

Selling Skills Assessment Tool **Sample Company Results**



PI Worldwide

SSAT Published by

PI Worldwide

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What is SSAT Measuring?

SSAT measures the core sales skills required for a consultative sales process. The five areas and what they include are:

OPEN: This area explores how to build trust and credibility through managing client expectations. Skills involved include:

- Setting the Verbal Agenda
- Managing the Sales Process Open
- Handling Early Objections
- Managing Client Expectations
- Capturing Client Mindshare

INVESTIGATE: This area examines how to accurately assess the situation and uncover client needs. Skills include:

- Strategic Questioning (balanced question mix)
- Investigative Questioning (specific type of question)
- Proof of Listening with a Verbal Summary
- Examine Decision Making Criteria
- Examine the Client's Financial Perceptions

PRESENT: This area encompasses how to tie your capabilities to the client situation. The skills include:

- Value Articulation
- Link Capabilities to Client Situation
- Sell Through Involvement
- Establish Value Through Client Relevance
- Differentiation and Solution Accuracy

CONFIRM: This area covers how to gain agreement and win the business. The skills included in this area include:

- Ask for the Business
- Utilize the Objection Handling Process
- Answer Objections Accurately
- Sell to Multiple Buyers
- Create Reseller

POSITION: This area covers how to build long-term customers for life. The skills covered include:

- Management of Client Expectations
- Ask for Referrals
- Cross Selling
- Position for Future Opportunities
- Customer Relationship Management

Executive Summary

- At Sample Company, the Selling Skills Assessment Tool was administered to 23 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 40 to 96, with an average of 69.0.
- The tool consists of 25 questions, broken down into groups of five for each of the five components of the sales cycle. For Sample Company, overall results indicate strength in Presenting. The biggest opportunity for improvement is in Confirming. Rank ordered results for sales cycle components are (high to low):

1. Presenting	(4.0 out of 5)
2. Opening	(3.6 out of 5)
3. Positioning	(3.3 out of 5)
4. Investigating	(3.2 out of 5)
5. Confirming	(3.1 out of 5)

<i>Above 4.5</i>	<i>Excellent (Role Model)</i>
<i>4.0 to 4.5</i>	<i>Strong</i>
<i>3.5 to 4.0</i>	<i>Acceptable</i>
<i>3.0 to 3.5</i>	<i>Need focused skill enhancement</i>
<i>Below 3.0</i>	<i>Need broad skill development</i>

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

1. Pittsburgh	76.0%
2. San Francisco	73.8%
3. New York	72.0%
4. Los Angeles	70.0%
5. Washington DC	64.0%
6. Atlanta	58.7%
7. Chicago	58.0%

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

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

Comparative Group Results

		Open	Investigate	Present	Confirm	Position	Total # Correct	Total Correct
Atlanta	Anita Lang	5.0	5.0	5.0	5.0	4.0	24.0	96.0%
	Kelley Peterson	2.0	1.0	3.0	1.0	3.0	10.0	40.0%
	Scott Brown	2.0	2.0	3.0	2.0	1.0	10.0	40.0%
Chicago	John Chase	4.0	4.0	4.0	3.0	3.0	18.0	72.0%
	Duncan Ward	2.0	1.0	4.0	2.0	2.0	11.0	44.0%
Los Angeles	Diana Wilson	5.0	4.0	3.0	2.0	4.0	18.0	72.0%
	Victoria Norton	3.0	3.0	4.0	3.0	4.0	17.0	68.0%
	Mary Brewer	3.0	3.0	5.0	2.0	3.0	16.0	64.0%
	Melody Trent	5.0	2.0	2.0	1.0	4.0	14.0	56.0%
	Patricia Waters	4.0	4.0	5.0	3.0	4.0	20.0	80.0%
	Jonathan Fitzgerald	5.0	4.0	5.0	2.0	4.0	20.0	80.0%
New York	Darla King	3.0	3.0	4.0	4.0	4.0	18.0	72.0%
Pittsburgh	Tony Josephs	4.0	2.0	4.0	5.0	4.0	19.0	76.0%
San Francisco	Anne Lynch	4.0	5.0	4.0	5.0	4.0	22.0	88.0%
	Dennis Cox	2.0	4.0	3.0	3.0	4.0	16.0	64.0%
	Sonia Marks	4.0	3.0	5.0	5.0	4.0	21.0	84.0%
	Allison Grimes	2.0	4.0	4.0	4.0	3.0	17.0	68.0%
	Mary Francis	5.0	3.0	4.0	2.0	2.0	16.0	64.0%
	Erick Woods	2.0	5.0	4.0	3.0	2.0	16.0	64.0%
	Marie Williams	5.0	3.0	5.0	2.0	2.0	17.0	68.0%
	Catherine Thompson	4.0	3.0	4.0	5.0	5.0	21.0	84.0%
	Elizabeth Gould	5.0	3.0	5.0	4.0	3.0	20.0	80.0%
Washington DC	Stephen Armstrong	2.0	2.0	4.0	4.0	4.0	16.0	64.0%
Atlanta		3.0	2.7	3.7	2.7	2.7	14.7	58.7%
Chicago		3.0	2.5	4.0	2.5	2.5	14.5	58.0%
Los Angeles		4.2	3.3	4.0	2.2	3.8	17.5	70.0%
New York		3.0	3.0	4.0	4.0	4.0	18.0	72.0%
Pittsburgh		4.0	2.0	4.0	5.0	4.0	19.0	76.0%
San Francisco		3.7	3.7	4.2	3.7	3.2	18.4	73.8%
Washington DC		2.0	2.0	4.0	4.0	4.0	16.0	64.0%
All Participant Summary		3.6	3.2	4.0	3.1	3.3	17.3	69.0%

