
Report For:
ESDI Sample
ESDI
10/20/2011

Report Contents

Graphic Profile
Prospecting
First Meeting
Investigating/Probing
Presenting
Influencing/Convincing
Working with Objections
Getting the Business
General Sales Knowledge
Action Plan

Complimentary

This Report Is Provided By:
Employee Selection and Development, Inc.
11937 Whistling Way
Bradenton, FL
800-947-5678
president@employeeselect.com

Sales Acumen Survey

The Sales Acumen Survey is designed to discover an individual's awareness and knowledge of the strategies necessary for sales success at key stages of the sales process in the consultative and relationship oriented sales model.

It's often said the best salespeople are "born – not made." This may be true for traits such as resilience, assertive and serious minded. However, it's not true for the essential processes and skills associated with effective selling. They must be learned. So what are the elusive knowledge and skill sets that separate successful sellers from the others? The Sales Acumen Survey measures those areas of knowledge and skills that can be learned to aid in achieving sales success.

Sales knowledge is not a predictor of sales success; it is simply a measure of an individual's knowledge of the consultative and relationship oriented sales process at this point. There are other desirable, innate, natural characteristics that contribute to sales success. These behaviors are measured through the use of assessments designed to measure competencies.

Knowing how to approach a sales situation comes naturally for some salespeople. Other salespeople may need to improve their understanding and application of the consultative sales role to increase their sales effectiveness. You will see how you scored in each stage of the consultative sales process and general sales knowledge. Your report will highlight your strengths and areas in need of development. You and your sales manager can use this information to target your training activities and efforts.

Gavin Ingham reminds us that "knowing what to do is not the same as doing what you know." Sales is about applying skills, not just knowing them.

Compliments

Who Should See This Report?

This report is designed to provide you with insight into your present knowledge of the consultative sales process. The information in this report will help you develop a plan to continue to increase your sales knowledge. It may be beneficial for you to share your report with others, so they can help prepare a developmental action plan. People to consider sharing your report with: 1) your sales manager 2) a mentor or coach 3) a HR advisor 4) a career counselor.

The Sales Acumen Survey reports on how your knowledge of the consultative sales process may help or limit your sales success. You will receive feedback on the 7 key areas of the consultative sales process and general sales knowledge.

As you review each section of your report it will be helpful for you to approach your results in a positive manner. As you reflect on your report consider how your results in each area impact your present sales role and your future potential.

When you have reviewed your report, use the Action Planning Section of the report to help you build your personal developmental action plan. This will help you establish your plans to improve your knowledge of the consultative sales process.

