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OUTPUT REPORT

Sales profile FULL

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

CONTROL SCALES

The report also offers information about conscious need for development, where we ourselves currently feel that we can advance in the level of skills. Priority recommendations are listed in next parts of the report.

RESPONSE CONSISTENCY

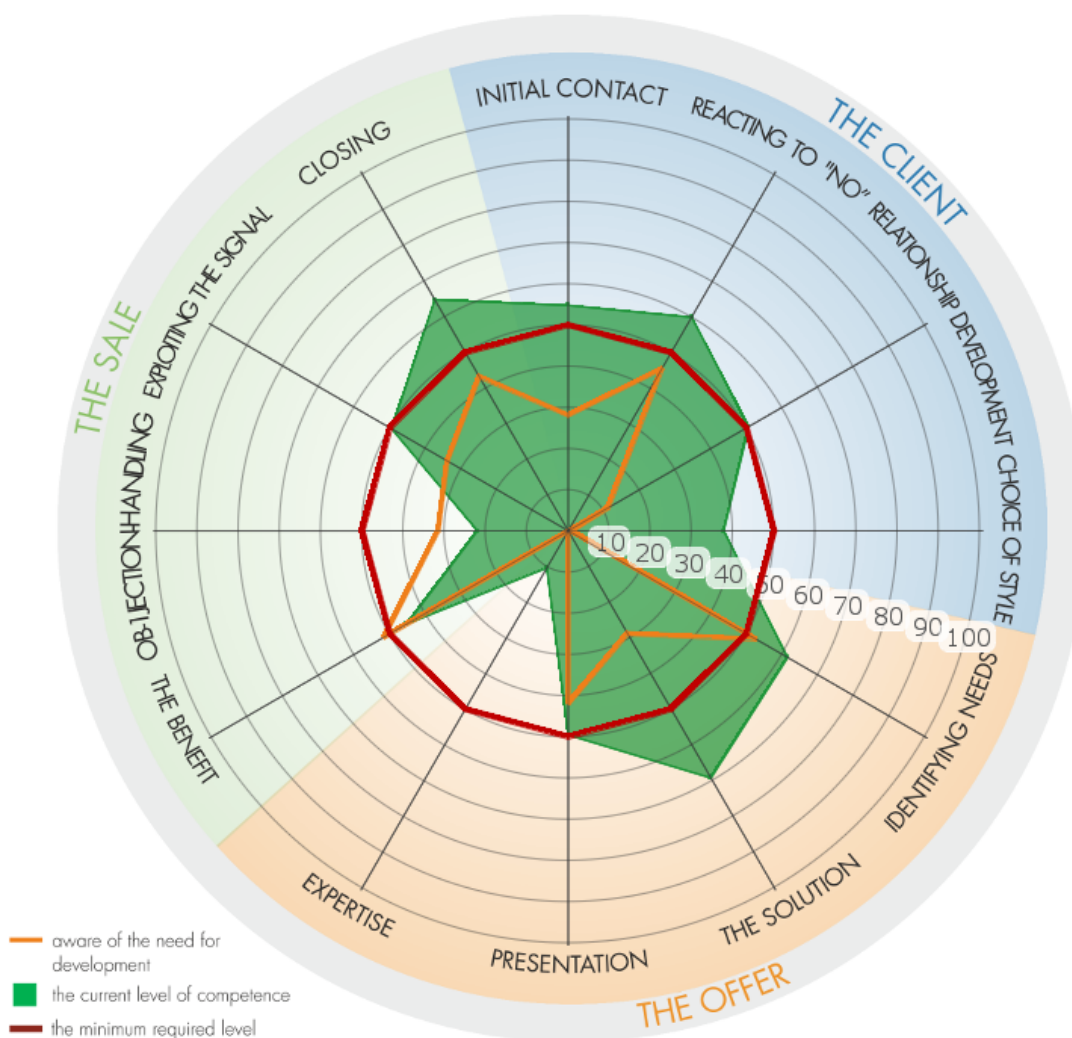
- sufficient data consistency

NEED TO SUCCEED




- sufficient openness of answers

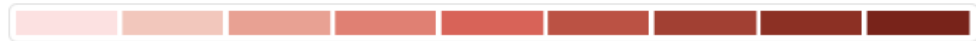
OVERALL REPRESENTATION OF SALES COMPETENCES

