

Sales Knowledge Report

For Assessment Of: Andy Hoffmann

Company: Acme Building Materials

Assessment Date: 4/26/2008 4:28:10 PM

For More Information
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Sales Knowledge Report

Candidate Resources, Inc.

Name: Andy Hoffmann
Company: Acme Building Materials

Date: 5/5/2008
Status Code:

Attitude/ Sales Personality

Andy, 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.

Books *The Alligator Trap* by Ed Del Gaizo, Kevin Corcoran & David Erdman
Socratic Selling by Kevin Daley

Time Management

You have the desire to organize your time to some degree, but can adapt to changes or interruptions which require your plans to be altered. You utilize some type of system to keep yourself organized, although there may still be times when you overlook details.

Books *Time Management for Busy People* by Roberta Roesch
Time Management by Marc Mancini

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Finding the Suspect/Prospect

It would be beneficial if you developed an even stronger understanding of what constitutes a prospect or suspect, and how to qualify a potential buyer. Increasing your knowledge of how to deal with a potential buyer and the basic psychology of why people buy would further benefit you.

Books *Endless Prospects* by C. Richard Weylman
Solution Selling by Micheal T. Bosworth

Determining Needs and Developing Rapport

Andy, 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.

Books *Rethinking the Sales Force* by Neil Rackham
The Spin Selling Fieldbook by Neil Rackham

The Sales Presentation

You have an understanding of the five steps of the selling process, as well as a basic understanding of what effective selling incorporates. You understand the importance of maintaining control of the sales presentation and staying focused in your efforts.

Books *Major Account Sales Strategy* by Neil Rackham
Powerful Presentation Skills by Dennis Becker & Paula Becker

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Handling Objections

You understand the difference between an objection and an excuse, and have a general knowledge of why prospects pose objections. In addition, you have some knowledge of ways to overcome objections, even those which are more difficult in nature.

Books *The Spin Selling Fieldbook* by Neil Rackham
Solution Selling by Micheal T. Bosworth

Closing the Sale

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.

Books *Assertiveness Skills* by Nelda Shelton & Sharon Burton
Stop Telling Start Selling by Linda Richardson

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Attitude/ Sales Personality	①	②	③	④	⑤	⑥	⑦	⑧	⑨
Time Management	①	②	③	④	⑤	⑥	⑦	⑧	⑨
Finding the Suspect/Prospect	①	②	③	④	⑤	⑥	⑦	⑧	⑨
Determining Needs and Developing Rapport	①	②	③	④	⑤	⑥	⑦	⑧	⑨
The Sales Presentation	①	②	③	④	⑤	⑥	⑦	⑧	⑨
Handling Objections	①	②	③	④	⑤	⑥	⑦	⑧	⑨
Closing the Sale	①	②	③	④	⑤	⑥	⑦	⑧	⑨

***NOTE:** The preceding scores are represented by an "X" on a scale of 1 to 9 scale which reflects the bell curve of the general population. A score of 1 represents the lower end of the curve and a 9 represents the upper end. The individual scores reflect the person's knowledge of the critical elements of the process.*

LEGEND

- 1 or 2 = Significantly below the optimum level of knowledge in this area of the process
- 3 or 4 = Indicates a need for the person to become more knowledgeable in this area
- 5 or 6 = Represents average knowledge level of the most reps in this area of the process
- 7 or 8 = Exceeds the knowledge level of most reps in this area of the process
- 9 = Knowledge in this area is significantly greater than that of most people

***NOTE:** The preceding is a measurement of knowledge of the Sales Knowledge Report process and not of aptitudes or behavior essential to successful Sales Knowledge Report.*