



# Sales Skills Index Summary

**Examinee:** - **JOHN DOE**  
**Company:** - ABC Industries  
**Date:** - December 16, 2011

## INTRODUCTION:

The Sales Skills Index or Sales Strategy Index (SSI) is an advanced assessment designed to measure professional sales ability. It is an updated, and objective analysis of an individuals' understanding of the strategies required to be successful in sales and essentially answers the question - "Can this person sell in a competitive environment?"

Dealing with the issue of whether a person has the skills to sell is an essential component in predicting sales success, it is certainly not the only one. The Sales Skills Index is not intended to be used as the sole determining factor for a career in sales. Behavioral issues, especially self-motivation, achievement, drive, and the ability to influence others are prerequisites to a sales success. Selling Skill training is ineffective without the proper behavioral attitude. Combine this report with the \_\_\_\_\_ to achieve the ideal analysis tool; that is, a combination of both motivation and skill.

## CONTENTS:

- **SALES SKILLS INDEX TRAINING GUIDE**  
*Training Recap (Based on Sales Discipline).*
- **RAISING THE BAR - TRAINING GRAPH**  
*Visual overview of sales training recommendations to develop the general sales skills of the examinee.*

## SAMPLE REPORT

# SALES SKILLS FACILITATION

**THIS REPORT IS PRINTED IN TWO PARTS:**

**1. MANAGEMENT SUMMARY:**

This portion of the report is designed to show the selling skills of the examinee compared to successful salespeople in the same type of job. This portion of the report is designed for management use as a training guide and is not intended to be disseminated to the examinee.

**2. SALES SKILLS INDEX <sup>tm</sup> TRAINING GUIDE**

The Sales Skills Index <sup>tm</sup> Report- This portion contains valuable insight into the skill level of the examinee. The header atop each page contains information for use. This is the "Training" portion of the "Analyst-Link" commentary. This portion of the report should be made available to the examinee to assist in prioritizing and creating a sales training program. Refer to our facilitation guidelines assist in understanding this report.

**To use this report as a Performance Development tool -  
Please go on line to obtain the Understanding the SSI Workbook -  
Go to: [www.analyst-link.net](http://www.analyst-link.net)  
Click on the Navigation Link Labeled - *SDP workbook*  
Select and Print out Guide ( 9A )  
Complete the worksheets and create an Action Plan.**

**"SALES is BOTH a Profession and a Skill."**



## Selling Skill Analysis - Training Guide

Examinee: **John Doe**  
 Company: ABC Industries  
 Date: 12/17/11  
 Focus: **Outside, Technical, or Professional Sales**

**Selling Skill Percent**

**58.67%**

Weighted Average Outside Sales  
 Below Statistical Standard

	Recommended:	Examinee:	Training Needs:
<b>Basic Selling Skills:</b>			
Prospecting Skill	70	<b>62</b>	** Focus Attention on this skill
Impression/Approach	84	<b>56</b>	**** Substantial Training Required
Qualifying Skill	66	<b>71</b>	
Presentation Skill	84	<b>67</b>	*** Highly Focused Training Needed
Influence/Persuasion Skills	82	<b>83</b>	
Basic Closing Skill	87	<b>80</b>	** Focus Attention on this skill
General Sales Abilities	75	<b>69</b>	** Focus Attention on this skill
<b>Total Basic Selling Skills</b>	<u>78</u>	<u>70</u>	** <b>Below average</b>
<b>----- Advanced Ability to Strategize for Sales Success:</b>			
Prospecting Strategies	46	<b>54</b>	
Impression/Approach	54	<b>56</b>	
Qualifying Strategies	45	<b>57</b>	
Demonstration/Presentation	60	<b>44</b>	*** Highly Focused Training Needed
Influence/Persuasive Strategies	65	<b>50</b>	*** Highly Focused Training Needed
Closing Strategies	66	<b>50</b>	**** Substantial Training Required
General Strategic Abilities	53	<b>62</b>	
<b>----- Total (Outside) Selling Skills</b>	<u>56</u>	<u>53</u> <<	* <b>Slightly below top performers</b>

