

# Test Company SSAT Results

Selling Skills Assessment Tool

## Benchmark Results

March 2, 2007

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# Executive Summary

## Highlights

- At Test Company, the Selling Skills Assessment Tool was administered to 15 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 76.0%, with an average of 53.6% and a standard deviation of 16.1.
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For Test Company, results indicate strength in Positioning. The biggest opportunities for improvement are in Opening. Rank ordered results for sales process area are (high to low):

1. Positioning (3.3 out of 5)
2. Presenting (2.7 out of 5)
3. Confirming (2.5 out of 5)
4. Investigating (2.5 out of 5)
5. Opening (2.3 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

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

1. Project Manager 66.0%
2. Home Office 50.7%
3. Supervisor 42.7%

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

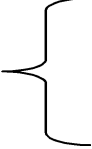
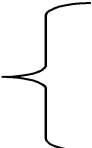
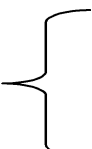
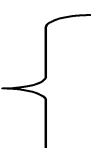
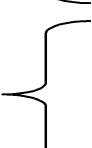
- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

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## Highlights

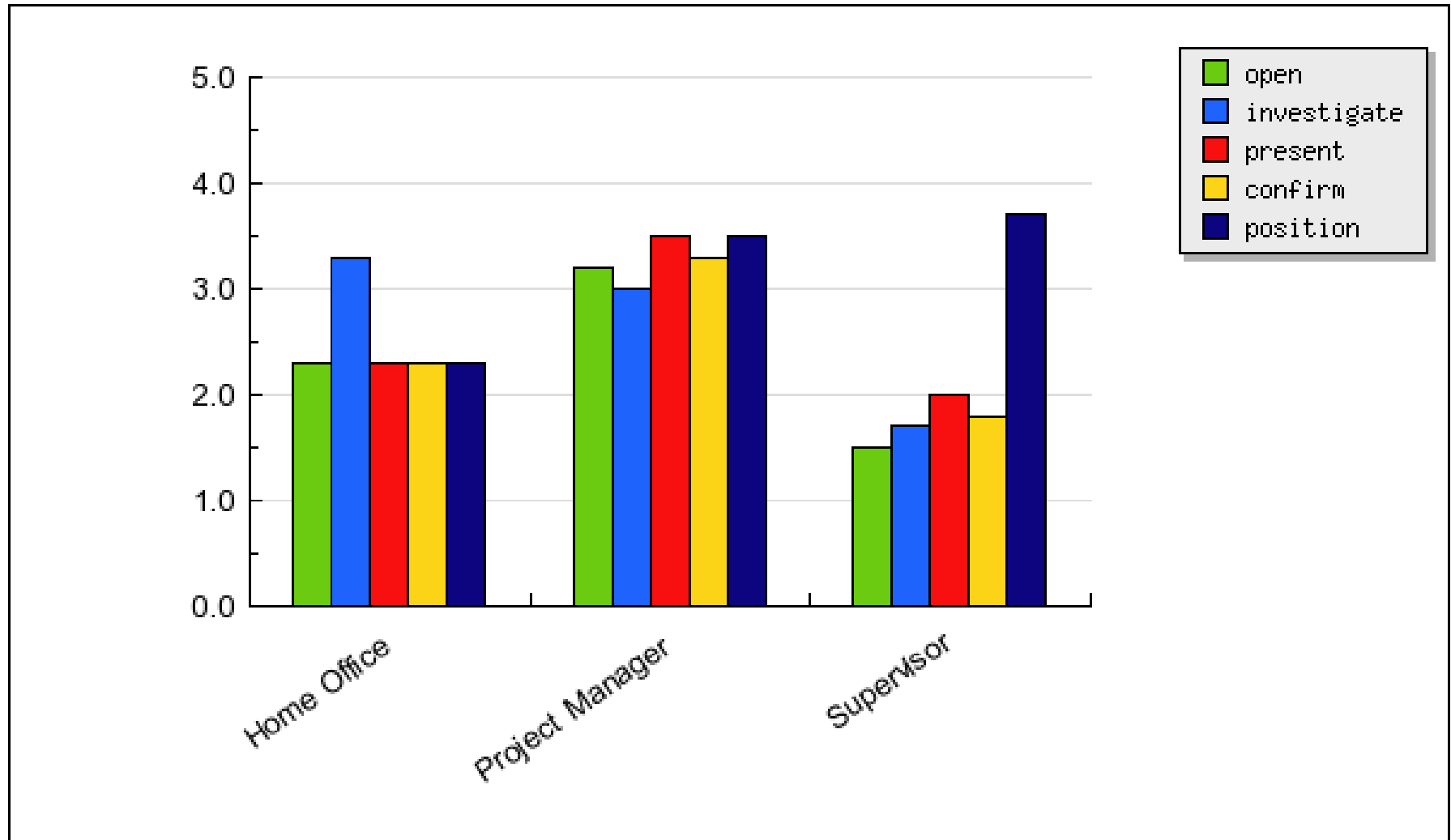
### What is SSAT Measuring?

