

Company XYZ SSAT Results

Selling Skills Assessment Tool

Benchmark Results

Company XYZ

November 19, 2007

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Executive Summary

Highlights

- At Company XYZ, the Selling Skills Assessment Tool was administered to 9 employees with representative distribution across all groups. All surveys were returned to PI Worldwide for centralized scoring.
- This assessment process effectively differentiates selling skills based on how the respondent currently deals with specific selling situations (versus how they think they should respond). Individual scores ranged from 24.0% to 68.0%, with an average of 47.6% and a standard deviation of 15.1.
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For Company XYZ, results indicate an opportunity for improvement in Opening, Presenting, Confirming, Positioning and Investigating. Rank ordered results for sales process area are (high to low):

1. Investigating (2.7 out of 5)
2. Positioning (2.6 out of 5)
3. Confirming (2.4 out of 5)
4. Presenting (2.2 out of 5)
5. Opening (2.0 out of 5)

Above 4.5	Excellent (Role Model)
4.0 to 4.4	Strong
3.5 to 3.9	Acceptable
3.0 to 3.4	Need focused skill enhancement
Below 3.0	Need broad skill development

Executive Summary

Highlights

- Results vary by group, displayed below are the group rankings (high to low) based on total scores:

1. Corporate Account Managers 68.0%
2. Showroom Managers 54.0%
3. Showroom Assistants 36.8%

85 - 100	Highly Effective Customer Oriented Selling Skills
70 - 84	Adequate Skill Level for Moderate Growth
55 - 69	In Need of Targeted Training to Maintain Growth
< 55	Critical Situation for Immediate Capability Development

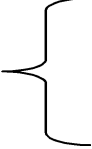
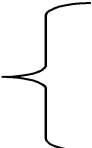
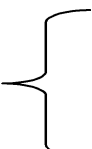
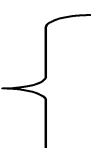
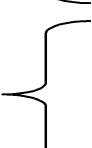
- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

Executive Summary

Highlights

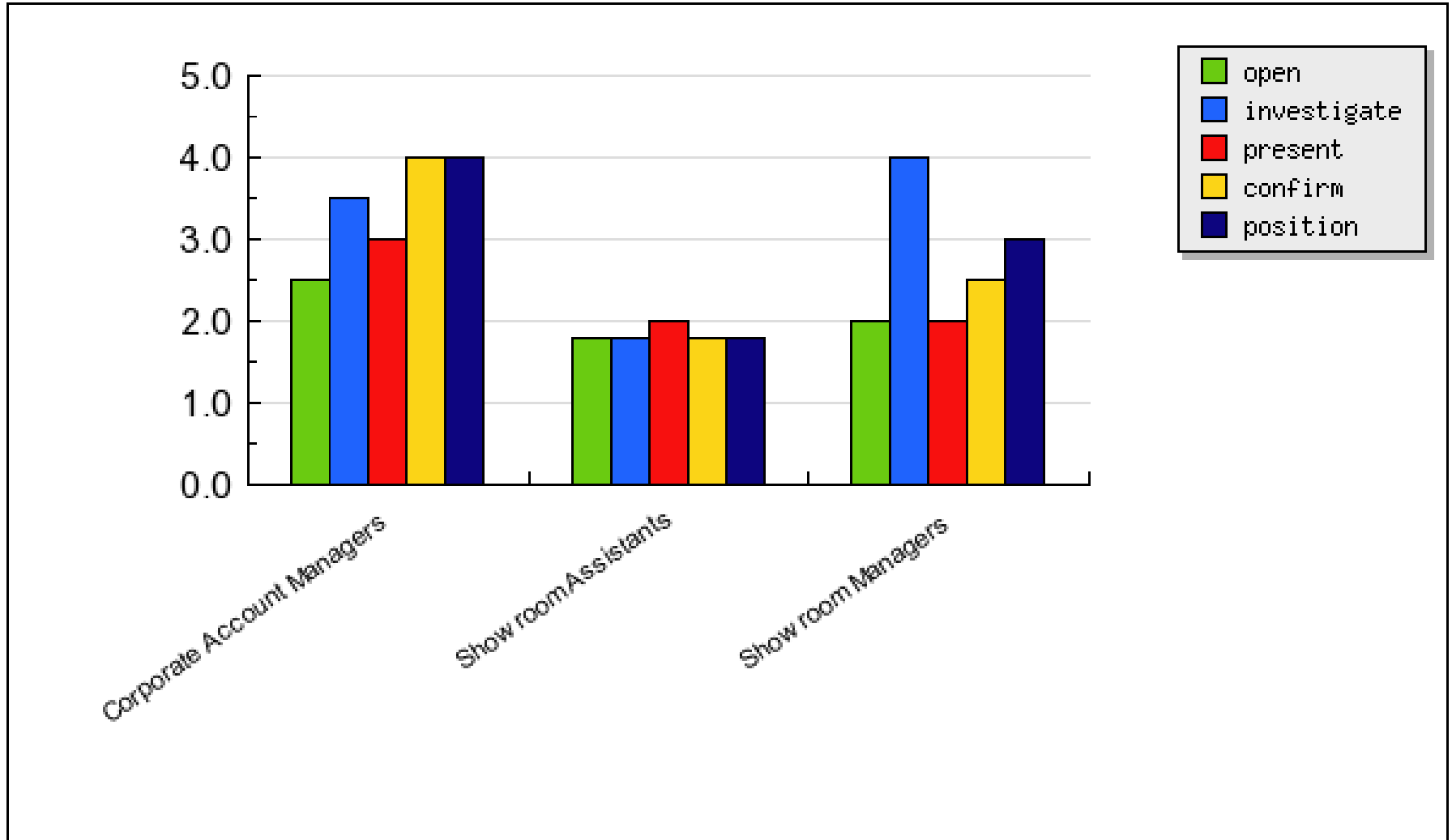
What is SSAT Measuring?