Complimentary

Sales Acumen Survey Graphic Profile

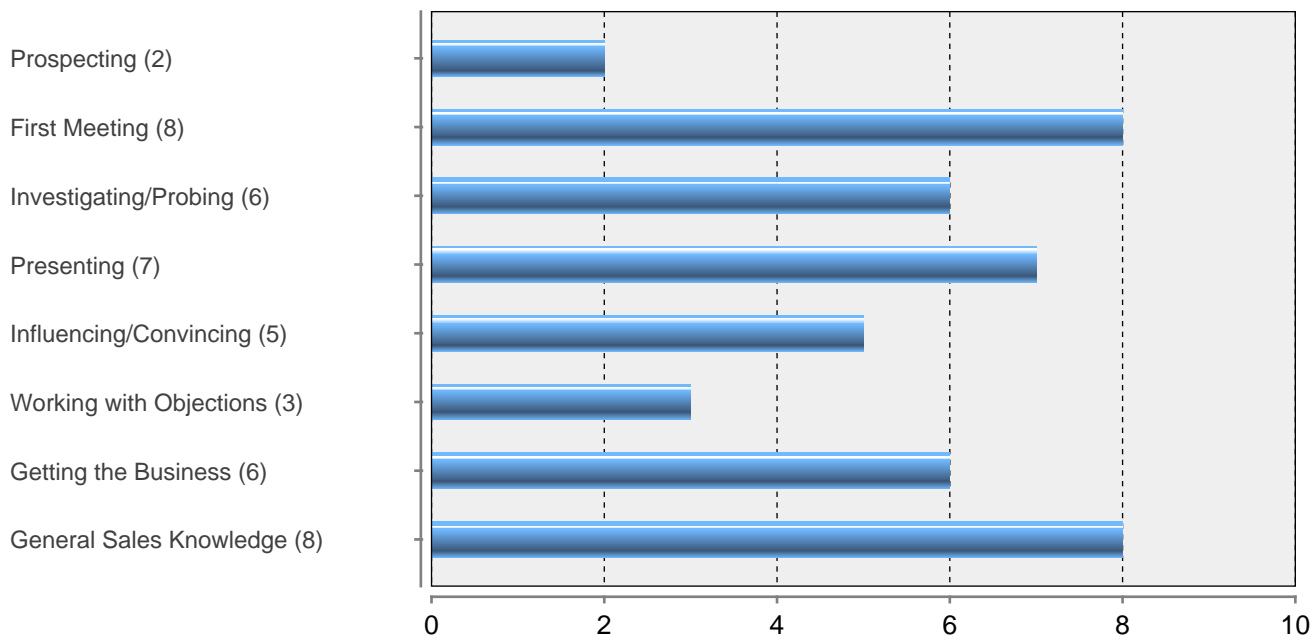
This graphic profile is a snapshot of your Sales Acumen Survey results. Your results have been placed on a scale of 0 to 100. The higher your score in each stage of the consultative sales process measured by the survey, the better your knowledge is in this particular selling stage.

Studies conducted in the area of Sales Knowledge demonstrate that knowing what to do in a specific selling situation can contribute to sales success.

Scores above the 70th percentile suggest that the salesperson has a sound understanding of the sales process in that particular area.

The need for development generally occurs when an individual's score in a consultative selling stage is below the 70th percentile.

The need for training and development should be determined by you, your sales manager and your organization's training department.



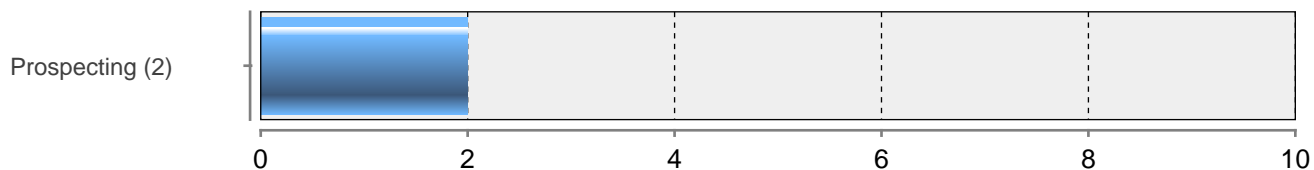
A sales suspect is simply a target on a sales territory list that fits the profile likely to need the product or service that is being sold. A suspect has no solid data indicating that they actually need, want or can afford the offering a sales representative is expected to sell.

Suspects in a sales territory become prospects after a sales representative has gathered enough information by a direct call, referral from someone else or research to know they need the product or service being sold. The next thing a sales person has to determine is what kind of prospect each former suspect is, long term, medium term or short term in regard to the timeframe they are likely to buy.

When it comes to getting new business, your first big challenge will be to reach the right individuals. To successfully find new prospects for your products and services, you'll need to be able to reach out to qualified prospects and move them through the sales cycle from prospect to interested prospect to a buyer. You must incorporate a range of prospecting tactics that, over time, bring prospects incrementally closer to a decision to hire you.

Think of sales prospecting as the activity of finding new business, whether it is from among your existing prospects or clients, to whom there might be up sell and/or cross sell opportunities; as well as completely new prospects - people you have no relationship with and to whom you have either never sold before or who are lapsed, past prospects or clients.

You correctly selected the best answer 20% of the time. (2 of 10)



0 to 49th Percentile

ESDI, your score suggests a need to develop an understanding of the initial stage of the consultative sales process. Salespeople that develop a strong understanding of this important first step of the sales process predictably have more suspects who become prospects and eventually clients.