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:

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

# Executive Summary

## Highlights



# Executive Summary

## Detailed Matrix

		Open	Investigate	Present	Confirm	Position	Total %
Home Office	Dianna	2.0	2.0	2.0	0.0	0.0	24.0 %
	Carolyn	2.0	5.0	3.0	4.0	3.0	68.0 %
	Marc	3.0	3.0	2.0	3.0	4.0	60.0 %
Project Manager	Milica	2.0	5.0	3.0	4.0	3.0	68.0 %
	Fred	5.0	2.0	4.0	4.0	4.0	76.0 %
	Anne	1.0	2.0	3.0	5.0	3.0	56.0 %
	Anuraj	3.0	3.0	5.0	2.0	2.0	60.0 %
	Ashley	3.0	3.0	3.0	3.0	5.0	68.0 %
	Tom	5.0	3.0	3.0	2.0	4.0	68.0 %
Supervisor	Richard	0.0	3.0	1.0	3.0	2.0	36.0 %
	Andy	4.0	1.0	3.0	4.0	5.0	68.0 %
	Stephen	2.0	0.0	2.0	2.0	4.0	40.0 %
	Michael	2.0	1.0	1.0	0.0	4.0	32.0 %
	Jack	0.0	2.0	3.0	1.0	3.0	36.0 %
	Steven	1.0	3.0	2.0	1.0	4.0	44.0 %
<b>Project Manager</b>		3.2	3.0	3.5	3.3	3.5	66.0 %
<b>Home Office</b>		2.3	3.3	2.3	2.3	2.3	50.7 %
<b>Supervisor</b>		1.5	1.7	2.0	1.8	3.7	42.7 %
<b>All Participant Summary</b>		2.3	2.5	2.7	2.5	3.3	53.6 %

# Executive Summary

## Comparative Group Results

	<b>HDCT</b>	<b>Open</b>	<b>Investigate</b>	<b>Present</b>	<b>Confirm</b>	<b>Position</b>	<b>Total %</b>
<b>Project Manager</b>	6	3.2	3.0	3.5	3.3	3.5	66.0 %
<b>Home Office</b>	3	2.3	3.3	2.3	2.3	2.3	50.7 %
<b>Supervisor</b>	6	1.5	1.7	2.0	1.8	3.7	42.7 %
<b>All Participant Summary</b>	15	2.3	2.5	2.7	2.5	3.3	53.6 %

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## **Benchmark Group Results Project Manager**

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# Group Summary: Project Manager

- Six responses were received from the Project Manager Group. Individual scores ranged from 56.0% to 76.0%, suggesting opportunities for focused development for those with the lower scores. The Project Manager Group ranked first among the three with an average of 66.0%.
- Results vary by group, displayed below are the group rankings (high to low) based on total scores:

1. Project Manager 66.0%
2. Home Office 50.7%
3. Supervisor 42.7%

85 - 100	Highly Effective Customer Oriented Selling Skills
70 - 84	Adequate Skill Level for Moderate Growth
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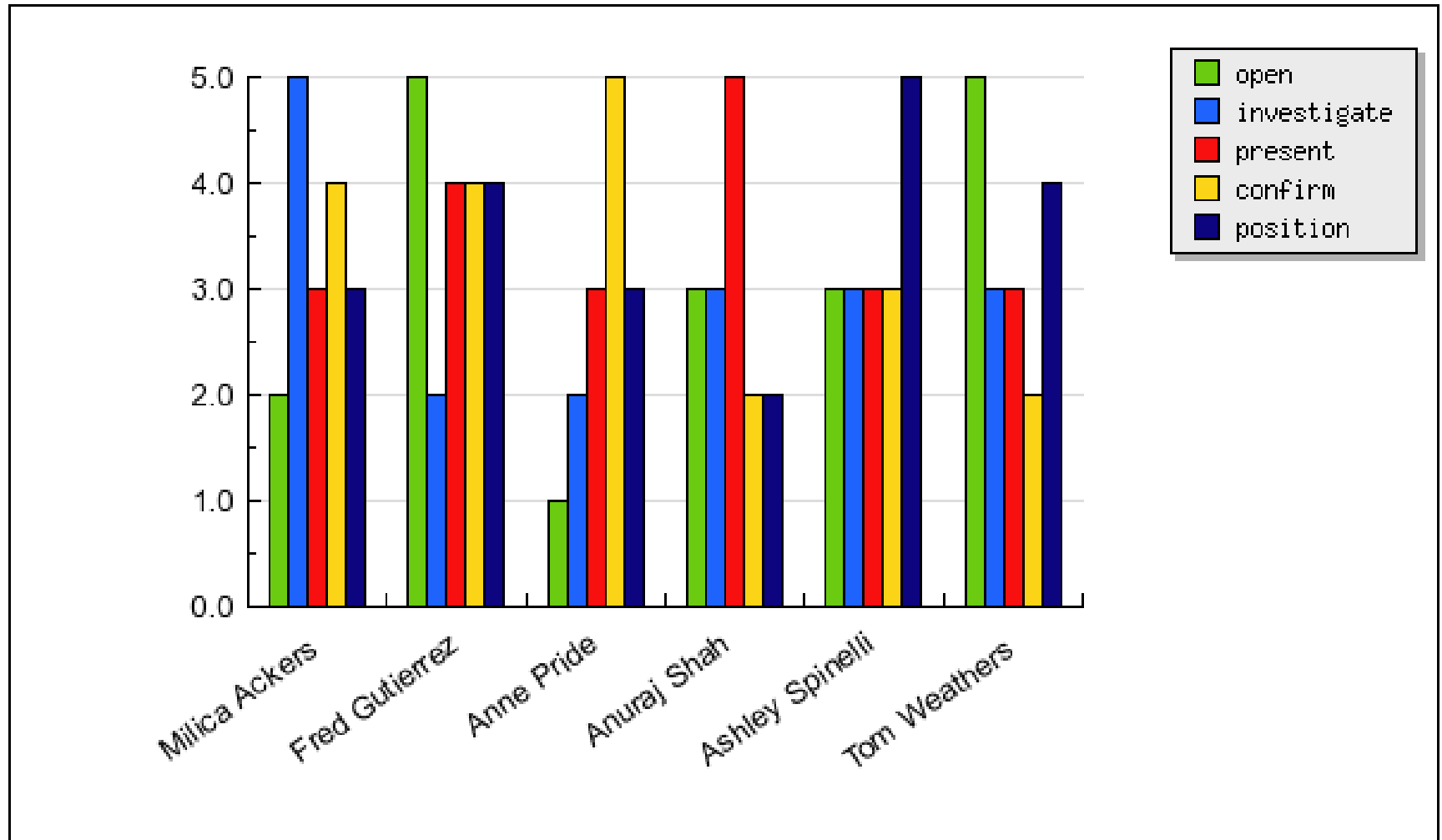
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For the group Project Manager, results indicate strength in Positioning, Presenting and a significant opportunity for improvement in Investigating skills. Rank-ordered results for sales process area are (high to low):

1. Positioning (3.5 out of 5) compared to the company average of 3.3
2. Presenting (3.5 out of 5) compared to the company average of 2.7
3. Confirming (3.3 out of 5) compared to the company average of 2.5
4. Opening (3.2 out of 5) compared to the company average of 2.3
5. Investigating (3.0 out of 5) compared to the company average of 2.5

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

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

# Group Summary: Project Manager



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## Detailed Matrix

	<b>Open</b>	<b>Investigate</b>	<b>Present</b>	<b>Confirm</b>	<b>Position</b>	<b>Total %</b>
Milica	2.0	5.0	3.0	4.0	3.0	68.0 %
Fred	5.0	2.0	4.0	4.0	4.0	76.0 %
Anne	1.0	2.0	3.0	5.0	3.0	56.0 %
Anuraj	3.0	3.0	5.0	2.0	2.0	60.0 %
Ashley	3.0	3.0	3.0	3.0	5.0	68.0 %
Tom	5.0	3.0	3.0	2.0	4.0	68.0 %
<b>Project Manager</b>	3.2	3.0	3.5	3.3	3.5	66.0 %
<b>All Participant Summary</b>	2.3	2.5	2.7	2.5	3.3	53.6 %

# Individual Results: Milica

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Milica	1	2.0	5.0	3.0	4.0	3.0	68.0 %
<b>Project Manager</b>	6	3.2	3.0	3.5	3.3	3.5	66.0 %
<b>All Participant Summary</b>	15	2.3	2.5	2.7	2.5	3.3	53.6 %

## Reflection Guide

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

# Individual Results: Milica

## 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 (5 of 5 correct): These results indicate a significant 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 (4 of 5 correct): These results display a strength in this area. 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.