The SSAT is measuring the core sales skills required for a customer focused and consultative sales process. Listed in order, the five areas and what they include are:

Open		Explores how to build trust and credibility through managing client expectations. Skills covered include: <ul style="list-style-type: none">· Setting the Verbal Agenda· Managing the Sales Process Open· Handling Early Objections	<ul style="list-style-type: none">· Managing Client Expectations· Capturing Client Mindshare
Investigate		Examines how to accurately assess the situation and uncover client needs. Skills covered include: <ul style="list-style-type: none">· Strategic Questioning (balanced question mix)· Investigative Questioning (specific type of question)· Proof of Listening with a Verbal Summary	<ul style="list-style-type: none">· Examine Decision Making Criteria· Examine the Client's Financial Perceptions
Present		Encompasses how to tie your capabilities to the client situation. Skills covered include: <ul style="list-style-type: none">· Value Articulation· Link Capabilities to Client Situation· Sell Through Involvement	<ul style="list-style-type: none">· Establish Value Through Client Relevance· Differentiation and Solution Accuracy
Confirm		Covers how to gain agreement and win the business. Skills covered include: <ul style="list-style-type: none">· Ask for the Business· Utilize the Objection Handling Process· Answer Objections Accurately	<ul style="list-style-type: none">· Sell to Multiple Buyers· Create Reseller
Position		Covers how to build long-term customer for life. Skills covered include: <ul style="list-style-type: none">· Management of Client Expectations· Ask for Referrals· Cross Selling	<ul style="list-style-type: none">· Position for Future Opportunities· Customer Relationship Management

Executive Summary

Highlights



Executive Summary

Detailed Matrix

		Open	Investigate	Present	Confirm	Position	Total %
Corporate Account Managers	Deborah Goulding	3.0	3.0	3.0	3.0	5.0	68.0 %
	William O'Dwyer	2.0	4.0	3.0	5.0	3.0	68.0 %
Showroom Assistants	Tom Forrest	3.0	1.0	3.0	3.0	2.0	48.0 %
	Daniel Riby	2.0	4.0	2.0	1.0	3.0	48.0 %
	Daniel Seddon	1.0	2.0	3.0	1.0	2.0	36.0 %
	Christopher Skillett	1.0	2.0	0.0	3.0	0.0	24.0 %
	Antony Valente	2.0	0.0	2.0	1.0	2.0	28.0 %
Showroom Managers	Eddie Clark	3.0	4.0	2.0	3.0	3.0	60.0 %
	Matthew Legg	1.0	4.0	2.0	2.0	3.0	48.0 %
Corporate Account Managers		2.5	3.5	3.0	4.0	4.0	68.0 %
Showroom Assistants		1.8	1.8	2.0	1.8	1.8	36.8 %
Showroom Managers		2.0	4.0	2.0	2.5	3.0	54.0 %
All Participant Summary		2.0	2.7	2.2	2.4	2.6	47.6 %