Overall concordance of current competence level with required minimum: 85.78 %



DISTRIBUTION OF SALES COMPETENCES WITHIN A SALES CASE

THE CLIENT		51%
establishing a business relationship, its development towards an informal partnership, systematic, targeted, and personalized client care		
THE OFFER		48%
identification of needs, their translation into a fitting customized solution, presentation of the solution to the client in a way they find comprehensible and		
THE SALE		45%
ability to convince the client about the suitability and quality of the offer, elimination of objections, picking up on the buying signal, and following through		



PRIORITY AREAS FOR AN ACTION DEVELOPMENT PLAN

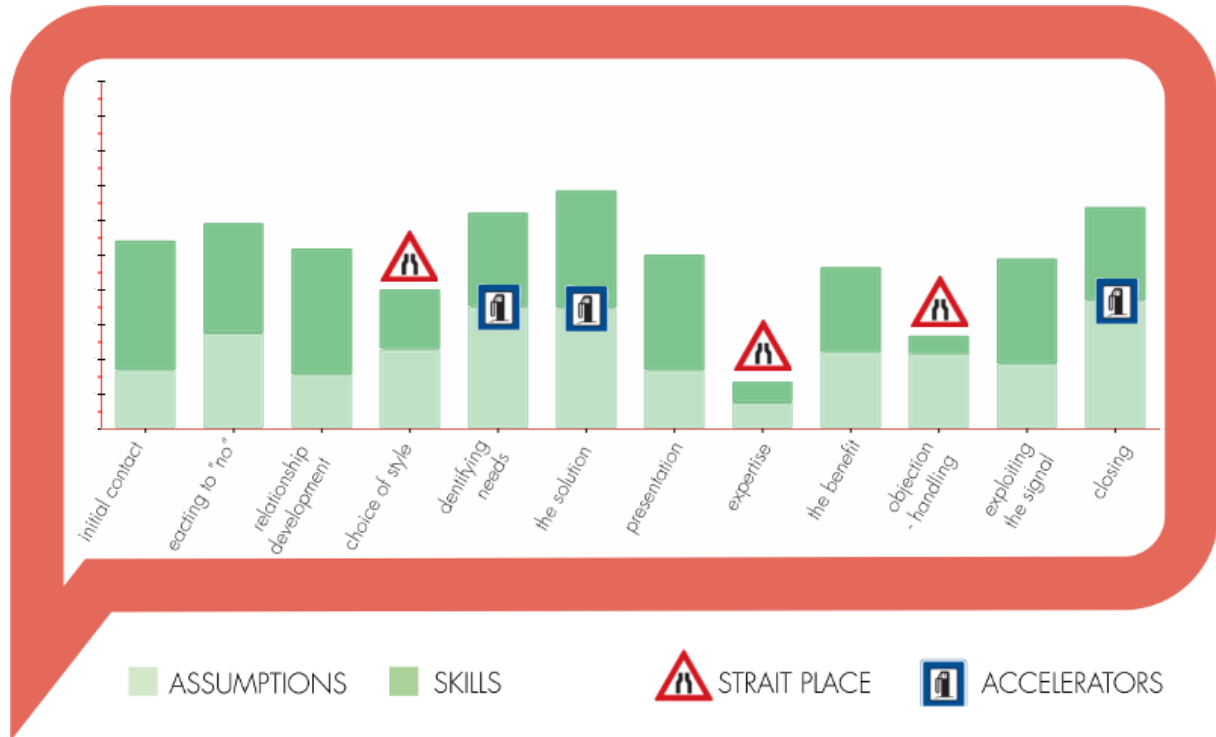
PRIORITY	AREAS FOR DEVELOPMENT
1	<ul style="list-style-type: none"> training aimed at basic technical knowledge in the line of business
2	<ul style="list-style-type: none"> training aimed at overcoming objections, types of objections, and principles of working with them
3	<ul style="list-style-type: none"> training aimed at work with various client types, rehearsal of model situations with emphasis on client type diagnostics and selection of effective procedures

PROPORTION OF PREREQUISITES TO SKILLS WITHIN THE SALES CASE PROCESS

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

In this questionnaire, predispositions are perceived as given personality characteristics or traits supporting individual competencies. Their development is a rather long term task and 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, those very predispositions are the basis for its efficiency. There where the predispositions are lower, it is necessary to develop those skills by more intensive and repeated training.



Accelerators represent competences with high potential, i.e. such competences where fast mastering of skills and good foundations for future development can be expected. Narrow spaces represent areas where the current level of skills is the lowest, i.e. such parts of the sales process where the probability of failure or even loss of the sales case is high.