If you would like to increase your knowledge and skill in this area:

Books

Smart Calling: Eliminate the Fear, Failure, and Rejection From Cold Calling by Art Sobczak (Mar 29, 2010)

The Psychology of Sales Call Reluctance: Earning What You're Worth in Sales by George W. Dudley & Shannon L. Goodson (Nov 15, 2007)

Take the Cold Out of Cold Calling by Sam Richter (Jul 9, 2009)

Can I Have 5 Minutes of Your Time?: A No-Nonsense, Fun Approach to Sales from Xerox's Former #1 Salesperson by Hal Becker and Florence Mustric (May 1, 2008)

How to Become a Superstar Sales Professional: Prospecting And Solution-based Selling Skills for Business to Business Sales Professionals by Winnie Ary (Mar 1, 2006)

Hot Prospects: The Proven Prospecting System to Ramp Up Your Sale by Bill Good (Mar 9, 2011)

A Crash Course in Modern Sales Prospecting by Eric Alan (May 11, 2011) - Kindle eBook

Online Courses

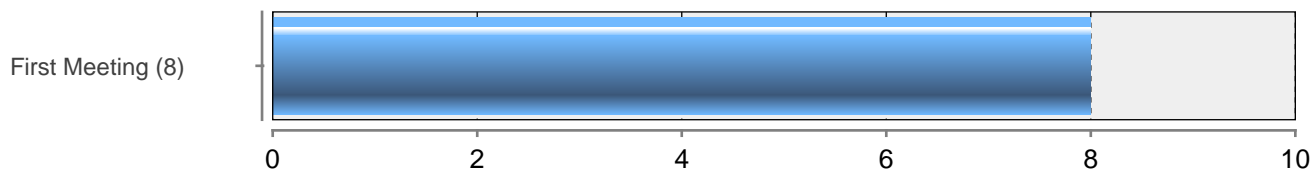
EJ4-Opening the Call

It is critical for salespeople to realize the impact a first impression has in building a successful sales career. Business is based on relationships. Building and improving relationships provides a foundation for success not only in sales but in any career.

A business relationship starts or ends with the very first meeting. Taking time to prepare properly and remember all the necessary steps that help to form a positive impression when meeting prospects can help close more sales. Doing it right can make the difference between establishing the groundwork for a long and mutually beneficial business relationship or having the window of opportunity shut down.

Remember, you have several goals on this sales call. First, recognizing that there are probably few product or price differences between you and your competitors, you want to establish the relationship as a significant factor in the decision-making process. You want to do that also because you know that surveys show that the relationship between salesperson and client is often the most important factor of that process.

You correctly selected the best answer 80% of the time. (8 of 10)



70th to 100th Percentile

ESDI, your score suggests that you have a solid understanding of the purpose and impact of the first meeting step of the sales process. Your knowledge of this key step of the sales process allows you to build rapport and trust with your prospect, which is important to long term sales success.

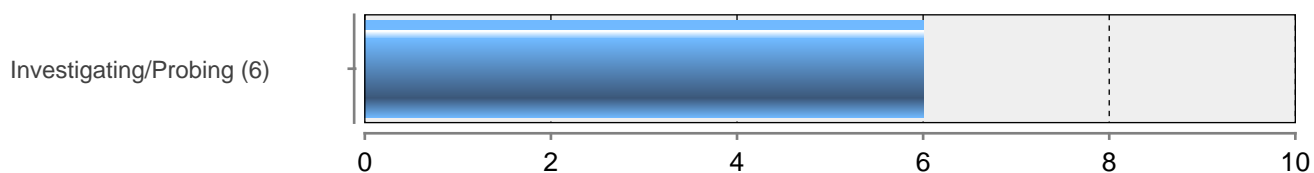
The most important stage of the consultative sales process is the investigative stage. This is the part of the sales process where the salesperson conducts in depth probing to uncover potential problems the prospect may have and move the prospect to develop suitable solutions to them. This exchange between the prospect and the salesperson creates value as seen by the prospect.