Executive Summary

Comparative Group Results

	HDCT	Open	Investigate	Present	Confirm	Position	Total %
Corporate Account Managers	2	2.5	3.5	3.0	4.0	4.0	68.0 %
Showroom Assistants	5	1.8	1.8	2.0	1.8	1.8	36.8 %
Showroom Managers	2	2.0	4.0	2.0	2.5	3.0	54.0 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Company XYZ SSAT Results

Selling Skills Assessment Tool

Benchmark Group Results Corporate Account Managers

November 19, 2007

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781-235-8872

Group Summary: Corporate Account Managers

- Two responses were received from the Corporate Account Managers Group. Individual scores ranged from 68.0% to 68.0%, suggesting opportunities for focused development for those with the lower scores. The Corporate Account Managers Group ranked first among the three groups with an average of 68.0%.
- Results vary by group, displayed below are the group rankings (high to low) based on total scores:

1.	Corporate Account Managers	68.0%
2.	Showroom Managers	54.0%
3.	Showroom Assistants	36.8%

85 - 100	Highly Effective Customer Oriented Selling Skills
70 - 84	Adequate Skill Level for Moderate Growth
55 - 69	In Need of Targeted Training to Maintain Growth
< 55	Critical Situation for Immediate Capability Development

Group Summary: Corporate Account Managers

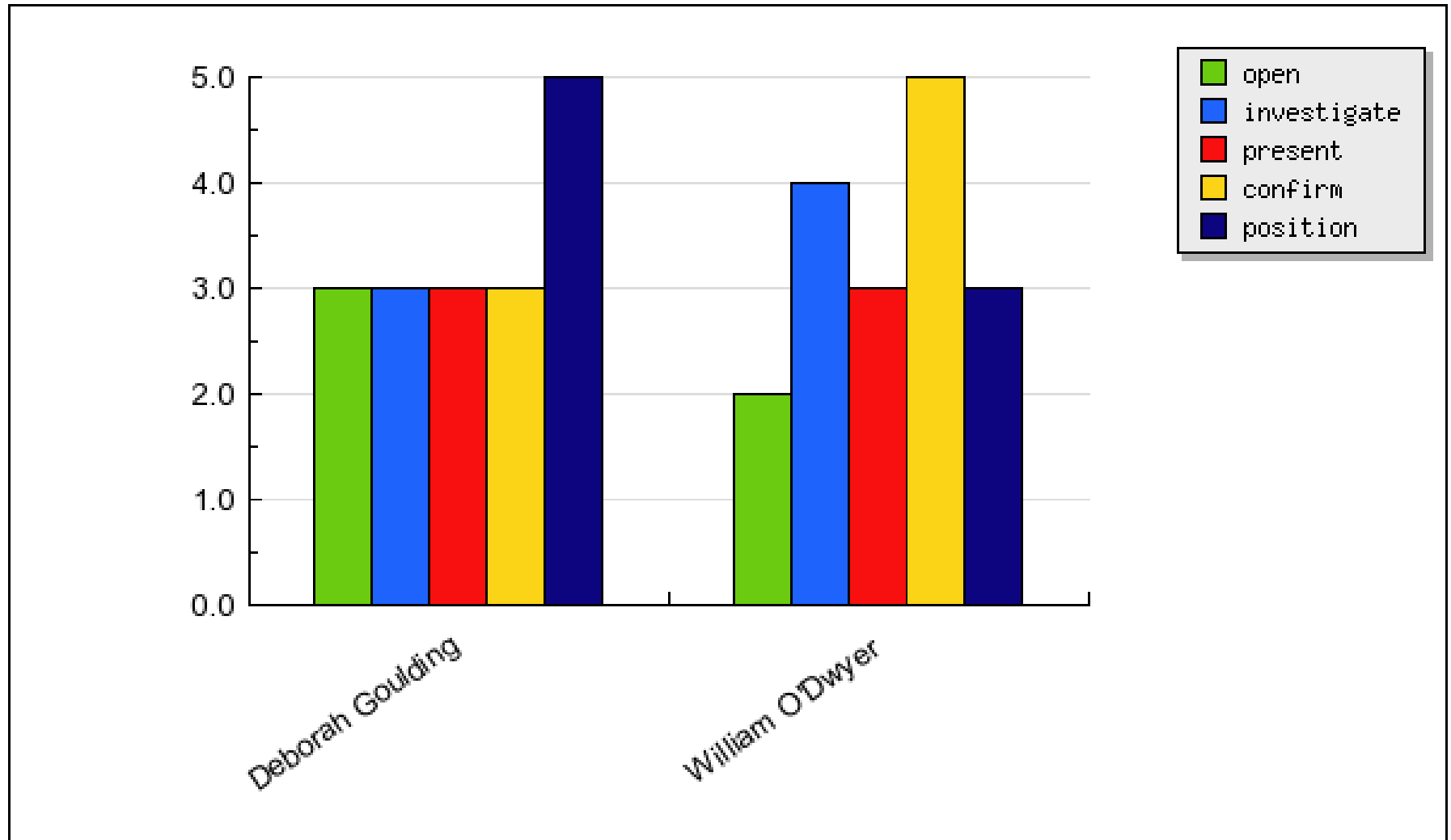
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For the Corporate Account Managers group, results indicate strength in Confirming, Positioning and Investigating. For the Corporate Account Managers group, results indicate an opportunity for improvement in Opening and Presenting. Rank-ordered results for sales process area are (high to low):

