

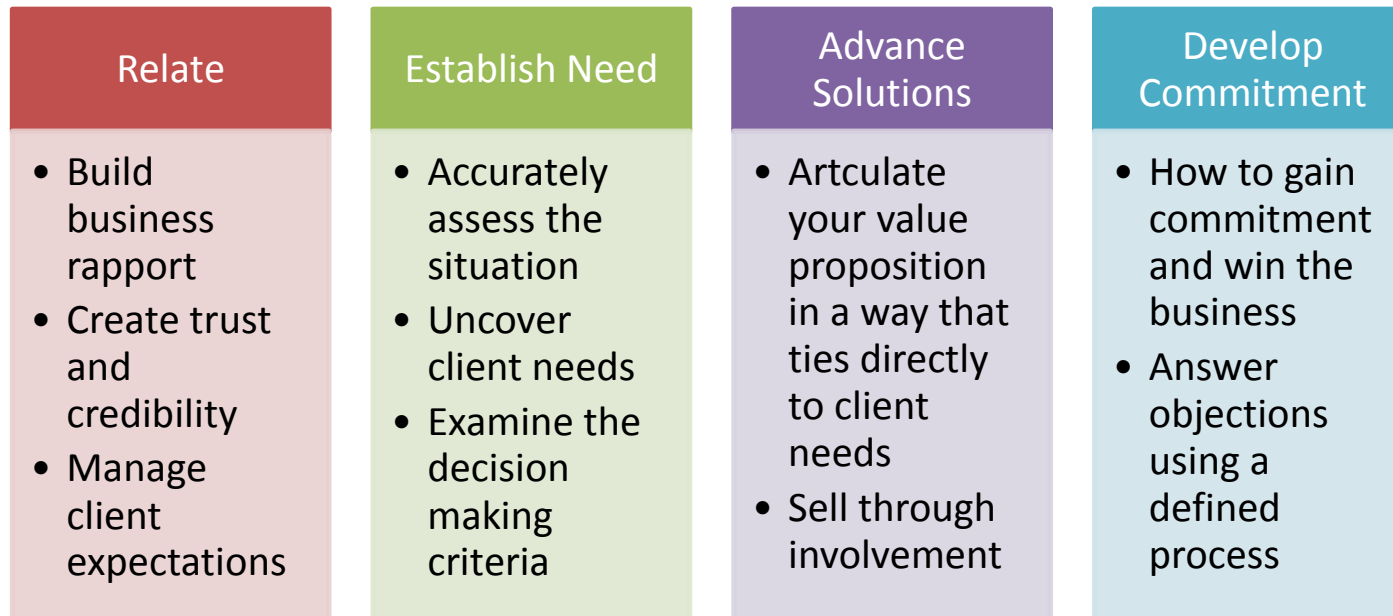
The Sales Ability Test

Innovative Sales Solutions

Team and Individual Results

January 9, 2014

The READ Consultative Selling Process



Individual responses to the 24 question Sales Ability Test are measured against the skills required to successfully navigate a client through the READ consultative sales process. To be effective, a sales process must be based upon the customer's buying process, which is the set of decisions that the customer wants to make, in the order that the customer wants to make them.

The READ sales process is an adaptive approach that provides the sales representative with the flexibility to respond to the the decisions that the client needs to make at each stage of the buying process.

Executive Summary Prepared For:

Innovative Sales Solutions

The Sales Ability Test was administered to 6 employees from the sales team at Innovative Sales Solutions. All of the surveys were scored by The Pulse Check.

The SAT process enables you to assess the sales abilities for each of your sales representatives using situation based questions that are linked to the consultative selling process. The combination of this data and your own performance data provides insights into how they currently deal with selling situations versus how they think they should respond.

Individual scores ranged from 29% to 67%. The average score for Innovative Sales Solutions was 47%.

The Sales Aptitude Test consists of 24 questions that are focused on four different areas of the consultative selling process. For Innovative Sales Solutions, results indicate strength in the areas of Relating and Develop Commitment. The results also indicate that there is the potential for improvement in the areas of Establishing Need and Relating.