*The recommended skill levels are based on our studies documenting the difference in sales effectiveness of over 93,800 salespeople who earn the highest incomes in their field as opposed to those who earn considerably less. Refer to, and focus effort on, the enclosed custom "Action Plan" for improvement.*

### GENERAL DEVELOPMENT RECOMMENDATIONS:

- \* Strategic Sales Ability = Ability to select the correct sales strategy in complex or competitive sales situations.
- \* The examinee appears to need improvement in mastering a variety of Closing techniques.  
 The overall ability to qualify appears to be developed; continue focus to maintain expertise.  
 General sales ability is acceptable. Some specifics may require attention.
- \* We recommend an Audio tape program to over-write negative selling influences and complacency.  
 Use the enclosed "Action Plan" to find books & courses to prioritize a training program.

#### NOTES:

# SSI

## Analysis of the Sales Skills Index

### RAISING THE BAR - TRAINING GRAPH



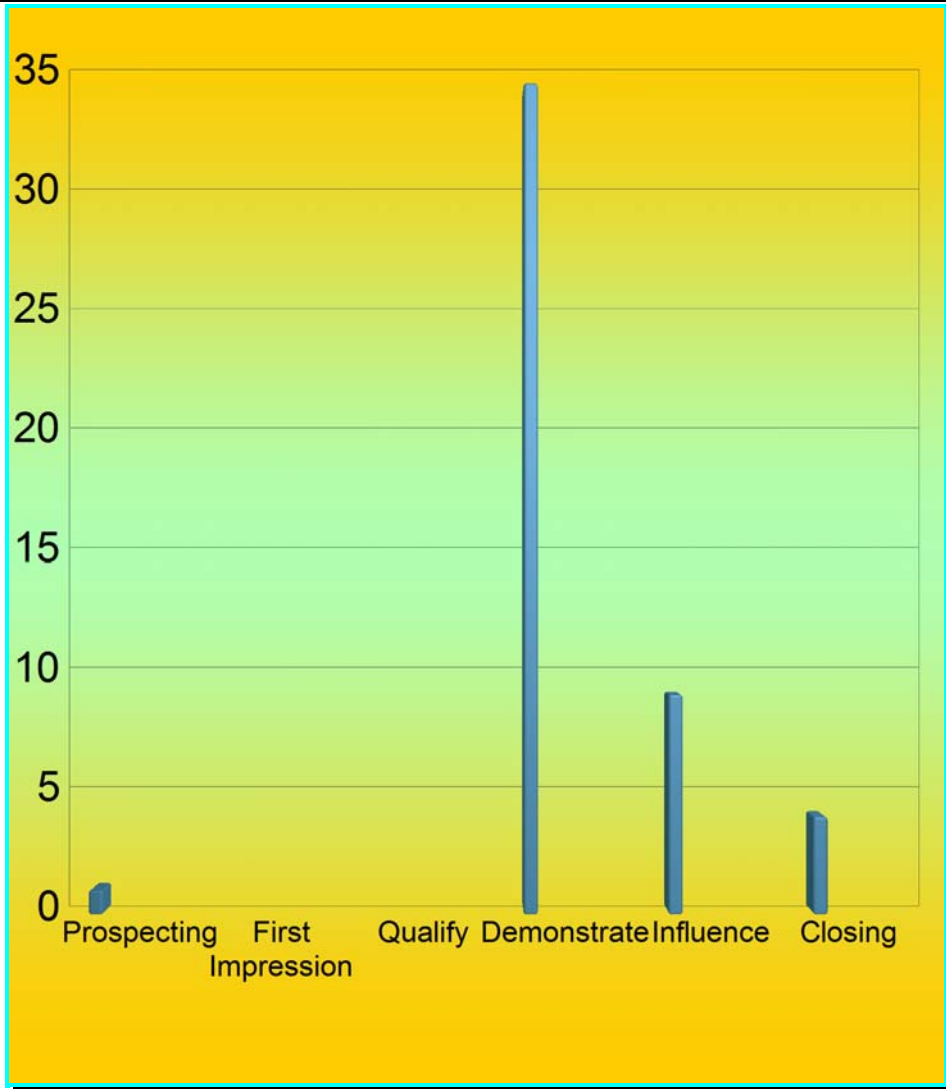
*The graph on this page represents an analysis of general selling skills in need of improvement after training guide issues are resolved.*

*Percentages shown indicate the amount of effort required to develop this skill.*

*Use this graph to focus on a secondary range of skills to be developed.*

*Use the custom "Action Plan" to address specifics.*

Data used to create this graph is compiled from weighted averages within the "General" skill rating.