1. Confirming (4.0 out of 5 compared to the company average of 2.4)
2. Positioning (4.0 out of 5 compared to the company average of 2.6)
3. Investigating (3.5 out of 5 compared to the company average of 2.7)
4. Presenting (3.0 out of 5 compared to the company average of 2.2)
5. Opening (2.5 out of 5 compared to the company average of 2.0)

Above 4.5	Excellent (Role Model)
4.0 to 4.4	Strong
3.5 to 3.9	Acceptable
3.0 to 3.4	Need focused skill enhancement
Below 3.0	Need broad skill development

- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

Group Summary: Corporate Account Managers



Group Summary: Corporate Account Managers

Detailed Matrix

	Open	Investigate	Present	Confirm	Position	Total %
Deborah Goulding	3.0	3.0	3.0	3.0	5.0	68.0 %
William O'Dwyer	2.0	4.0	3.0	5.0	3.0	68.0 %
Corporate Account Managers	2.5	3.5	3.0	4.0	4.0	68.0 %
All Participant Summary	2.0	2.7	2.2	2.4	2.6	47.6 %

Individual Results: Deborah Goulding

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Deborah Goulding	1	3.0	3.0	3.0	3.0	5.0	68.0 %
Corporate Account Managers	2	2.5	3.5	3.0	4.0	4.0	68.0 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Deborah Goulding

Comments and Observations

Open (3 of 5 correct): Your results suggest an opportunity for growth. This area is focused on building trust and credibility. Skills associated with Open are the ability to adapt to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (3 of 5 correct): These results suggest an opportunity for growth. Review the skills of strategic questioning, effective listening, and summarizing. The client information you gain in this area will help you throughout the sales process.

Present (3 of 5 correct): This area shows an opportunity for growth. 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.

Confirm (3 of 5 correct): These results display an opportunity for growth. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (5 of 5 correct): Your scores show that you have a significant strength in the core sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Individual Results: William O'Dwyer

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
William O'Dwyer	1	2.0	4.0	3.0	5.0	3.0	68.0 %
Corporate Account Managers	2	2.5	3.5	3.0	4.0	4.0	68.0 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:

Surprises You See in the Data:

Potential Explanation of Surprises:

Actions:

Individual Results: William O'Dwyer

Comments and Observations

Open (2 of 5 correct): These results indicate a need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (4 of 5 correct): These results indicate a strength in this area. The sales skills you are demonstrating with effectiveness are strategic questioning, effective listening, and summarizing. The client information you gain in this area will help you throughout the sales process.

Present (3 of 5 correct): This area shows an opportunity for growth. 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.

Confirm (5 of 5 correct): These results show 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.

Position (3 of 5 correct): Your scores suggest an opportunity for growth. Review the sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Company XYZ SSAT Results

Selling Skills Assessment Tool

Benchmark Group Results Showroom Assistants

November 19, 2007

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781-235-8872

Group Summary: Showroom Assistants

- Five responses were received from the Showroom Assistants Group. Individual scores ranged from 24.0% to 48.0%, suggesting opportunities for focused development for those with the lower scores. The Showroom Assistants Group ranked third among the three groups with an average of 36.8%.
- Results vary by group, displayed below are the group rankings (high to low) based on total scores:

1.	Corporate Account Managers	68.0%
2.	Showroom Managers	54.0%
3.	Showroom Assistants	36.8%

85 - 100	Highly Effective Customer Oriented Selling Skills
70 - 84	Adequate Skill Level for Moderate Growth
55 - 69	In Need of Targeted Training to Maintain Growth
< 55	Critical Situation for Immediate Capability Development

Group Summary: Showroom Assistants

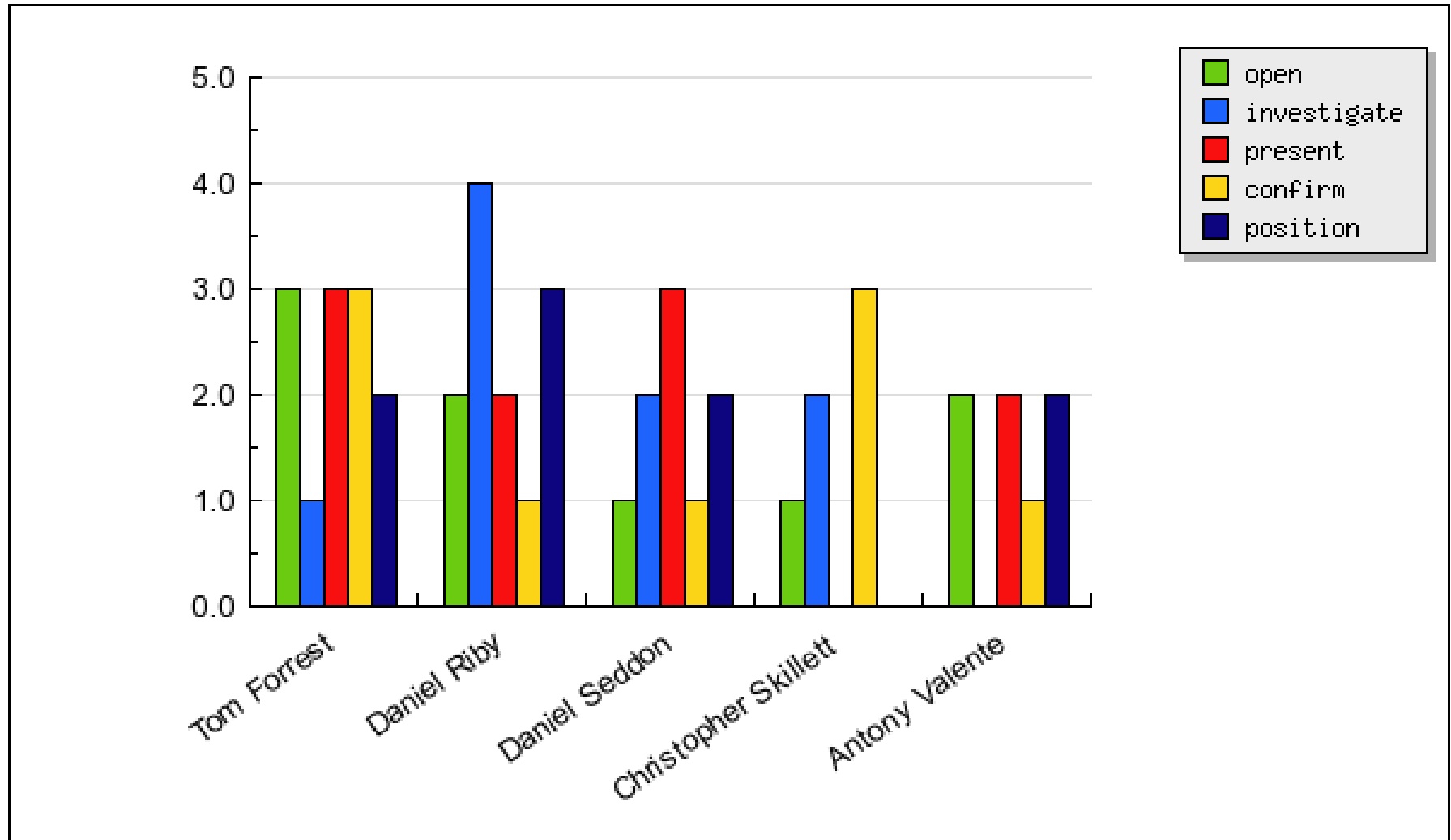
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For the Showroom Assistants group, results indicate an opportunity for improvement in Positioning, Confirming, Investigating, Opening and Presenting. Rank-ordered results for sales process area are (high to low):