Executive Summary Detail

	Open	Investigate	Present	Confirm	Position	Total # Correct	Total Correct
Atlanta	3.0	2.7	3.7	2.7	2.7	14.7	58.7%
Chicago	3.0	2.5	4.0	2.5	2.5	14.5	58.0%
Los Angeles	4.2	3.3	4.0	2.2	3.8	17.5	70.0%
New York	3.0	3.0	4.0	4.0	4.0	18.0	72.0%
Pittsburgh	4.0	2.0	4.0	5.0	4.0	19.0	76.0%
San Francisco	3.7	3.7	4.2	3.7	3.2	18.4	73.8%
Washington DC	2.0	2.0	4.0	4.0	4.0	16.0	64.0%
All Participant Summary	3.6	3.2	4.0	3.1	3.3	17.3	69.0%

	Total Hdct	Open	Investigate	Present	Confirm	Position
Atlanta	3	3.0	2.7	3.7	2.7	2.7
Chicago	2	3.0	2.5	4.0	2.5	2.5
Los Angeles	6	4.2	3.3	4.0	2.2	3.8
New York	1	3.0	3.0	4.0	4.0	4.0
Pittsburgh	1	4.0	2.0	4.0	5.0	4.0
San Francisco	9	3.7	3.7	4.2	3.7	3.2
Washington DC	1	2.0	2.0	4.0	4.0	4.0
All Participant Summary	23	3.6	3.2	4.0	3.1	3.3

Atlanta Group Results



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Atlanta Group Summary

- Three responses were received from the Atlanta Group. Individual scores ranged from 40 to 96, suggesting opportunities for focused development for those with the lower scores. The Atlanta Group ranked sixth among the seven groups with an average of 58.7%.

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

1. Pittsburgh	76.0%
2. San Francisco	73.8%
3. New York	72.0%
4. Los Angeles	70.0%
5. Washington DC	64.0%
6. Atlanta	58.7%
7. Chicago	58.0%

