



Knowledge Questionnaire®

Sales Knowledge Questionnaire® Assessment Report

Report prepared on: **Cynthia Hoffmann**
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Report Type: Sales Representative



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Sales Knowledge Questionnaire

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Company: Acme Sales Company

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Sales Knowledge

Attitude Toward Sales

1	2	3	4	5	6	7	8	9
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Cynthia, 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.

Time Management

1	2	3	4	5	6	7	8	9
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You have a healthy understanding of the importance of planning. You utilize planning tools to keep yourself organized, and generally have your priorities in line. Good time management is important to you, but you leave enough leeway to deal with interruptions or changes, when necessary. You spend a good amount of time planning, but not to the extreme.

Suspects/Prospects

1	2	3	4	5	6	7	8	9
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You have a strong understanding of the difference between suspects and prospects, as well as how to qualify a prospect. You understand the importance of why people buy, and realize how to determine if a suspect is a prospect.

Developing Rapport and Need

1	2	3	4	5	6	7	8	9
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Cynthia, 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

1	2	3	4	5	6	7	8	9
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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.

Handling Objections

1	2	3	4	5	6	7	8	9
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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.

Closing

1	2	3	4	5	6	7	8	9
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You have an excellent understanding of how to close a sale. You may have had prior sales experience to draw on, and can generally analyze the underlying reason a sale may not close. You realize the importance of the trial close, as well as the role persistence plays in not giving up too easily.



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Knowledge Scoresheet

Sales Knowledge									
	1	2	3	4	5	6	7	8	9
Attitude Towards Sales							7		
Time Management								8	
Suspects / Prospects							7		
Developing Rapport & Need						6			
Sales Presentation						6			
Handling Objectives								8	
Closing							7		

Note: The preceding scores are represented on a scale of 1 to 9 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 sales process.

LEGEND

- 1 or 2 = Significantly below the optimum level of knowledge in this area of the sales 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 sales reps in this area of the sales process
- 7 or 8 = Exceeds the knowledge level of most sales reps in this area of the sales process
- 9 = Knowledge in this area is significantly greater than that of most people