1. Presenting (2.0 out of 5 compared to the company average of 2.2)
2. Opening (1.8 out of 5 compared to the company average of 2.0)
3. Investigating (1.8 out of 5 compared to the company average of 2.7)
4. Confirming (1.8 out of 5 compared to the company average of 2.4)
5. Positioning (1.8 out of 5 compared to the company average of 2.6)

Above 4.5	Excellent (Role Model)
4.0 to 4.4	Strong
3.5 to 3.9	Acceptable
3.0 to 3.4	Need focused skill enhancement
Below 3.0	Need broad skill development

- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

Group Summary: Showroom Assistants



Group Summary: Showroom Assistants

Detailed Matrix

	Open	Investigate	Present	Confirm	Position	Total %
Tom Forrest	3.0	1.0	3.0	3.0	2.0	48.0 %
Daniel Riby	2.0	4.0	2.0	1.0	3.0	48.0 %
Daniel Seddon	1.0	2.0	3.0	1.0	2.0	36.0 %
Christopher Skillett	1.0	2.0	0.0	3.0	0.0	24.0 %
Antony Valente	2.0	0.0	2.0	1.0	2.0	28.0 %
Showroom Assistants	1.8	1.8	2.0	1.8	1.8	36.8 %
All Participant Summary	2.0	2.7	2.2	2.4	2.6	47.6 %

Individual Results: Tom Forrest

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Tom Forrest	1	3.0	1.0	3.0	3.0	2.0	48.0 %
Showroom Assistants	5	1.8	1.8	2.0	1.8	1.8	36.8 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Tom Forrest

Comments and Observations

Open (3 of 5 correct): Your results suggest an opportunity for growth. This area is focused on building trust and credibility. Skills associated with Open are the ability to adapt to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (1 of 5 correct): These results indicate a strong need for improvement in this area. The key sales skills to review are strategic questioning, effective listening, and summarizing. Increasing these skills will improve your sales accuracy and efficiency.

Present (3 of 5 correct): This area shows an opportunity for growth. 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.

Confirm (3 of 5 correct): These results display an opportunity for growth. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (2 of 5 correct): Your scores show that you have a need for improvement in the core sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Individual Results: Daniel Riby

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Daniel Riby	1	2.0	4.0	2.0	1.0	3.0	48.0 %
Showroom Assistants	5	1.8	1.8	2.0	1.8	1.8	36.8 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Daniel Riby

Comments and Observations

Open (2 of 5 correct): These results indicate a need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (4 of 5 correct): These results indicate a strength in this area. The sales skills you are demonstrating with effectiveness are strategic questioning, effective listening, and summarizing. The client information you gain in this area will help you throughout the sales process.

Present (2 of 5 correct): This area shows a need for improvement. 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.

Confirm (1 of 5 correct): These results display a strong need for improvement. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (3 of 5 correct): Your scores suggest an opportunity for growth. Review the sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Individual Results: Daniel Seddon

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Daniel Seddon	1	1.0	2.0	3.0	1.0	2.0	36.0 %
Showroom Assistants	5	1.8	1.8	2.0	1.8	1.8	36.8 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Daniel Seddon

Comments and Observations

Open (1 of 5 correct): These results indicate a strong need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (2 of 5 correct): These results indicate a need for improvement in this area. The key sales skills to review are strategic questioning, effective listening, and summarizing. Increasing these skills will improve your sales accuracy and efficiency.

Present (3 of 5 correct): This area shows an opportunity for growth. 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.

Confirm (1 of 5 correct): These results display a strong need for improvement. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (2 of 5 correct): Your scores show that you have a need for improvement in the core sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Individual Results: Christopher Skillett

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Christopher Skillett	1	1.0	2.0	0.0	3.0	0.0	24.0 %
Showroom Assistants	5	1.8	1.8	2.0	1.8	1.8	36.8 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Christopher Skillett

Comments and Observations

Open (1 of 5 correct): These results indicate a strong need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (2 of 5 correct): These results indicate a need for improvement in this area. The key sales skills to review are strategic questioning, effective listening, and summarizing. Increasing these skills will improve your sales accuracy and efficiency.

Present (0 of 5 correct): This area shows a strong need for improvement. 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.

