

SALES AUDIT

PRIVATE & CONFIDENTIAL

21/05/2004

Mr. Joe Bloggs

Report Unique ID: 35010

OPENING AND COMMUNICATION

Mr. Bloggs is not a natural socialite and may therefore feel uncomfortable in the early stages of opening. In order to overcome this he tends to adopt a formal, direct and to the point approach. This could lead others to believe that they are under attack and may result in them adopting defensive tactics. If Mr. Bloggs can learn to relax a little and use the initial stages of the meeting as a "getting to know you" interlude, he is likely to increase his success rate.

His communication style is equally direct and he should be aware that he has a tendency to make informative statements rather than conversation. The information he imparts will, without doubt, be appropriate to his product's features and benefits, although it may not necessarily appertain to his client's needs, due his tendency to "tell" rather than "sell".

CLOSING

Mr. Bloggs has the ability to close a sale and it is highly unlikely that he will fear asking for the order. However, the one aspect of closing that he should watch is his tendency to ask for the order too early in the negotiation process. Mr. Bloggs should bear in mind that the ultimate close requires a decision on behalf of the prospect to purchase, if "buyer's remorse" and subsequent order cancellation is to be avoided.

CUSTOMER SERVICING

Mr. Bloggs will put a great deal of effort into servicing both large and small accounts. He normally works to a servicing schedule designed to avoid, what he considers to be, indiscriminate/worthless servicing. Despite this, there may be a tendency for him to favour the larger account and thus, unwittingly, lose the trust of some of his less prestigious clients. However, there is little doubt that servicing should be one of his strong suits.



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PRESENTATION

Mr. Bloggs is unlikely to be a "performer". His presentation style tends to be factual, logical and structured. He will normally cover all the salient points of the subject/product he is presenting. However, his style may lack the necessary enthusiasm required to create the buying impetus in others. This could leave the door open for a more spontaneous competitive presenter to close the deal. Mr. Bloggs will think through and prepare his presentation before meeting the prospect/prospects and his presentations are normally formally professional. He is probably better when presenting to small rather than large groups and if faced with the latter, he may tend to lecture rather than sell and enthuse.

ADMINISTRATION

Mr. Bloggs can deal with administration. His natural logic allows for a confident and professional approach to most administrative procedures. Being persistent and logical by nature, Mr. Bloggs will tie up the loose ends and finish the paper work, although he can become frustrated when dealing with what he considers to be mundane matters. However, he is above all a practical person and as such is certainly likely to challenge administrative detail if he feels it is unnecessary or trivial.

This report relates only to behavioural characteristics within a work situation and should always be used with a structured interview. Success in the role will also depend on further assessment which ensures the person has the appropriate intelligence, education, experience, knowledge and competence.

The "Strengths & Limitations" report, which can be obtained regarding Mr. Bloggs, may provide additional information which will enhance the use of the above data.



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