The averages for the results in rank order (highest to lowest) for Innovative Sales Solutions are as follows:

Establishing Need	2.3 out of 6	Above 4.5 Excellent (Role Model)
Relating	2.8 out of 6	4.0 to 4.4 Strong
Develop Commitment	3.0 out of 6	3.5 to 3.9 Acceptable
Advancing Solutions	3.0 out of 6	3.0 to 3.4 Need focused skill enhancement
		Below 3.0 Need broad skill enhancement

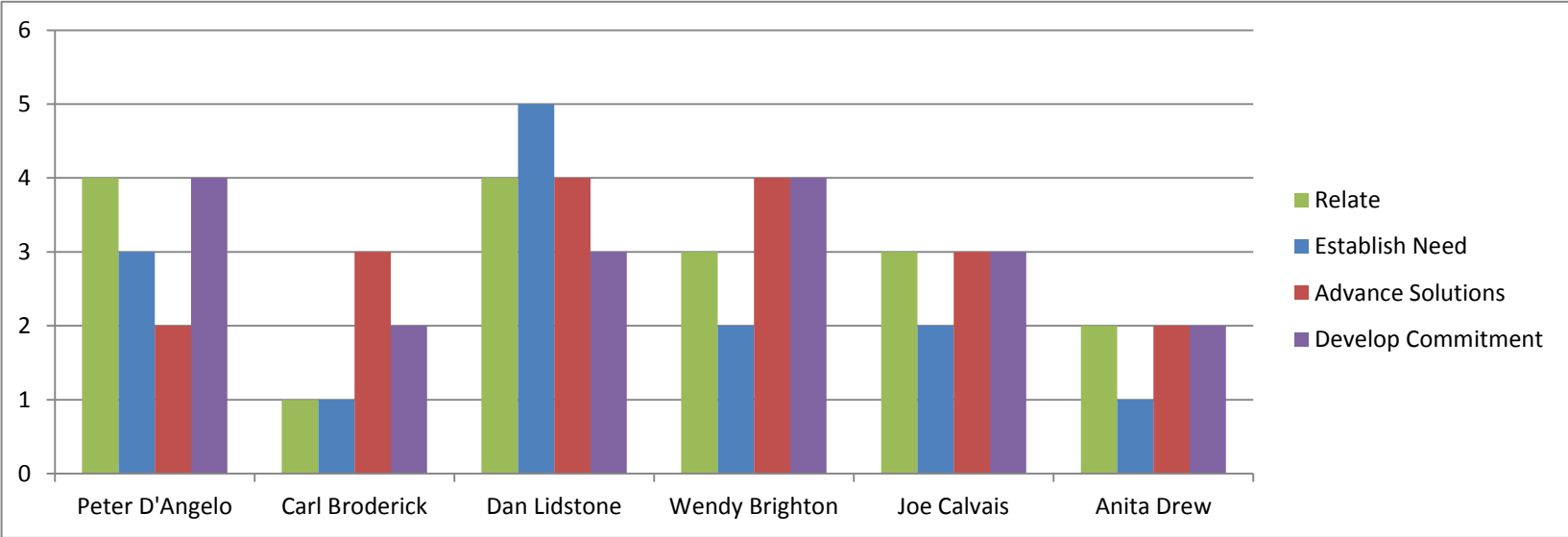
Connecting Sales Capability at Innovative Sales Solutions to The Potential For Growth

Relating	39%	85 to 100%	Highly effective consultative orientation to the selling process
Develop Commitment	47%	70 to 84%	Adequate skill level for moderate growth
Advancing Solutions	50%	55 to 69%	In need of targeted training to maintain growth
Establishing Need	50%	<55%	Critical situation for immediate capability development

Total 47%

Executive Summary Prepared For:

Innovative Sales Solutions



Addressing the Most Pressing Needs of the Innovative Sales Solutions

If your strategic plan projects sales growth and increasing top line revenue you've got three options to generate that growth:

- Increase headcount
- Improve sales capabilities through training
- Improve sales management's ability to coach and manage for performance

With an overall average score of 47% on the Sales Ability Test, the expectations for top line revenue growth at Innovative Sales Solutions should be scaled back.

