

Sales Audit

Features

An analysis of opening skills and communication style, ability to close, customer servicing, presentation format and administrative abilities.

Uses

To assess sales skills. Identifies specific selling skills and/or sales training requirements of new or existing sales staff, as well as potential sales candidates within the organization.



SALES AUDIT: Tom Sample

Private &
Confidential

OPENING AND COMMUNICATION

Tom Sample's high degree of natural sociability coupled with a need to engender non-controversial relationships, suggests that opening should be a sales strength. He tends to view the initial meeting as an opportunity to explain his product or service and also to establish rapport. It is likely that he does not necessarily see the main objective of opening as closing a sale. That is not to say he won't take the opportunity to obtain a sale if the occasion arises. Tom Sample tends to place the emphasis on explanation and may not always encourage or leave time for the client to express a specific need.

Tom Sample's communication style is normally quick, friendly and specific in terms of detail. It is also likely to be free of direct questions, and aimed at creating a tension free environment. Therefore in general terms one would be likely to classify Tom Sample as being a good opener.

CLOSING

Tom Sample tends to avoid the use of the direct close, though he will use it, if it is part of an enforced and rehearsed sales script. Under normal circumstances, however, he will avoid pushing hard for a decision, preferring to maintain a non-antagonistic relationship. His natural closing technique is that of communicating all the relevant facts and information and then wait for the client to place the order. It is important for Tom Sample to realize that many prospective buyers will not place an order unless asked.

CUSTOMER SERVICING

Tom Sample's ability to attend to detail, coupled with his high social orientation suggests that he, at least, has some of the basic characteristics required for good servicing. The weak link is his low boredom threshold. This results in a tendency to avoid routine and repetitive tasks. Therefore, while capable of devising an efficient servicing schedule he may often fail to adhere to it. Again, emphasis by his managers on the rules and the negative consequences of poor servicing, may go some way to ensuring the effective utilization of his natural talent. In addition Tom Sample is inclined, albeit not necessarily intentionally, to call on those clients he perceives as having a favorable attitude towards him. In summary, it could be said that Tom Sample has the ability to service well but often fails to, due to impatience and/or emotional bias.

PRESENTATION

Tom Sample is usually a good presenter of detail, facts and figures. He has the ability to inject enthusiasm into, often, dull subject matter. However there is a danger that he may overwhelm his audience with information, leaving them bemused rather than enthusiastic about his product. In addition, he may have a tendency to speak rather too quickly and rhetorically, therefore giving his audience little opportunity to ask questions. His presentation style, therefore, can be biased toward the technical or where his audience shares a similar degree of

subject knowledge. Tom Sample's overall presentation rating can be classified as good with a technical bias.

ADMINISTRATION

Tom Sample can apply himself to analytical administrative tasks. However, he can very quickly become bored with repetitive, routine work. It is likely, therefore, that his administrative performance will need to be monitored. He/she is probably better at devising administration systems than adhering to them. Therefore it is unlikely that his general administration rating will be more than average.

This report relates only to behavioral 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 Tom Sample, may provide additional information which will enhance the use of the above data.