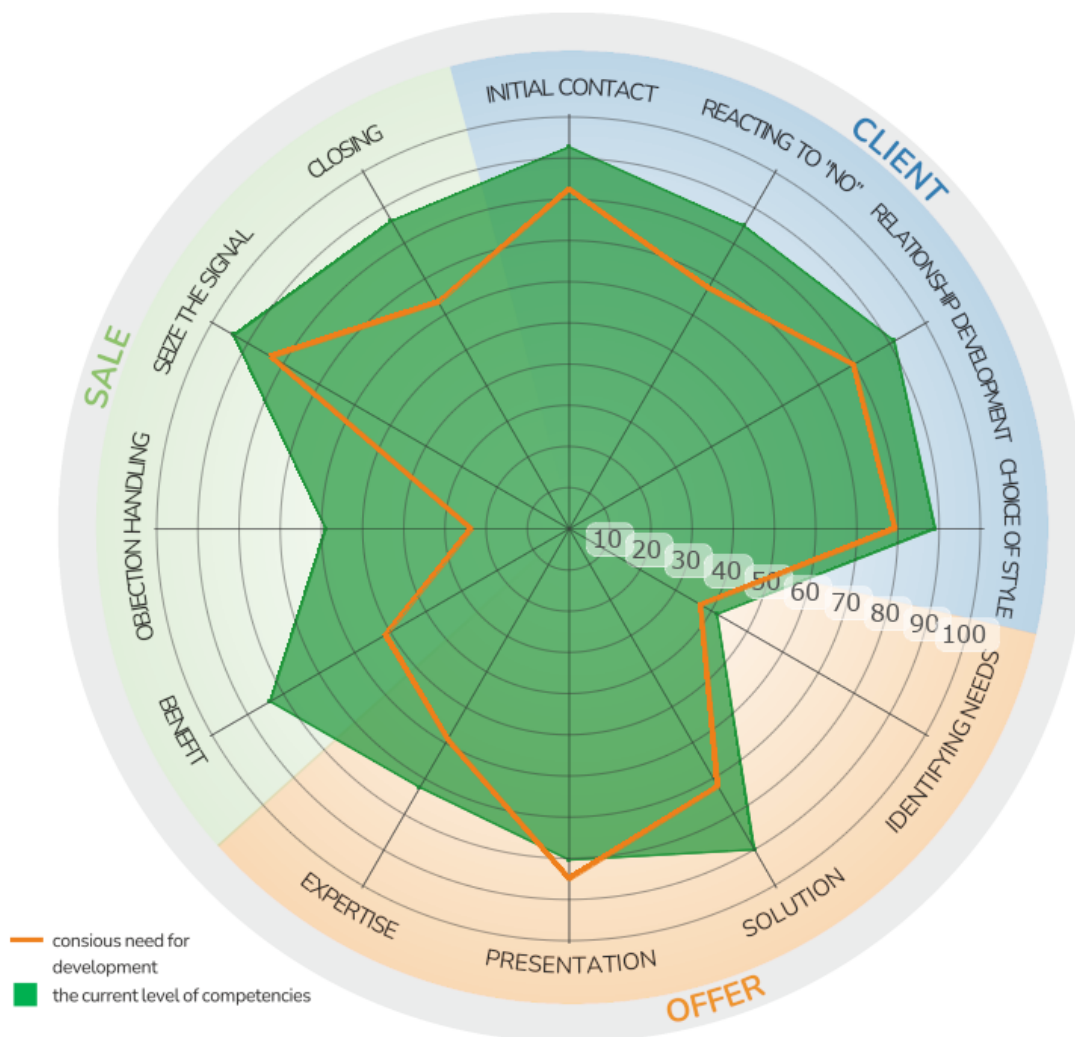
RESPONSE CONSISTENCY

- sufficient data consistency

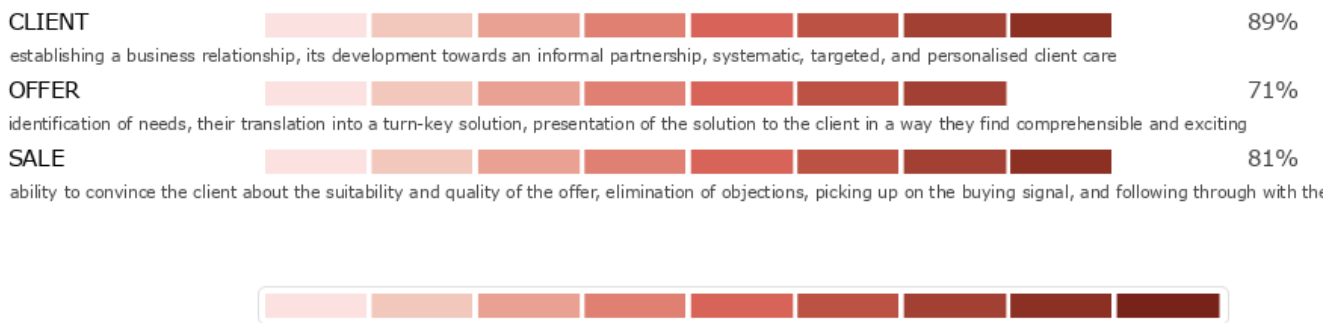
SOCIAL DESIRABILITY SCALE

- sufficient openness of answers

OVERALL REPRESENTATION OF SALES COMPETENCIES



DISTRIBUTION OF SALES SKILLS WITHIN A SALES CASE



PRIORITY AREAS FOR AN ACTION DEVELOPMENT PLAN

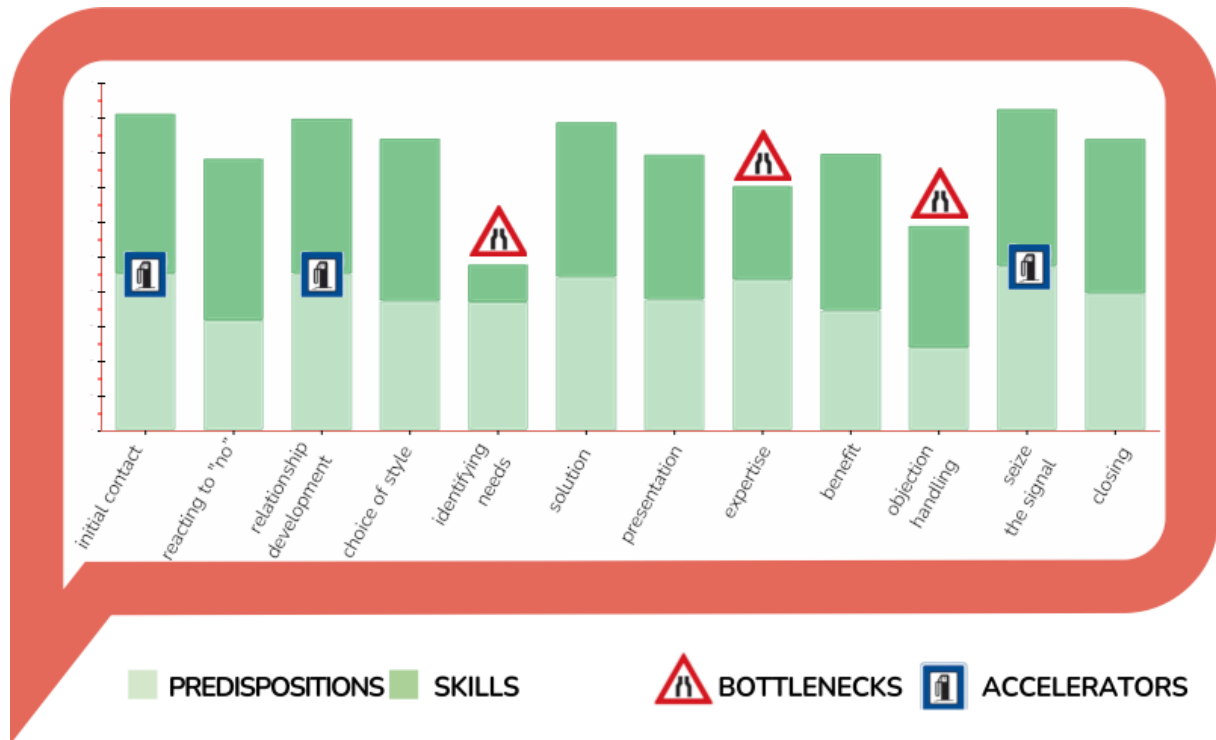
PRIORITY	AREAS FOR DEVELOPMENT
1	<ul style="list-style-type: none"> training focused on the identification of the client's needs, rehearsal of model situations and techniques of asking diagnostic questions
2	<ul style="list-style-type: none"> mentoring and consultancy from an experienced supervisor in the area of objection-handling in specific business cases
3	<ul style="list-style-type: none"> organisation and presentation of training and workshops for key clients

PROPORTION OF PREDISPOSITIONS TO SKILLS WITHIN THE SALES CASE PROCESS

Reports are focused not only on the current skill level in these areas, but also on the level of predispositions.

In this questionnaire, predispositions are perceived as given personality characteristics or traits supporting individual competencies. Their development is a rather long term task and corresponds with overall maturation and personality development.

On the other hand, skills are perceived as practical techniques or activities that can be acquired both by work practice and intentional development. Their development can be relatively fast, and those predispositions are the very basis for its efficiency. Where the predispositions are lower, it is necessary to develop those skills by more intensive and repeated training.



Accelerators represent competencies with high potential, i.e. such competencies where fast mastering of skills and good foundations for future development can be expected. Narrow spaces represent areas where the current level of skills is the lowest, i.e. such parts of the sales process where the probability of failure or even loss of the sales case is high.