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# Sales Skills Index <sup>tm</sup>

Examinee: - **JOHN DOE**  
Company: - ABC Industries  
Date: - December 16, 2011

## SALES TRAINING & DEVELOPMENT INSIGHTS

### CONTENTS:

- **SELLING SKILL COMPETENCY OVERVIEW** - Graph  
This page compares your selling skills to top salespeople in both inside and outside sales. Use this graph to create an "Overview Impression" of the training you may require.
- **BASIC SALES SKILLS** - *Analysis & Ratings*
- **ADVANCED SALES SKILLS** - *Analysis & Ratings*
- **CUSTOM ACTION PLAN**

### SAMPLE REPORT



# SSI

## Sales Skills Index - Competency Overview

Prepared for:

**John Doe**

### SELLING SKILL PATTERN COMPARISON WITH "STANDARD."

Focus:

*Outside, Technical, or Professional Sales*



The "Standard" is represented by the Blue Bars. The Examinee is represented by the Red Line.

- |                             |                                |
|-----------------------------|--------------------------------|
| - INSIDE SALES -            | - OUTSIDE SALES -              |
| BP = Basic Prospecting      | AP = Advanced Prospecting      |
| BF = Basic First Impression | AF = Advanced First Impression |
| BQ = Basic Qualifying       | AQ = Advanced Qualifying       |
| BD = Basic Demonstrations   | AD = Advanced Demonstrations   |
| BI = Basic Influence        | AI = Advanced Influence        |
| BC = Basic Closing          | AC = Advanced Closing          |
| BG = Basic General Skills   | AG = Advanced General Skills   |

TB = TOTAL Basic or "Inside" Selling Skills  
 TA = TOTAL Advanced or "Outside" Selling Skills

*The SSI identifies sales knowledge in the following categories:*

- **Prospecting:** The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.
- **First Impressions - Greeting:** The first interaction between a prospect and the salesperson. This step is designed to enable the salesperson to display his or her sincere interest in the prospect, and to **gain** positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of trust building and sets the selling process in motion.
- **Qualifying/Questions:** The questioning and detailed needs analysis phase of the sale. This step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.
- **Demonstration:** In this step, the salesperson should present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized in the Qualification step.
- **Influence:** What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have of placing little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and the salesperson.
- **Close:** The **final** phase of any selling system. This step encompasses asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.
- **General:** This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

# BASIC SALES STRATEGIES

The information that follows is designed to assist you in interpreting the "Sales Skills Index tm ."

## THIS SECTION CONTAINS:

### ■ INTRODUCTION

### ■ PRIMARY AND SECONDARY EFFECTIVENESS RATING GRAPH

- Measures "Basic" Sales ability -

### ■ CATEGORY ANALYSIS

The combination of both primary and secondary sales Skills effectiveness ratings provides broad-based selling skill analysis for:

- Executives and Business Development
- Inside Sales
- Contract or Bid Sales
- Telemarketing Sales
- Account Maintenance (Relationship Sales)
- Route Sales
- Sales trainee

*It should be noted that even in cases where General Sales abilities or the overall total exceeds or matches top sales performers, direction of effort should be focused on any skill that is less than the "standard" set by top performers.*

Like any profession, selling has a body of knowledge related to successful execution. It is this knowledge that is measured by the Sales Skills Index. Understanding effective sales strategies will lead to success upon implementation of the recommendations contained herein.

## UNDERSTANDING SKILL CLUSTERS:

**INSIDE SALES** - One may usually eliminate Prospecting as a necessary skill for inside sales; however, Demonstration, First Impression, Influence, and Closing are requisite to success.