The main skill you need for qualifying a prospect is the ability to probe. In the business of selling, probing means getting below the surface of the situation and uncovering a prospect's real needs. Being skilled in the probing stage will enable you to direct the sales process and obtain information as you need it.

We do this by asking questions, the right kinds of questions. Dialogue-probing questions get prospects to look at their situation in a new light. Questions that get prospects to recognize they have a problem, questions that get prospects to recognize their pain as well as their need for change to alleviate their pain, and of course, your prescription as the best and most viable solution.

The salespeople that truly implements consultative selling doesn't work against the client, they collaborate with the client. Phrases such as, "Please, tell me your thoughts on what I'm about to say," leave the conversation open to discussion and when this happens, initial concerns such as price seemingly go out the window. Consultative selling gets the potential buyer talking. Once they begin talking, the seller can begin problem solving.

You correctly selected the best answer 60% of the time. (6 of 10)



50th to 69th Percentile

ESDI, it would be helpful if you developed a stronger understanding of the investigating and probing phase of the sales process. Improving your knowledge of this key phase of the consultative sales process will help you learn the importance of asking good questions and learning to listen to the prospect's responses.

If you would like to increase your knowledge and skill in this area:

Books

Question Your Way to Sales Success: Gain the Competitive Edge and Make Every Answer Count by Dave Kahle (Aug 1, 2008)

Questions: The Answer to Sales by Duane Sparks (2006)

The Sales Question Book: Your Guide to the Selling Power of Questions by Gerhard Gschwandtner (Sep 1, 2008)

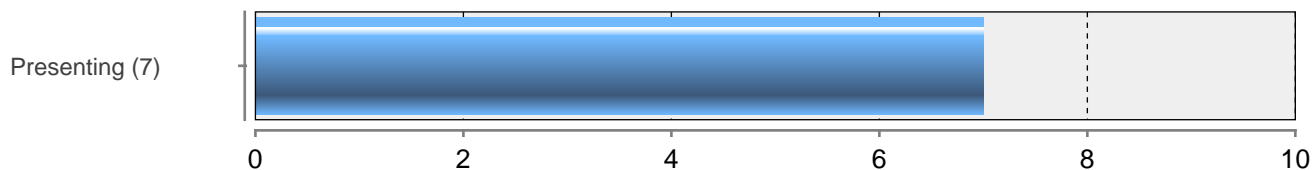
OPEN-Question Selling: Unlock Your Customer's Needs to Close the Sale... by Knowing What to Ask and When to Ask It by Jeff Gee and Val Gee (May 24, 2007)

A sales presentation is an important skill or approach used by every business, whether it is a small or large company. A sales presentation is the tool used by businesses to communicate their value to potential prospects or clients or prospects. The value that your business provides is what your prospects evaluate during their decision making process, and they decide whether your company's product or service is the best solution for their needs.

The company description part of your sales presentation can include your company culture, the way you do business and what is different and unique about your company. The product or service description part of your sales presentation should include more detailed information on your product or service features, and benefits to the prospect. Here you should explain how you work with your prospects or clients, how you are different compared to your competitors, how you satisfy your customer needs and why your prospects or clients do business with you.

For the formal presentation opportunity, you've likely worked through a tremendous amount of grunt work, front-end discussions, needs analysis, and internal buying processes to get to the presentation stage with a prospect or customer. Even for the informal presentation, the front-end work invested by a salesperson can be enormous. And in some cases you may not know which you'll have the opportunity to deliver until the last moment. Fortunately, the professional is prepared for either.

You correctly selected the best answer 70% of the time. (7 of 10)



70th to 100th Percentile

ESDI, your score suggests that you have a strong understanding of the presenting phase of the sales process. Your knowledge of this essential step of the sales process helps you convey to the prospect the value you and your company provide to help solve their problem and fill their needs.