Confirm (3 of 5 correct): These results display an opportunity for growth. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (0 of 5 correct): Your scores show that you have a strong need for improvement in the core sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Individual Results: Antony Valente

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Antony Valente	1	2.0	0.0	2.0	1.0	2.0	28.0 %
Showroom Assistants	5	1.8	1.8	2.0	1.8	1.8	36.8 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Antony Valente

Comments and Observations

Open (2 of 5 correct): These results indicate a need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (0 of 5 correct): These results indicate a strong need for improvement in this area. The key sales skills to review are strategic questioning, effective listening, and summarizing. Increasing these skills will improve your sales accuracy and efficiency.

Present (2 of 5 correct): This area shows a need for improvement. 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.

Confirm (1 of 5 correct): These results display a strong need for improvement. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (2 of 5 correct): Your scores show that you have a need for improvement in the core sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Company XYZ SSAT Results

Selling Skills Assessment Tool

Benchmark Group Results Showroom Managers

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Group Summary: Showroom Managers

- Two responses were received from the Showroom Managers Group. Individual scores ranged from 48.0% to 60.0%, suggesting opportunities for focused development for those with the lower scores. The Showroom Managers Group ranked second among the three groups with an average of 54.0%.
- Results vary by group, displayed below are the group rankings (high to low) based on total scores:

1.	Corporate Account Managers	68.0%
2.	Showroom Managers	54.0%
3.	Showroom Assistants	36.8%

85 - 100	Highly Effective Customer Oriented Selling Skills
70 - 84	Adequate Skill Level for Moderate Growth
55 - 69	In Need of Targeted Training to Maintain Growth
< 55	Critical Situation for Immediate Capability Development

Group Summary: Showroom Managers

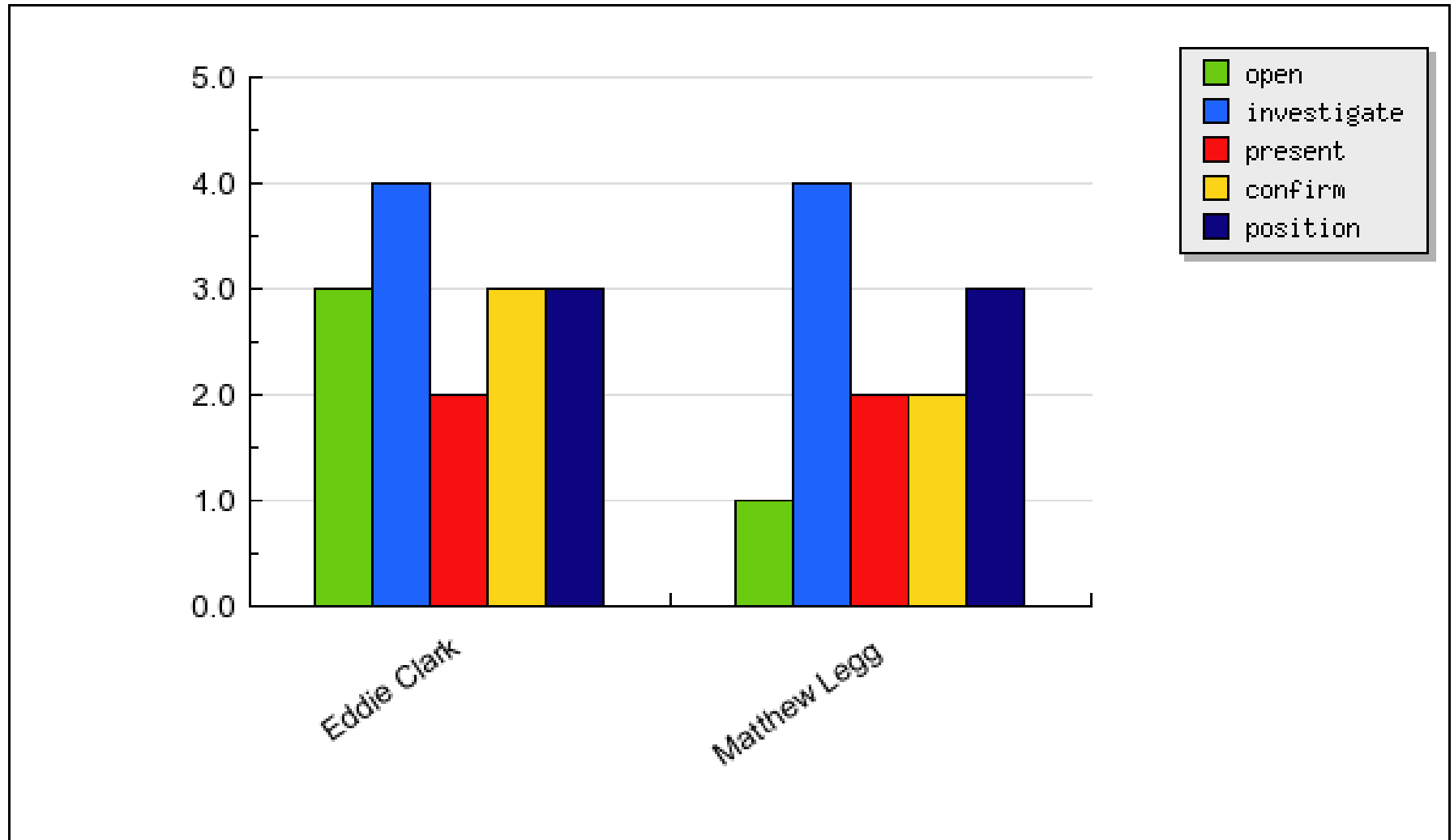
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For the Showroom Managers group, results indicate strength in Investigating. For the Showroom Managers group, results indicate an opportunity for improvement in Presenting, Opening, Confirming and Positioning. Rank-ordered results for sales process area are (high to low):