**CONTRACT OR BID SALES** - Prospecting is not a vital component of the job, neither is qualifying. The key traits are Influence and First Impression followed by Demonstration, Closing, and high task orientation.

**TELEMARKETING SALES** - All traits are important but the greatest strength must of necessity be Prospecting.

**RELATIONSHIP SALES** - Demonstration is often the most vital trait followed by First Impression, Influence, and Closing.

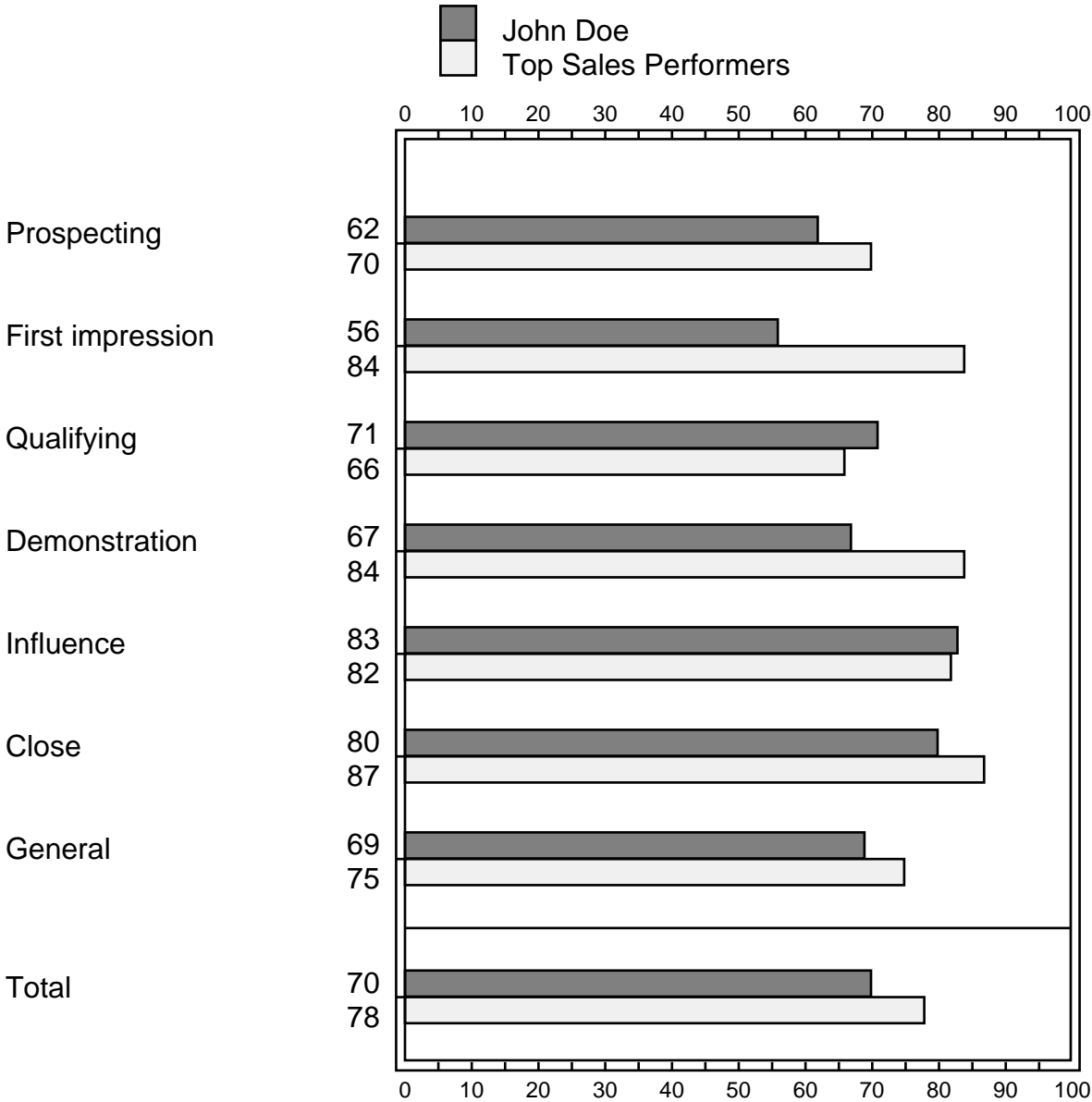
**TERRITORY DEVELOPMENT SALES** - All traits are important. Pay specific attention to Prospecting, Qualifying, & Closing.



