

THE SALES ATTRIBUTE INDEX™

John Doe

Sales Representative

XYZ Company

3-25-2003

CRITICAL SALES SUCCESS ATTRIBUTES

COMPONENT ANALYSIS FOR : John Doe

COMMITMENT TO THE JOB: To what degree does John usually stay focused and committed to a task? Does this motivation come from within or does he require more external motivation or supervision?

0 1 2 3 4 5 6 7 8 9 10



7.7 VG

ENJOYMENT OF THE JOB: To what degree does John feel that his current job or role in life is fulfilling, rewarding and results in a positive and useful benefit?

0 1 2 3 4 5 6 7 8 9 10



7.4 GOOD

GOAL DIRECTEDNESS: How well does John tend to stay on target regardless of circumstances, or does he easily become distracted, losing focus on the task at hand?

0 1 2 3 4 5 6 7 8 9 10



7.9 VG

HANDLING REJECTION: How well is John able to not take rejection or criticism in an overly personal way?

0 1 2 3 4 5 6 7 8 9 10



6.0 FAIR

RESULTS ORIENTATION: What is John's ability to identify the actions necessary to complete tasks and to obtain results?

0 1 2 3 4 5 6 7 8 9 10



7.4 GOOD

SELF STARTING ABILITY: How likely is John to find his own motivation for accomplishing a task and what is the degree to which he will maintain that course in the face of adversity?

0 1 2 3 4 5 6 7 8 9 10



7.9 VG

The following scale is used throughout the report.

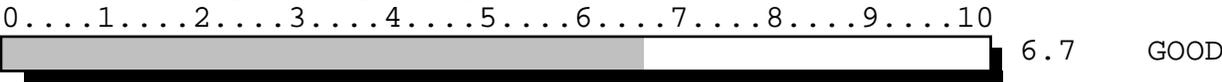
- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

Rev: 0.89-0.87

CRITICAL SALES SUCCESS ATTRIBUTES

COMPONENT ANALYSIS FOR : John Doe

HANDLING STRESS: What is John's ability to balance and defuse inner tensions and stress? Such tensions, if allowed to build up, might interfere with his ability to perform up to his potential.



SELF DISCIPLINE AND SENSE OF DUTY: How strongly does John feel the need to be consistent and true to himself in his actions? Can he rule his own conduct and remain true to his ideals?



The following scale is used throughout the report.

- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

Rev: 0.89-0.87

THE SALES ATTRIBUTE INDEX SUMMARY

This summary is of the information presented in the remaining pages of the report. We've placed it here, ahead of the supporting information, to give you an overall picture and provide a quick glance at the individual strengths and weaknesses of the respondent.

COMPONENT ANALYSIS FOR : John Doe

PROSPECTING

0 1 2 3 4 5 6 7 8 9 10



7.2 GOOD

GREETING

0 1 2 3 4 5 6 7 8 9 10



7.1 GOOD

QUALIFYING

0 1 2 3 4 5 6 7 8 9 10



7.3 GOOD

DEMONSTRATING

0 1 2 3 4 5 6 7 8 9 10



7.7 VG

INFLUENCING

0 1 2 3 4 5 6 7 8 9 10



7.0 GOOD

CLOSING

0 1 2 3 4 5 6 7 8 9 10



6.9 GOOD

OVERALL QUOTIENT

0 1 2 3 4 5 6 7 8 9 10



7.2 GOOD

The following scale is used throughout the report.

- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

Rev: 0.89-0.87

PROSPECTING

This is the first step of any sale. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

COMPONENT ANALYSIS FOR : John Doe

EVALUATING OTHERS: How realistic and accurate are the judgments that John tends to make about others? Does John clearly see their strengths and weaknesses and understand their manner of thinking, acting, and behaving?

0 1 2 3 4 5 6 7 8 9 10



7.0 GOOD

ROLE CONFIDENCE: How clearly does John see his role in the world or at work? Does he view it as being positive, practical and functional, and does he see himself as valuable in that role?

0 1 2 3 4 5 6 7 8 9 10



7.4 GOOD

PERSISTENCE: The capacity to stay the course in times of difficulty.

0 1 2 3 4 5 6 7 8 9 10



7.9 VG

INTUITIVE DECISION MAKING: The ability to accurately compile intuitive perceptions about a situation into a decision or action.

0 1 2 3 4 5 6 7 8 9 10



6.8 GOOD

GREETING

The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

COMPONENT ANALYSIS FOR : John Doe

ATTITUDE TOWARD OTHERS: The ability to maintain a positive, open and objective attitude toward others.