Executive Summary Prepared For:

Innovative Sales Solutions

Detailed Matrix

	Relate	Establish Need	Advance Solutions	Develop Commitment	Total Score	Average
Peter D'Angelo	4	3	2	4	13/24	54%
Carl Broderick	1	1	3	2	7/24	29%
Dan Lidstone	4	5	4	3	16/24	67%
Wendy Brighton	3	2	4	4	13/24	54%
Joe Calvais	3	2	3	3	11/24	46%
Anita Drew	2	1	2	2	7/24	29%
All Participant Summary	2.8	2.3	3.0	3.0		47%

- 2 Need broad skill enhancement
- 3 Need focused skill enhancement
- 4 Strong performance
- 5 or 6 Excellent (Role Model)

From a skills perspective, the team appears to have the greatest challenges with Establishing Need and Relating.

Your team is having the greatest challenge in the following phases of the sales process and would benefit from training that is focused on building skill in the following areas:

Establishing Need

- Use a balanced mix of questions that has a strategic intent
- Be able to ask questions that allow you to investigate the prospect/client's current situation to uncover needs
- Demonstrate that you've been listening by providing a verbal summary prior presenting your solutions
- Examine the criteria the prospect/client will use to make a decision
- Develop an understanding of the client's financial perceptions

Relating

- Beginning to build business rapport so they develop trust and credibility
- Engaging the prospect/client in a conversation that is of interest to them
- Being able to handle early objections and maintain momentum
- Understanding and managing the prospect/client's expectations
- Establishing an agenda for the meeting and make sure that you still have agreement on the timing involved

Individual Results: Peter D'Angelo



	Relate	Establish Need	Advance Solutions	Develop Commitment	Total Score	Average
Peter D'Angelo	4	3	2	4	13/24	54%
All Participant Summary	2.8	2.3	3.0	3.0		47%

Observations and Comments

Relate (4 out of 6 correct): These results show you display a strength in this area. This stage of the selling process is focused on building trust and credibility as well as developing a business rapport with the prospect/client. Skills associated with Relate are the ability to adapt to social styles and how to utilize a verbal agenda

Establish Need: (3 out of 6 correct): These results suggest that this area shows an opportunity for growth. The key sales skills to review are strategic questioning, effective listening, and summarizing. Increasing these skills will dramatically improve your sales performance.

Advance Solutions: (2 out of 6 correct): These results indicate a need for improvement in this area. Review the skills of value articulation, presentation skills, and selling to multiple buyers. These skills contribute to establishing client perception of value and contribute to linking your capabilities with the client situation.

Develop Commitment: (4 out of 6 correct): These results show you display a strength in this area. The key sales skills you are applying include understanding objections, utilizing an objection handling process, and getting a yes. The results suggest that you have an effective approach of problem solving through objections to reach agreement.

Creating an Effective Action Plan

Human nature causes us to immediately focus on the lowest scores that we see in the grid above. It's important to remember that you are doing some things effectively. Taking stock of those first gives you a great base to build on.

We have provided a template for you to use to help create an effective action plan that you will not only implement, but continue to use to further your own development.

It is important to remember that you should focus on a smaller number of items and work hard to develop proficiency in those areas first. Once you have accomplished that you can move onto something else.

Individual Results: Peter D'Angelo



	Relate	Establish Need	Advance Solutions	Develop Commitment	Total Score	Average
Peter D'Angelo	4	3	2	4	13/24	54%
All Participant Summary	2.8	2.3	3.0	3.0		47%

The Selling Strengths That I've Demonstrated Are:

Areas That I Believe I Can Improve on Most Quickly:

Other Areas That I will Address Once I've Developed Proficiency:

Actions I Have To Take To Implement Change Successfully:

People I Can Rely On For Support As I Implement Change: