

You now hold in your hands a report from the Sales Profile FULL questionnaire. This questionnaire covers twelve basic sales skills that logically match the sales cycle and which are divided into three areas (customer, offer, sale).

VALIDITY SCALES

The validity of these results is dependent, to a certain degree, on the assessed person's attitude toward questionnaires. That is why there are control scales in this questionnaire that warn about possible skewing of the results, especially where data consistency is low and the need for success is high, resulting in a tendency to choose answers that are socially desirable.

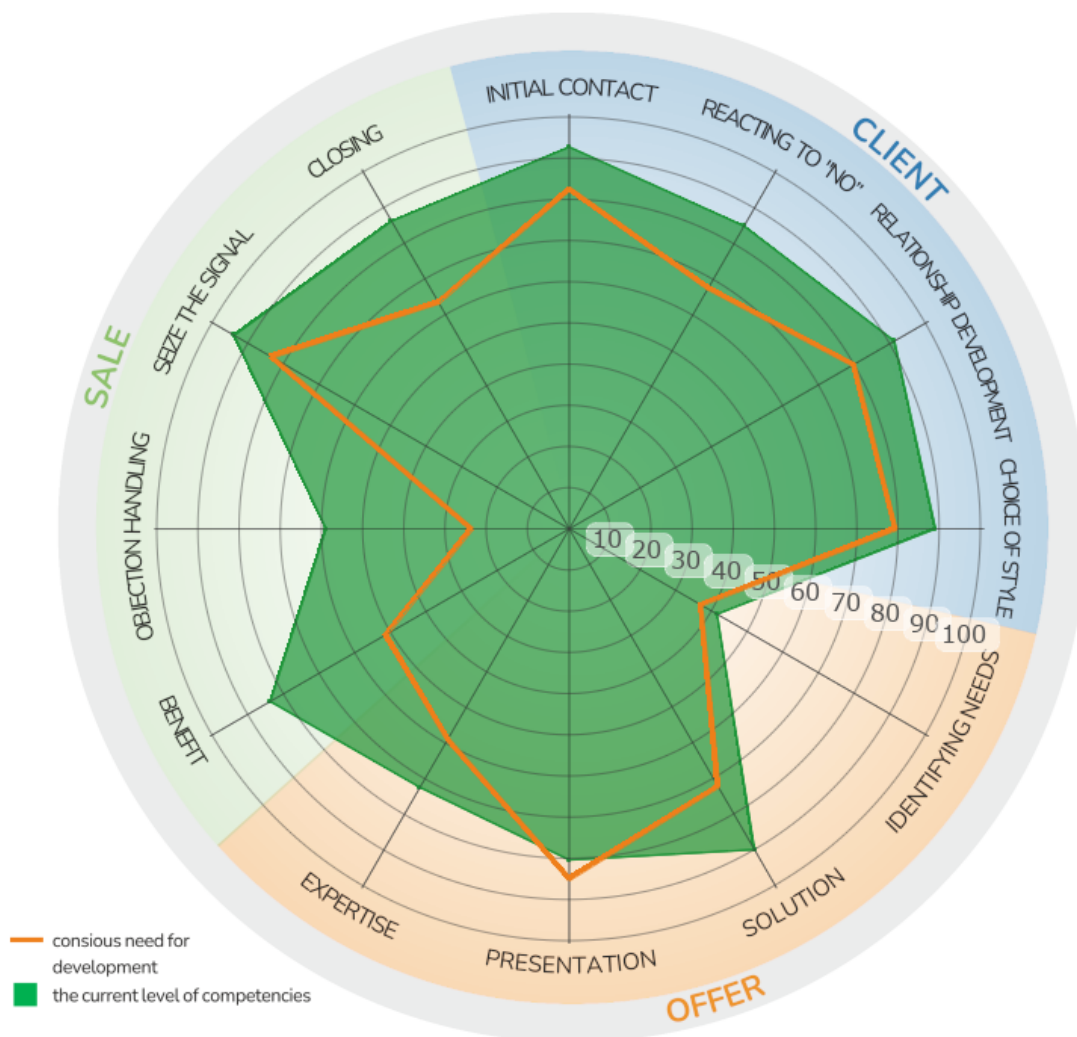
RESPONSE CONSISTENCY

- sufficient data consistency

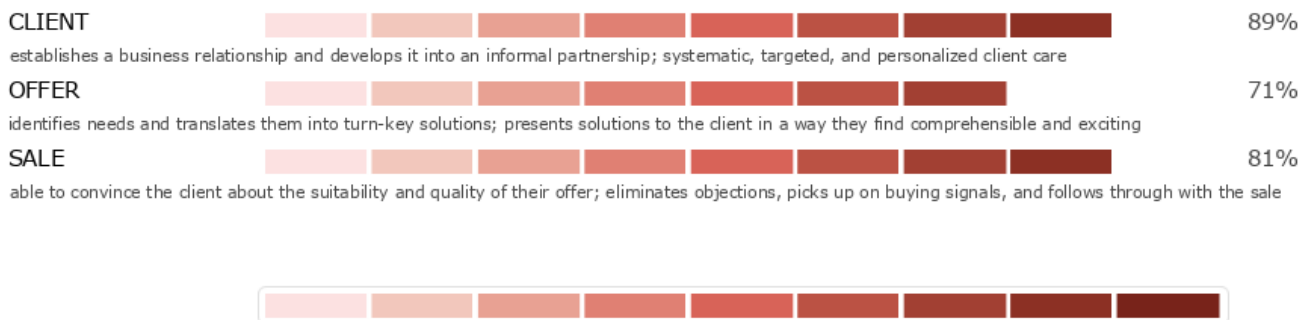
SOCIAL DESIRABILITY

- sufficiently honest answers

OVERALL REPRESENTATION OF SALES COMPETENCIES



DISTRIBUTION OF SALES SKILLS WITHIN A SALES CASE



PRIORITY AREAS FOR AN ACTION DEVELOPMENT PLAN

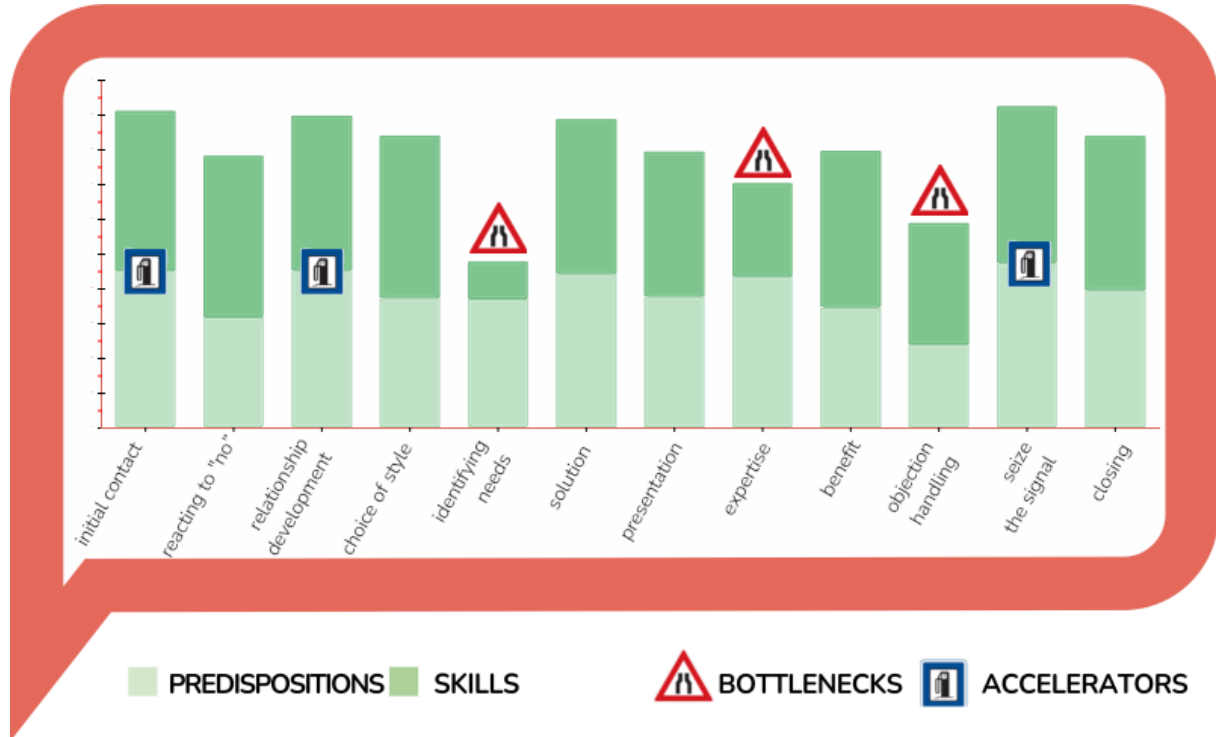
PRIORITY	AREAS FOR DEVELOPMENT
1	<ul style="list-style-type: none"> training focused on the identification of the client's needs, rehearsing model situations, and techniques for asking diagnostic questions
2	<ul style="list-style-type: none"> mentoring and consultancy from an experienced supervisor in the area of objection-handling in specific business cases
3	<ul style="list-style-type: none"> organization and presentation of training and workshops for key clients

PROPORTION OF PREDISPOSITIONS TO SKILLS WITHIN THE SALES CASE PROCESS

Reports are focused not only on the current skill level in these areas, but also on predispositions.

In this questionnaire, predispositions are perceived as given personality traits that support individual competencies. Their development is a long-term task that corresponds with overall maturation and personality development.

On the other hand, skills are perceived as practical techniques or activities that can be acquired both by work practice and intentional development. Their development can be relatively fast, and those predispositions are the very basis for its efficiency. Where the predispositions are lower, it is necessary to develop those skills by more intensive and repeated training.



Accelerators represent competencies with high potential, i.e. competencies where a quick mastery of skills and a good foundation for future development can be expected. Narrow spaces represent areas where the current level of skills is the lowest, i.e. parts of the sales process where the probability of failure or even loss of a sale is high.