Sales Knowledge Questionnaire

Leroy Sample

Sales Representative
Wholesale Grocers, Inc.
lsample@coldmail.com
345-876-1234

Report Type: Sales Representative

Achiever Assessments

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For more information contact:
John Saterfiel
Saterfiel & Associates
344 Oak Point Drive,
LaPlace, LA 70068
985-651-2819
john@employment-testing.com

Leroy Sample
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6/10/2026

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Attitude Toward Sales

- Inspire Genuine Trust
- Tone of Your Interactions
- Building Relationships

Leroy, you have an excellent understanding of the role having a positive attitude and good self-confidence plays in the selling process, and continually work to develop and maintain both. You understand the importance of being able to bounce back quickly from sales rejection and other obstacles you may face in sales, and are able to deal with difficult situations and customers, as needed. You have certain ethical standards you keep and have clearly defined, for yourself, what being successful means. You understand the selling process itself, and have a good understanding of your own strengths and weaknesses.

7

Time Management

- Increasing Productivity
- Create/Follow Processes
- Improve Organization

You are extremely well-organized. You utilize planning tools to keep yourself organized, and know how and when to make your sales and follow-up calls. You set aside a specific amount of time to plan and organize your day or week, and believe that success and accomplishments are due, at least in part, to being well prepared.

9

Suspects/Prospects

- Quality Potential Buyer
- Accurately Identify Sales Prospects

You have an understanding of the difference between a suspect and a prospect, and a reasonable knowledge of how to qualify a prospect. You understand the importance of qualifying the prospect and have some knowledge of the basic reasons people buy.

5

Developing Rapport and Need

- Understand Your Customer's Goals
- Be Willing to Collaborate

Leroy, you have an understanding of how to determine a prospect's needs or desires. You have developed methods of building rapport with a prospect and understand the importance of relationship selling, to some degree.

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Sales Presentation

- Understand Steps of the Selling Process
- Engaging the Audience

You have a clear understanding of the five steps of the selling process and realize what goes into making a sales presentation effective. You understand the importance of staying focused on your objectives when making a presentation, and also understand the necessity of maintaining control.

7

Handling Objections

- Overcoming Objections
- Indentifying Common Sales Excuses

You have an advanced understanding of the difference between objections and excuses, and have formulated ways to overcome both. You realize why prospects pose objections and are prepared to deal with even those which are more difficult to overcome.

8

Closing

- Understanding How to Close a Sale
- Develop Sales Strategies

You have some knowledge of the closing step in the selling process. You have a basic understanding of the importance of a trial close, and will try to close a reasonable number of times before giving up. In addition, you have some ability to analyze the situation to better understand why sales do not close.

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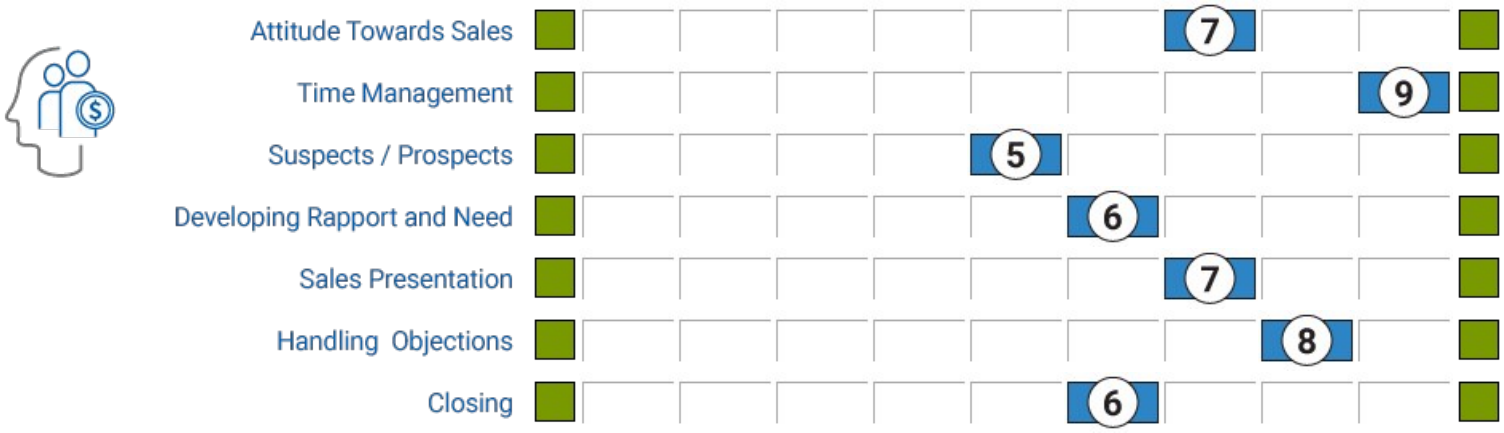
Sales Knowledge

Knowledge Scoresheet



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