# SALES SKILLS INDEX™

PRIMARY AND SECONDARY EFFECTIVENESS RATING

This graph illustrates your overall knowledge of the most and second most effective sales strategies. The higher your score in any segment, the better your broad understanding of the overall sales strategy required in that step of a successful sale.





Name: **John Doe**

**PROSPECTING / QUALIFY:** The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

(7/13) 54% of the time you chose the most effective strategy

(1/13) 8% of the time you ranked the second most effective strategy as your first choice

**FIRST IMPRESSION / GREETING:** The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his or her sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

(5/9) 56% of the time you chose the most effective strategy

(0/9) 0% of the time you ranked the second most effective strategy as your first choice

**QUALIFYING / QUESTIONS:** The questioning and detailed needs analysis phase of the face-to-face sale, this step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.

(4/7) 57% of the time you chose the most effective strategy

(1/7) 14% of the time you ranked the second most effective strategy as your first choice



Name: **John Doe**

**DEMONSTRATION:** The ability of the salesperson to present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.

(4/9) 44% of the time you chose the most effective strategy

(2/9) 22% of the time you ranked the second most effective strategy as your first choice

**INFLUENCE:** What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

(3/6) 50% of the time you chose the most effective strategy

(2/6) 33% of the time you ranked the second most effective strategy as your first choice

**CLOSE:** The final phase of any selling system. This step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

(5/10) 50% of the time you chose the most effective strategy

(3/10) 30% of the time you ranked the second most effective strategy as your first choice

**GENERAL:** This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

(8/13) 62% of the time you chose the most effective strategy

(1/13) 8% of the time you ranked the second most effective strategy as your first choice

# ADVANCED SALES STRATEGIES

## CONTENTS:

■ **PRIMARY EFFECTIVENESS RATING GRAPH** - (*Advanced Selling Skills*)

■ **QUESTION ANALYSIS**

■ **CUSTOM ACTION PLAN**

*The action plan is a customized guide created by our analysts assist in prioritizing your sales training program.*

Ratings that meet or exceed those of Top Sales Performers in the Primary (or Advanced) effectiveness graph indicate competency in:

- Brokerage/Financial/Insurance Sales
- Outside Sales (Territory Development)
- Placement Sales
- Consulting Sales
- Travel Sales
- Trade Show Selling

*Direction of effort should be focused on any skill that is less than the "standard" and where training is recommended.*

## **SKILL INTERACTIONS**

**PROSPECTING** - is the key to advanced selling. Low scores in this skill often indicate burnout or Call Reluctance. Behaviorally, prospecting is linked to Challenge and Drive

**QUALIFYING** - is the often considered the key skill. Expend the greatest effort on those who have a need for the product (or service being sold) and have the authority to make the purchasing decision. Link qualifying with sound closing techniques.