0 1 2 3 4 5 6 7 8 9 10



6.9 GOOD

RELATING TO OTHERS: The ability to effectively coordinate personal insights and knowledge of others into effective interactions.

0 1 2 3 4 5 6 7 8 9 10



6.9 GOOD

INITIATIVE: The ability to direct one's energies toward the completion of a goal without an external catalyst.

0 1 2 3 4 5 6 7 8 9 10



7.8 VG

SENSITIVITY TOWARD OTHERS: The ability a person has to be sensitive and aware of the feelings of others, without allowing this awareness to get in the way of making objective decisions.

0 1 2 3 4 5 6 7 8 9 10



7.0 GOOD

QUALIFYING

The detailed needs analysis phase of the face-to-face sale. This step of the sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

COMPONENT ANALYSIS FOR : John Doe

SELF CONFIDENCE: The ability to develop and maintain inner strength based upon the desire to succeed and a belief that they possesses the capabilities to succeed.

0 1 2 3 4 5 6 7 8 9 10



7.5 GOOD

ACCURATE LISTENING: An individual's openness to people and the willingness to hear what others are saying and not what they think they should say, or are going to say.

0 1 2 3 4 5 6 7 8 9 10



7.4 GOOD

EMPATHETIC OUTLOOK: The capacity to perceive and understand the feelings, attitudes, needs and concerns of prospects.

0 1 2 3 4 5 6 7 8 9 10



6.9 GOOD

PROBLEM/SITUATION ANALYSIS: The capacity to identify the elements of a problem situation and to understand which components are critical.

0 1 2 3 4 5 6 7 8 9 10



7.6 GOOD

DEMONSTRATING

This step allows the salesperson to present his product knowledge in such a way that it fulfills the stated or implied wants, needs or intentions of the prospect as identified and verbalized in the qualifying phase of the sale.

COMPONENT ANALYSIS FOR : John Doe

PROBLEM SOLVING ABILITY: A measure of the capacity to identify alternative solutions to a problem and to select the best option.

0 1 2 3 4 5 6 7 8 9 10



7.5 GOOD

USING COMMON SENSE: A focus on practical thinking and the ability to see the world clearly and make common sense decisions.

0 1 2 3 4 5 6 7 8 9 10



7.6 GOOD

CONCRETE ORGANIZATION: The ability to understand the immediate, concrete needs of a situation, and to establish an effective action plan for meeting those needs.

0 1 2 3 4 5 6 7 8 9 10



7.9 VG

SENSE OF TIMING: The ability to accurately evaluate what is happening in such a way that statements, decisions and actions are the most effective, accurate and timely.

0 1 2 3 4 5 6 7 8 9 10



7.8 VG

INFLUENCING

What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

COMPONENT ANALYSIS FOR : John Doe

INTUITIVE DECISION MAKING: The ability to accurately compile intuitive perceptions about a situation into a decision or action.

0 1 2 3 4 5 6 7 8 9 10



6.8 GOOD

PERSUADING OTHERS: The ability to convince others and to present a given viewpoint in such a way that it is accepted by others.

0 1 2 3 4 5 6 7 8 9 10



7.3 GOOD

PEOPLE READING: The ability to "read between the lines" in such things as the body language, reticence, stress and emotions of others.

0 1 2 3 4 5 6 7 8 9 10



6.9 GOOD

UNDERSTANDING PROSPECT'S MOTIVATIONS: The ability to understand the needs and desires of prospects and to use this knowledge to help them sustain an emotional connection and motivate them to take action.

0 1 2 3 4 5 6 7 8 9 10



7.3 GOOD

CLOSING

The final phase is closing. This phase of the sale is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

COMPONENT ANALYSIS FOR : John Doe

SELF CONFIDENCE: The ability to develop and maintain an inner strength based upon the desire to succeed and a belief that one possesses the capabilities to succeed.

0 1 2 3 4 5 6 7 8 9 10



7.5 GOOD

PERSONAL ACCOUNTABILITY: The ability to be responsible for the consequences of their own decisions and actions and not shift focus or blame on poor performance somewhere else or onto others.

0 1 2 3 4 5 6 7 8 9 10



6.4 FAIR

EMOTIONAL CONTROL: The ability to maintain a rational and objective demeanor when faced with a stressful or emotional situation, to act objectively, rather than impulsively and emotionally.