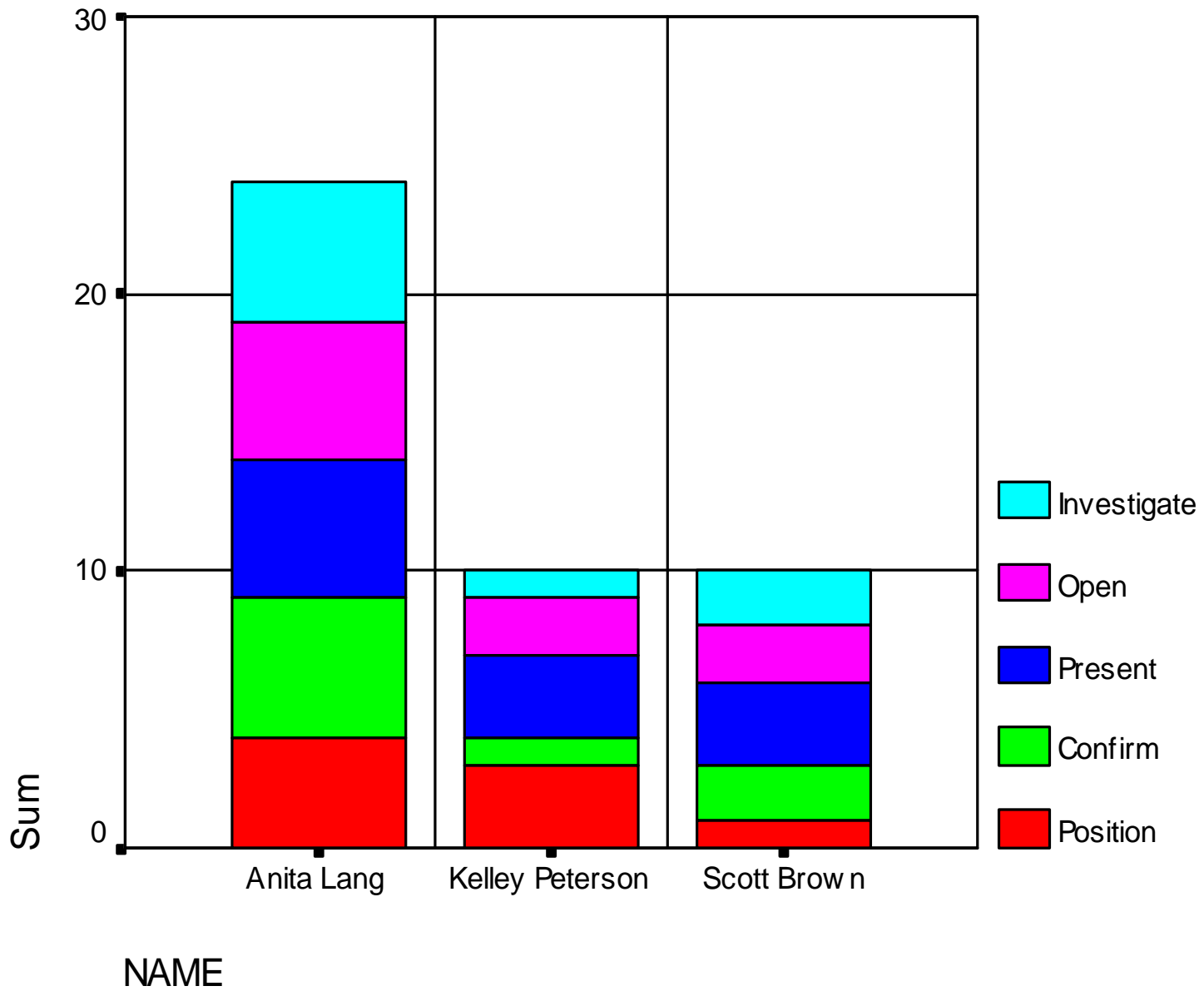
85 – 100	<i>Highly Effective Customer Oriented Selling Skills</i>
70 – 85	<i>Adequate Skill Level for Moderate Growth</i>
55 – 70	<i>In Need of Targeted Training to Maintain Growth</i>
< 55	<i>Critical Situation for Immediate Capability Development</i>

- The tool consists of 25 questions, broken down into groups of five for each of the five components of the sales cycle. For the Atlanta Group, results indicate strength in Presenting, and a significant opportunity for improvement in Confirming, Positioning, and Investigating skills. Rank-ordered results for sales cycle components are (high to low):

1. Presenting	(3.70 out of 5, compared to the company average of 4.00)
2. Opening	(3.00 out of 5, compared to the company average of 3.60)
3. Confirming	(2.70 out of 5, compared to the company average of 3.10)
4. Positioning	(2.70 out of 5, compared to the company average of 3.30)
5. Investigating	(2.70 out of 5, compared to the company average of 3.20)

<i>Above 4.5</i>	<i>Excellent (Role Model)</i>
<i>4.0 to 4.5</i>	<i>Strong</i>
<i>3.5 to 4.0</i>	<i>Acceptable</i>
<i>3.0 to 3.5</i>	<i>Need focused skill enhancement</i>
<i>Below 3.0</i>	<i>Need broad skill development</i>

- This report contains comparative group and individual detail, based on their scoring pattern.



Client SSAT Results

	Open	Investigate	Present	Confirm	Position	Percent
All Participant	3.7	3.6	3.8	3.7	3.8	74.6%
Rep #1	3.0	2.0	4.0	4.0	3.0	64%
Rep #2	3.0	4.0	4.0	2.0	3.0	64%

Individual Results

	Open	Investigate	Present	Confirm	Position	Total # Correct	Total Correct
Rep Name	4.0	4.0	4.0	3.0	3.0	18.0	72.0%
Group Name	3.0	2.5	4.0	2.5	2.5	14.5	58.0%
All Participant Summary	3.7	3.6	3.8	3.7	3.8	18.6	74.6%

Reflection Guide

Results in Line with Your Expectations:

Surprises You See in the Data:

Potential Explanation of Surprises:

Actions:

Individual Results: Sample Rep Name

Comments and Observations

Open (4 of 5 correct): Your results suggest a strength in this area. 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.