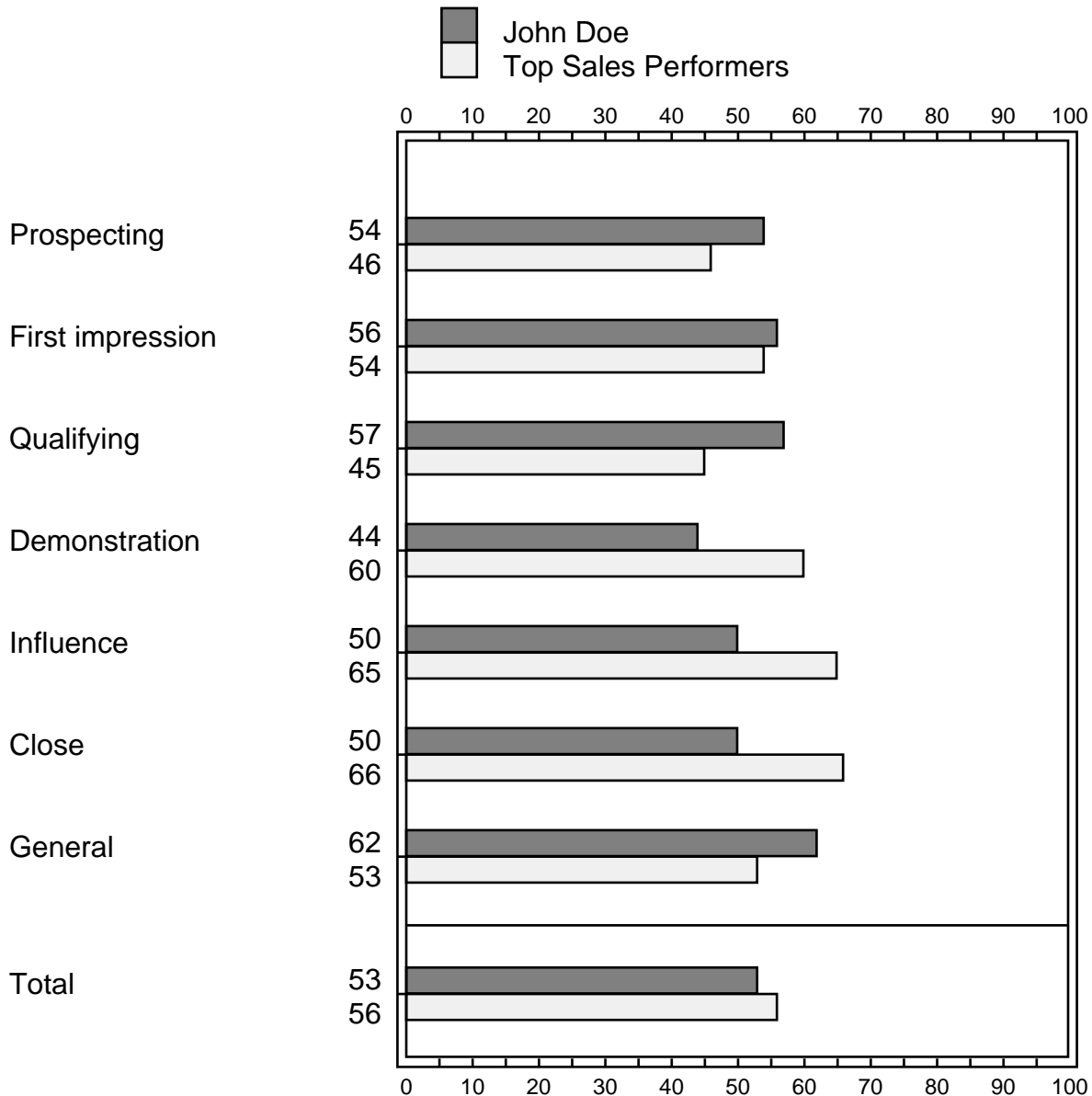
**FIRST IMPRESSION / DEMONSTRATION** - these skills work together to add credibility to the sales presentation. Critique your presentation on video. Include Social Skills here: Manners, Dress, Grooming, Vocabulary, Interpersonal skills, and Communication ability.

**INFLUENCE** - is the precursor to Closing. Influence is akin to the behavioral trait, persuasiveness. Those who know their product, the competition, and their clients' needs, can often become strategically aligned with their customers and influence the purchasing decision.

**CLOSING** - requires a certain amount of intuitiveness. Knowing when to close is as important as knowing a variety of closing techniques. Closing the sale is validation of your skill as a salesperson.



The following graph illustrates YOUR understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area the stronger your specific understanding of what is required to be successful in the sales process.





Name: **John Doe**

### QUESTION ANALYSIS

- 36 times chose the MOST effective strategy
- 10 times chose the SECOND most effective strategy as #1
- 12 times chose the THIRD most effective strategy as #1
- 9 times chose the LEAST effective strategy as #1

### LEAST EFFECTIVE STRATEGY ANALYSIS

Please review the following questions. In these situations you selected the least effective strategy as the most effective strategy. For each question listed, the most effective strategy is provided for your review.