1. Investigating (4.0 out of 5 compared to the company average of 2.7)
2. Positioning (3.0 out of 5 compared to the company average of 2.6)
3. Confirming (2.5 out of 5 compared to the company average of 2.4)
4. Opening (2.0 out of 5 compared to the company average of 2.0)
5. Presenting (2.0 out of 5 compared to the company average of 2.2)

Above 4.5	Excellent (Role Model)
4.0 to 4.4	Strong
3.5 to 3.9	Acceptable
3.0 to 3.4	Need focused skill enhancement
Below 3.0	Need broad skill development

- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

Group Summary: Showroom Managers



Group Summary: Showroom Managers

Detailed Matrix

	Open	Investigate	Present	Confirm	Position	Total %
Eddie Clark	3.0	4.0	2.0	3.0	3.0	60.0 %
Matthew Legg	1.0	4.0	2.0	2.0	3.0	48.0 %
Showroom Managers	2.0	4.0	2.0	2.5	3.0	54.0 %
All Participant Summary	2.0	2.7	2.2	2.4	2.6	47.6 %

Individual Results: Eddie Clark

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Eddie Clark	1	3.0	4.0	2.0	3.0	3.0	60.0 %
Showroom Managers	2	2.0	4.0	2.0	2.5	3.0	54.0 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Eddie Clark

Comments and Observations

Open (3 of 5 correct): Your results suggest an opportunity for growth. This area is focused on building trust and credibility. Skills associated with Open are the ability to adapt to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (4 of 5 correct): These results indicate a strength in this area. The sales skills you are demonstrating with effectiveness are strategic questioning, effective listening, and summarizing. The client information you gain in this area will help you throughout the sales process.

Present (2 of 5 correct): This area shows a need for improvement. 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.

Confirm (3 of 5 correct): These results display an opportunity for growth. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (3 of 5 correct): Your scores suggest an opportunity for growth. Review the sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

Individual Results: Matthew Legg

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Matthew Legg	1	1.0	4.0	2.0	2.0	3.0	48.0 %
Showroom Managers	2	2.0	4.0	2.0	2.5	3.0	54.0 %
All Participant Summary	9	2.0	2.7	2.2	2.4	2.6	47.6 %

Reflection Guide

Results in Line with Your Expectations:
Surprises You See in the Data:
Potential Explanation of Surprises:
Actions:

Individual Results: Matthew Legg

Comments and Observations

Open (1 of 5 correct): These results indicate a strong need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

Investigate (4 of 5 correct): These results indicate a strength in this area. The sales skills you are demonstrating with effectiveness are strategic questioning, effective listening, and summarizing. The client information you gain in this area will help you throughout the sales process.

Present (2 of 5 correct): This area shows a need for improvement. 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.

Confirm (2 of 5 correct): These results display a need for improvement. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

Position (3 of 5 correct): Your scores suggest an opportunity for growth. Review the sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.