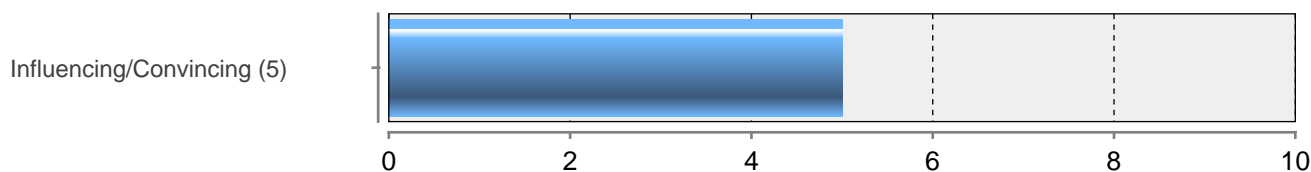
The idea as to how to influence others in sales is seductive. The idea that you can make another person do what you want them to do, or more likely, need to them to do, is a powerful idea. The tips, tricks, secrets, shortcuts, and gimmicks that the ages old sales process states as influence is not what is genuinely productive in influencing others.

Reaching commitment starts with sales influence - building trust relationships, understanding real needs and values, and managing any resistance the prospect or client may offer. Based on what was learned in the influence stage the salesperson can then make sales presentations of ideas and recommendations.

Your prospects and clients will only give you what you want, if you are willing to give them what they want. This means that you have to be prepared to do a of couple things. First, you have to care enough to understand what it is that they want. You have to ask the questions that demonstrate that you are working to understand their needs. However, understanding isn't enough; it takes more to influence others. You have to care deeply about helping them.

Your prospects and clients will know whether you care about them by your behaviors and your actions. If you spend time with them, working to create value, you develop the trust that influence is built upon. When you take the time to help them learn and understand more about their own needs, and by sharing the knowledge you have gained by helping others in a meaningful way.

You correctly selected the best answer 50% of the time. (5 of 10)



50th to 69th Percentile

ESDI, it would be helpful if you developed a stronger understanding of the presenting phase of the sales process. Improving your knowledge of this essential phase of the consultative sales process will help you create value for your product or service, build trust relationships, understand your prospects real needs will allow you to develop the credibility that influence is built on.

If you would like to increase your knowledge and skill in this area:

Books

Slow Down, Sell Faster!: Understand Your Customer's Buying Process and Maximize Your Sales by Kevin Davis and Gerhard Gschwandtner (Jan 5, 2011)

The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! by Kevin Hogan (Oct 19, 2010)

Sell Yourself First: The Most Critical Element in Every Sales Effort by Thomas A. Freese (Dec 30, 2010)

Selling The Moment: Values, Needs, and Relationships: Turning Ordinary Sales into a Lifetime of Success by Russ Crumley, Sally M. Farnham and Eileen Klockars (Sep 15, 2009)

How to Say It to Sell It: Key Words, Phrases, and Strategies to Build Relationships, Boost Revenue, and Beat the Competition by Sue Hershkowitz-Coore (Jan 2, 2008)

The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business by Richard Maxwell and Robert Dickman (Aug 14, 2007)

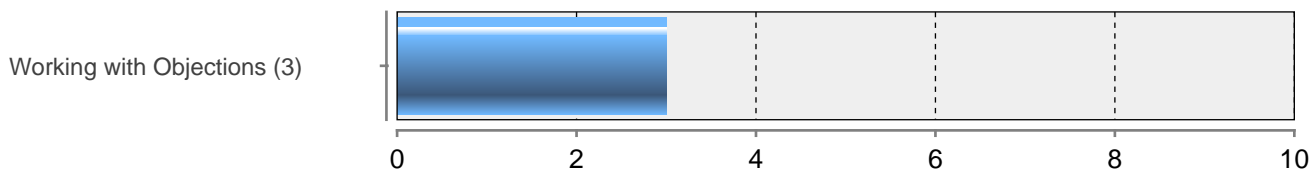
Rainmaking Conversations: Influence, Persuade, and Sell in Any Situation by Mike Schultz and John E. Doerr (Mar 29, 2011)

As a salesperson, you will put in a lot of time and effort to ensure that your product or services are needed by your prospect. However, no matter how convincing the need, no matter how clear-cut the definitions of what is desired and required, prospects will naturally have objections, concerns, and requests for additional information. You should welcome objections because once answered, they give you the potential capability to close the sale.