19. The prospect's secretary says to you, "Mr. Evans is not interested in new products like yours at this time." Your reaction should be to:
  - B. Learn why he is not looking at new products.
  
26. You have identified a prospect's primary need for your product. You are invited to come back and make a group presentation. You should:
  - A. Determine who will be involved in the next meeting.
  
43. You have made your presentation to a qualified buyer and have also received favorable internal support from the prospect's technical experts. However, your buyer is overruled by a superior who wants to buy from your competitor. You should:
  - C. Try to arrange for a meeting with technical staff, prospect and the superior.



52. Qualifying a prospect is necessary for:
- B. Deciding which product or service you will recommend.
55. What is the proper order of buying motives of prospects?
- C. Wants.
59. "I want to think about it" is:
- D. An objection.
61. The best way to position yourself in the mind of your prospects is as:
- C. A consultative expert.
62. Rank the following prospecting strategies from best to worst
- D. Referral selling.
67. The most up-to-date way to stay abreast of your industry is to:
- A. Read relevant industrial publications.

**Sales Skills Index - Custom "Action Plan" for: John Doe**

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**Training Recommendations - Please focus attention on the following:**

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1. - Ask someone to critique your Presentation effectiveness & Demonstration abilities.

\*\*\* Highly Focused Training Needed

*Action:*

---

2. - Focus on learning a variety of new and more current Closing techniques.

\*\*\*\* Substantial Training Required

*Action:*

---

3. - Your ability to Influence & Persuade needs review. Consider a communications course.

\*\*\* Highly Focused Training Needed

*Action:*

---

4. - Have your "Social Skills" kept pace with your position?

*Action:*

---

5. - Are you considered a "Strategic Partner" by your clients?

*Action:*

---

6. - Are you well versed in what your competition has to offer?

*Action:*

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Secondary #1. - Are you diligent in asking for referrals - even if you did not close the sale?

Secondary #2. - Do you maintain a "Contact Management" file or system?

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**NOTE :** - In addition to Outside Sales training needs as listed above; re-visit the basics.

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**NOTES:**

## SALES SKILLS INDEX - DEVELOPMENT GUIDELINES

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The ability to sell in a competitive environment requires ever increasing levels of professionalism, motivation, and skill. It is not sufficient to review this report to learn about your weaknesses; you must be motivated enough to do something about them.

Professional salespeople often go through a "call reluctance" or "burnout" cycle. The best salespeople occasionally suffer downturns that may be caused by their attitude toward the job. Instead of each day being a source of new opportunity and full of challenge, it becomes ordinary and routine. The net result is - your income suffers.

### **Is the job routine or has your response to the job become routine?**

Do you use the same closing techniques, do you tell the same story over and over again? Consider for the moment the possibility that over a period of time a series of negative influences and bad habits has been permitted to dilute your real abilities. Like any bad habit, these negative influence cycles are difficult to break. Training helps, but the best way to overwrite negative traits is through the repetition of positive influences.

Use the Sales Skills Index report to identify areas in need of improvement. Review the report carefully and either read some of the excellent Sales books on the market or purchase a sales development system on audio tape that train in your weakest areas. We often recommend audio tape systems as they can make good use of your travel time. Your car should be your learning center.

### **AUDIO TAPE IMPLEMENTATION:**

For audio development systems to be effective, you must employ repetitive listening techniques to *overwrite negative selling patterns*. Listen to each tape once daily, five days in a row. On the 6th day listen to it again and fill out the workbook that accompanies the program. Write a brief summary detailing the three most important things you learned from listening to the tape and the one change you intend to make in your selling style. You may then proceed to the next tape. A six tape series will take six weeks to effectively imprint positive selling traits. Your test administrator will be able to recommend specific training tapes suited to your needs.

### **SALES DEVELOPMENT BOOKS:**

There are many good books designed to improve professionalism in sales. To influence change, all books should be absorbed using the same techniques we described in the audio tape program, that is, read each chapter several times, and write a brief summary detailing the three most important things learned by reading that chapter and the one change you will make in your selling style. Contact your test administrator for specific recommendations.