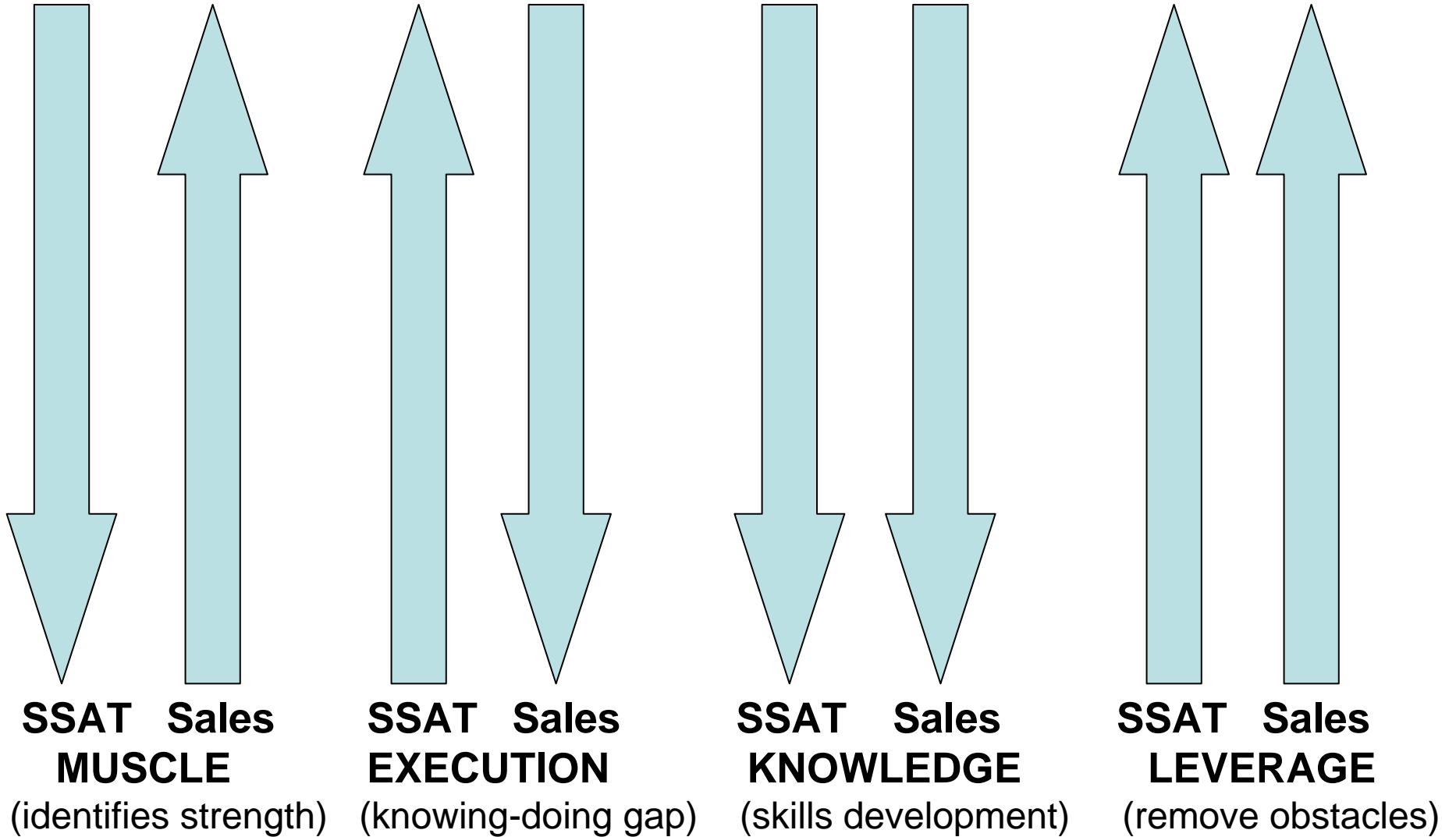
Investigate (4 of 5 correct): These results indicate a strength in this area. The sales skills you are demonstrating with effectiveness are strategic questioning, effective listening, and summarizing. The client information you gain in this area will help you throughout the sales process.

Present (4 of 5 correct): This area shows you have a strength in value articulation, presentation skills, and selling to multiple buyers. These strengths establish client perception of value and contribute to linking your capabilities with the client situation. These strengths will help build the long-term customer perception of value.

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 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.

SSAT Diagnostic Tool: Sales Volume Relationship



SSAT Works Hard for Your Organization:

- **Flexible Data View** – Client defined groups
- **Data Levels Value** – Sales force, group, individual
- **No Strings** – Data with or without Training
- **Easy Administration** – Web-based
- **Efficient to Take** – 20-25 minutes
- **Centralized Processing** – quality assurance
- **Cost Efficient** - \$150 per person