One definition of an objection is a reason given by the prospect or client why they are not ready to buy your product or service. Many people use objections to avoid making decisions or commitments and not necessarily because they don't want to buy what you are selling. However, when your prospect or client doesn't have any objections, you might be facing your most difficult close. Your success as a salesperson will depend on your ability to anticipate and handle a prospect or client's objections. No matter how good or thorough you may think your presentation is, at some point, you may get an objection. How you handle it will make the difference on whether you close the sale or not.

An objection refers to "any problem verbalized by the prospect which prevents you from moving to the next step in your presentation or closing the sale. Usually a lack of understanding on the part of the prospect is the reason for the objection. Objections have a structure which can enable you to analyze them, determine the cause, minimize their occurrence and deal with the effects that arise. It is important to work with your prospect or client to understand the exact nature and extent of his objections. Using a Prospect or client-centered approach where you provide all the facts necessary will work well in overcoming the objections. When you welcome objections you are communicating to the prospect that his needs are important and will be addressed.

You correctly selected the best answer 30% of the time. (3 of 10)



0 to 49th Percentile

ESDI, your score suggests a strong need to develop an understanding of the working with objections phase of the consultative sales process. Salespeople that develop a strong understanding of this phase of the sales process will be better able to analyze objections, determine the cause, minimize their occurrence and deal with the effects that arise. It is important to work with your prospect or client to understand the exact nature and extent of his objections.

If you would like to increase your knowledge and skill in this area:

Books

- Crush Price Objections: Sales Tactics for Holding Your Ground and Protecting Your Profit by Thomas P. Reilly (Jan 25, 2010)
- Handling Objections: Pinpoint Sales Skill Development Training Series by Timothy F. Bednarz (Apr 7, 2011)
- Closing the Sale - Objection handling and Negotiation by Mr Dermot Bradley (2011)
- Handling Objections Closing The Sale: How To Close Every Sale And Manage Every Objection by Richard Mulvey (Aug 1, 2007)
- Sales Objections: How to Handle Them: Remove the Roadblocks to Your Sales Success by Greg Woodley (Jul 10, 2011)
- The Knack Of Selling More V3: Handling Objections And Closing More Sales by Burton Bigelow (Jun 25, 2011)

Online Courses

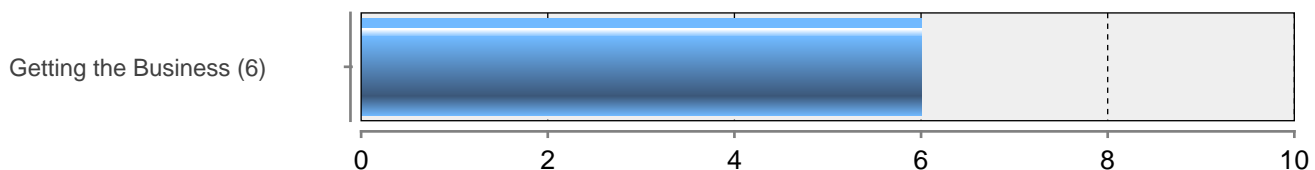
EJ4-Handling Objections

Traditionally, strategies for closing sales have involved pressuring prospects and clients, neutralizing their stalling tactics, and overcoming their objections -- behaviors that are in direct opposition to the philosophy of the consultative process. On the other hand, salespeople, afraid of harming the relationship they've nurtured by appearing too aggressive, hope the deal will close itself, something, which rarely happens. Consultative closing provides the solution, breaking up the closing process into small, actionable steps that help the salesperson gain gradual buy-in and establish a long-term working relationship with the prospect or client.

If you have successfully performed the earlier steps in the selling process, the close follows naturally. Closing is simply asking for a decision when you believe a prospect is going to say "yes." It has been said that salespeople must "close early and close often." This is not recommended when you are working to build trust relationships with prospects and clients. By following this philosophy you are building an adversarial relationship. A prospect or client is likely to regard asking for the order before he or she is ready to buy as pushy. You don't want to seem pushy, or overly aggressive. If you do, the client is likely to start pushing back.

Research supports the idea of not being too pushy when closing a sale. Successful salespeople tend to let the prospect or client make the decision. This doesn't mean that successful salespeople expect to close only once. Often, undetermined needs still must be addressed. This is one reason that salespeople must be prepared to use various closes with their prospect or client throughout the consultative sales process.

You correctly selected the best answer 60% of the time. (6 of 10)



50th to 69th Percentile

ESDI, it would be helpful if you developed a stronger understanding of the getting the business phase of the sales process. Improving your knowledge of this vital phase of the consultative sales process will help you improve your ability to close more sales. Breaking up the closing process into small, actionable steps will help you gain gradual buy-in and establish a long-term working relationship with the prospect or client.

If you would like to increase your knowledge and skill in this area:

Books

Closing Techniques (That Really Work!) by Stephan Schiffman (Mar 18, 2009)

Consultative Closing: Simple Steps That Build Relationships and Win Even the Toughest Sale by Greg Bennett (Nov 14, 2006)

The Sales Closing Book: Tested Closes for Every Selling Situation! by Gerhard Gschwandtner (Sep 1, 2008)

The Irresistible Close: "It Actually - Clinches the Sale for You!" (See description below) by Patrick M. Foley - Specialist Sales Coach and Consultant (Mar 14, 2011) - Kindle eBook

17 Highly-Guarded Strategies to Close Every Sale Guaranteed Plus How to Combat the Fear of Closing by John Di Lemme (Aug 12, 2010) - Kindle eBook

Closing More Sales: Pinpoint Sales Skill Development Training Series by Timothy F. Bednarz and Monika Pawlak (May 11, 2011)

Heart and Mind Selling: The New Secret to Closing the Sale and Winning the Customer for Life by Sam Allman (Sep 1, 2006)

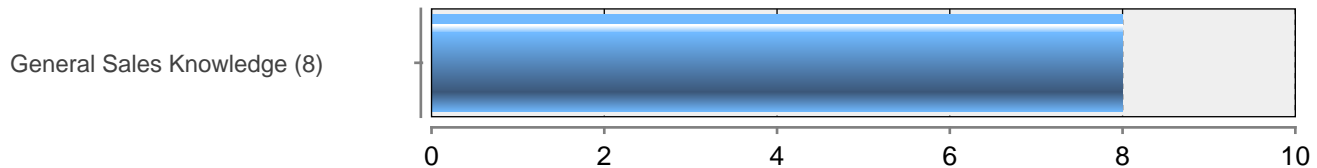
General Sales Knowledge

Sales Knowledge refers to the information needed to support discussions with various client entities. Knowledge generally revolves around prospect or client requirements, applicable solutions, product performance or product compatibilities, etc. The right knowledge must be given at the right time to support the prospect or client's decision-making processes.

Successful sales people either naturally possess or learn knowledge skills to function productively.

Establishing a successful customer relationship requires a number of different types of knowledge to be exchanged, much of which occurs from salespeople to the prospect or client during the sales process.

You correctly selected the best answer 80% of the time. (8 of 10)



70th to 100th Percentile

ESDI, your score suggests that you have a strong understanding of the overall consultative sales process. Your response to the general sales knowledge questions provides you with helpful insight into key areas of the sales process.

Compliments

PROCEPTION2 PERSONAL ACTION PLAN

Name _____

Date _____

Listed below are areas of potential development that you may find helpful. Review each of the areas in your report and circle 1 to 3 areas in which you feel you need to improve to maximize your performance. Your next step is to prepare a plan for your personal development.

Prospecting First Meeting Investigating/Probing Presenting
 Influencing/Convincing Working with Objections Getting the Business/Closing General Sales Knowledge

DEVELOPMENTAL GOALS

-
-
-

EXPECTED OUTCOMES

-
-
-

WHO TO INVOLVE

-
-
-

TARGET DATES

-
-
-

INDICATORS OF PROGRESS

-
-
-

POTENTIAL BARRIERS

-
-
-