0 1 2 3 4 5 6 7 8 9 10



6.3 FAIR

ATTENTION TO DETAIL: The ability to see and pay attention to details which are vital to successful selling.

0 1 2 3 4 5 6 7 8 9 10

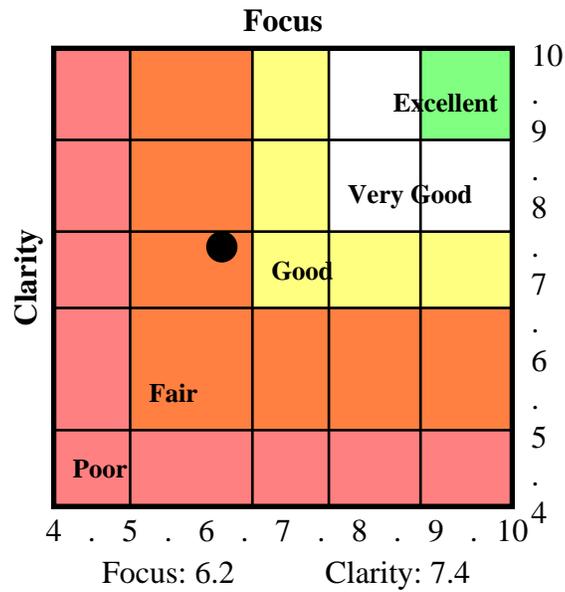


7.6 GOOD

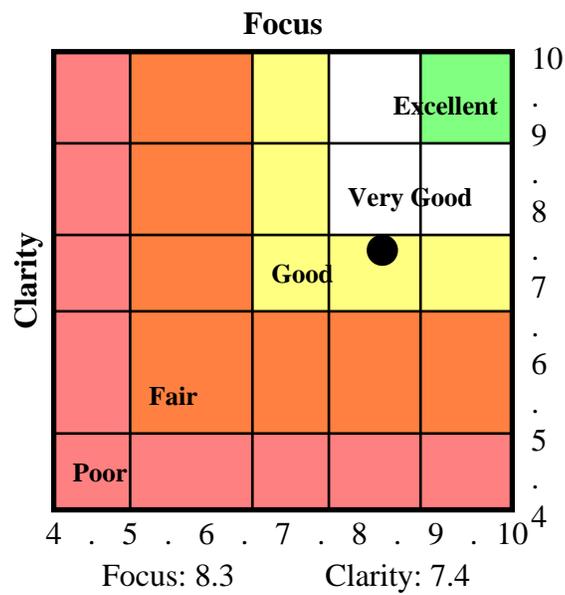
CLARITY AND FOCUS

John Doe

INTERNAL



EXTERNAL



SALES-DIMENSIONAL BALANCE

EXTERNAL FACTORS (Part 1)

* Intrinsic Dimension

Empathetic Outlook 6.9

How do you value others?

Attitude towards others 6.9
Evaluating others 7.0
Relating to others 6.9
Sensitivity to others 7.0
People Reading 6.9

* Extrinsic Dimension

Practical Thinking 7.9

How practically do you see the world?

Attention to detail 7.6
Concrete organizing 7.9

* Systemic Dimension

Systems Judgment 7.4

How do you value systems and order?

Problem solving 7.5
Results orientation 7.4

INTERNAL FACTORS (Part 2)

* Intrinsic Dimension

Self Esteem 6.7

How do you value yourself?

Emotional control 6.3
Handling rejection 6.0
Handling stress 6.7

* Extrinsic Dimension

Role Awareness 8.1

How do you value what you do?

Persistence 7.9
Commitment to the Job 7.7

* Systemic Dimension

Self-Direction 7.4

What guides or drives your actions?

Self Discipline 7.4
Goal Directedness 7.9

POSITIONAL SELF-ANALYSIS SHEET

Based on what you learned from Step 1, choose the 5 most highly scored capacities from your Attribute Index which you feel play a significant role in your daily activities, and write the name and score below under “Maximizers”. Repeat this process with the 5 most poorly scored capacities and record them under “Minimizers” below.

Next, to the right of each list under “Real-World Impact”, give as many real-world examples as you can of how these Maximizers benefit your endeavors. Repeat this process for the Minimizers you’ve listed as well.

Example:

Title (Sales Representative)

Maximizers:

Handling Rejection (9.6) Very Good

Real-World Impact:

Because I don't take rejection as a personal affront to my self esteem I am able to keep going in the face of lots of adversity.

Maximizers:

Real-World Impact:

Minimizers:

Real-World Impact:
