SELLING SKILLS ASSESSMENT REPORT

Company: Hirebox for candidates
Position: corporate sales

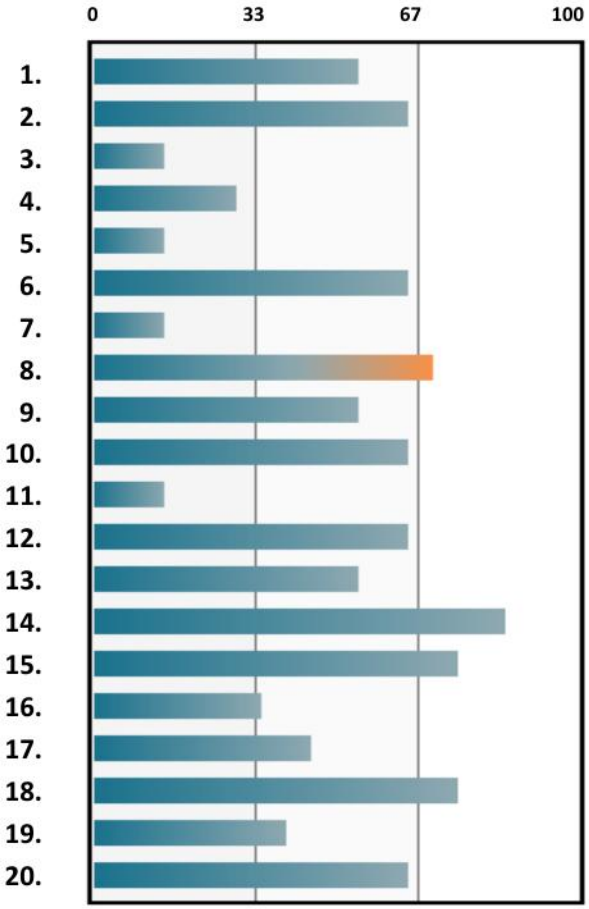
Employee's Name:
Date: 10-14-2024

IMPORTANT:

Per applicable laws, the Selling Skills Assessment (a Sales Performance Review Assessment) should never be used exclusively to conduct a full performance appraisal. In order to provide the best help and guidance, the following 5-step formula should be applied as part of a good, effective performance review process:

1. *Reviewing/updating the specific job description with evaluated sales person*
2. *Formally communicating with evaluated sales person about the performance review process*
3. *Assessing the specific job-related hard and soft skills (this is the Selling Skills Assessment step)*
4. *Conducting a performance appraisal interview, per the company performance review policy*
5. *Developing an action plan with evaluated sales person, based on outcome of performance review process*

GENERAL PROFILE:



1. Predictability	55
2. Energy	65 *
3. Enthusiasm	15
4. Persistence	30
5. Self-control	15
6. Determination	65
7. Communication	15
8. Rapport	70 *
9. Self-confidence	55
10. Objectivity	65
11. Tolerance	15
12. Belief System	65
13. Market Knowledge	55
14. Product Knowledge	85
15. Service Mindset	75
16. Performance	35
17. Improvement	45
18. Business Development	75
19. Customer Loyalty	40
20. Closing Skills	65

* **If asterisk**: see details in text

NOTE: **HOW TO ADDRESS TRAITS BELOW THE CRITICAL MINIMUM PROFILE**

- *Determine how the mentioned low trait(s) can be managed or corrected, considering the job description specifics.*
- *Check if any very low trait (20 of lower) could be due to some recent difficult situation.*
- *Discuss these (very) low traits with the evaluated sales person and develop an action plan to improve performance & happiness on the job.*

PLEASE NOTE:

This profile contains one or more *conflicting personality characteristic(s)*.

The analysis of conflicting personality characteristics reveals behavioral patterns which would not be visible by just considering individual personality traits. When applicable, the existence of conflicting personality characteristics may help explain irrational, undesired or uncontrolled (compulsive) attitudes. Conflicting personality characteristics can be temporary or recurrent.

Important: Understanding how some conflicting personality characteristic(s) can affect your effectiveness and happiness at work is often the first step to improvement. Everybody has a few or more of them. Most can be improved or corrected.

See the notes(s) below.

NOTE: You currently appear to be affected by a big problem.

You appear to be currently affected by some overwhelming problem for which you don't seem to have an immediate solution. This situation makes you quite nervous or anxious and may strongly affect your effectiveness and happiness on the job. It definitely can affect your sales performance.

NOTE: You have trouble saying "no".

You have a marked tendency to do everything possible in order to satisfy everyone. You will sometimes have difficulty to say 'no'. This can affect your effectiveness and happiness at work and your ability to deal with difficult customers,

DESCRIPTION OF TRAITS:

1. Predictability: 55



- Quite predictable - you usually do not change your mind without reason.
- Quite stable in mood and behavior.
- Usually coherent and consistent in judgments or opinions.
- Usually not too hesitant in making decisions.
- Rather certain and confident about the future.

2. Energy: 65 *



- You currently demonstrate a relatively good level of energy and dynamism.
- Currently seem more attracted by a quite sedentary type of work.
- May sometimes lack courage in stressful situations.
- Would rather not take too many initiatives.
- You may sometimes have some difficulty to complete tasks on time.

Note: Your level of energy is not stable. This can affect your effectiveness on the job.

Note: Your current low level of satisfaction and enthusiasm may affect your mood, courage and willingness to work hard. The high dynamism stated above is therefore not very stable. You may tend to pay too much attention to problems. This can affect your effectiveness and happiness on the job, as well as your sales performance.

3. Enthusiasm: 15



- You currently demonstrate lack of interest and enthusiasm.
- May adopt a rather negative, pessimistic attitude on the job.
- Currently having difficulty in taking initiatives or coping with challenges.
- Tend to put too much attention on problems and barriers.

Note: This may be due to a bad experience of the past, some big disappointment or a recent failure. Such a situation can temporarily "destabilize" one's personality. It definitely affects your effectiveness and happiness at work as well as the stability of your salesmanship skills. A strong and caring support is needed to help you face whatever barriers or challenges you seem to currently experience.

4. Persistence: 30



- You currently appear quite dispersed and unstable to others.
- May have difficulty persisting in the same direction.
- You need encouragement in order to persist and achieve expected results.
- Sometimes appear disorderly and lacking concentration at work.

5. Self-control: 15



- You currently demonstrate a very high state of nervousness or anxiety.
- Extremely worried and sensitive.
- Cannot relax easily - huge difficulty to stay calm.

Note: You seem to be currently facing some insurmountable, overwhelming problems. Please consider the possibility of such a difficult, temporary situation, as it can indeed shake one's personality. It definitely can affect your effectiveness and happiness on the job as well as your salesmanship skills.

6. Assertiveness: 65



- You demonstrate a rather good level of determination/assertiveness.
- Might sometimes be a bit hesitant, showing a calculated prudence.
- Can express feelings quite freely.
- May sometimes have slight difficulty to achieve expected results on time.
- Good closing skills - might sometimes need a tag with very tough customers.

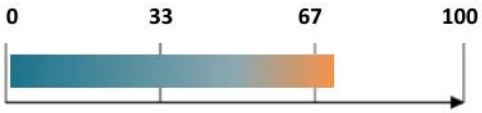
7. Communication: 15



- You currently appear extremely withdrawn, uncommunicative.
- May appear extremely reserved, introverted and not cordial.
- Communication limited to social remarks.
- Currently very individuated, not open in your communication.

Note: You might have some intentions you do not want others to know about - or some considerations you do not want to talk about. You definitely do not like to share or communicate your feelings. This may affect your relationships at work and may lead other people to wonder about your intentions and/or motivations. It may definitely affect your salesmanship skills.

8. Rapport: 70 *



- You demonstrate very high consideration for others.
- Very high level of empathy.
- Genuinely concerned about people.
- Warm and friendly toward others.
- Usually shows good understanding for people, even in the first approach.
- You have a friendly attitude and you are usually responsive to the needs of others.

Note: Your high level of empathy does not always appear natural - and may lead others to sometimes wonder about your real feelings.

Note: You may sometimes appear a bit too emotive.

9. Self-confidence: 55



- You demonstrate a rather good level of self-confidence.
- You usually do not doubt own capacities.
- Not too hesitant in tasks.
- May have some slight difficulty undertaking important tasks which require a great deal of autonomy.
- If left alone, you may sometimes feel a bit secure.

10. Objectivity: 65



- You tend to be objective and rational; you can see things pretty much as they are.
- Tend to evaluate situations based on facts rather than just on opinions.
- You do not blame the environment or others for problems you can't solve.
- You take responsibility for what happens and most of the time will try to make things go right.

11. Tolerance: 15



- You currently may demonstrate a very intolerant, critical attitude.
- Very suspicious of others and their actions.
- Might express disagreements in a very unpleasant way.
- Do not admit being wrong, yet tend to make others wrong.
- Do not easily accept criticism.

Note: Such an attitude may be due to a strong disagreement with somebody or in reaction to a situation you do not control well. Please consider the possibility of such a difficult, maybe temporary situation, as it can indeed shake one's personality. It can definitely affect your effectiveness and happiness on the job as well as your salesmanship skills.

12. Belief System: 65



- Demonstrate a rather good Belief/Value system on the subject of selling.
- You believe in what you do but may sometimes be lacking persuasion.
- Your commitment to salesmanship is rather good.
- May have some difficulty to recognize that results depend on you first.
- May sometimes be negatively affected by overwhelming challenges.
- Usually demonstrate a good level of conviction when dealing with (potential) customers.

Note: It is recommended that you work at improving this state of mind further, as a sales person's conviction & passion are the first conditions of successful salesmanship.

13. Market Knowledge: 55



- Fair knowledge of the market.
- Take some advantage of marketing intelligence.
- You have a fair reality of the competition's strengths and weaknesses.
- You do not always make good use of market data to support your overall sales efforts.

Note: It is recommended that you do something to increase your market knowledge. Knowing the key players in the market and their strengths & weaknesses, is a major condition to strong sales performance.

14. Product Knowledge: 85



- Very good product knowledge.
- Seem to have a strong understanding of its added value.
- Appear very confident, when it comes to defending or presenting the technical benefits of your product/service.

15. Service Mindset: 75



- Quite service-oriented.
- You usually show dedication to the customer's satisfaction.
- Your concept of exchange with customers usually matches their expectations.
- You usually put your attention on doing what is right for the customer.

Note: It is recommended that you educate yourself to care even more and to do what is right for the customer. This is a sure road to customer satisfaction and loyalty - and a better reputation.

16. Performance: 35



- Quite unsatisfied with your current performance on the job.
- Aware that the amount and quality of work needs to be improved.
- This may have a negative impact on your motivation and willingness to make things go right.

Note: A full performance review is strongly recommended in order to detect what needs to be done to quickly increase your performance and happiness at work.

17. Improvement: 45



- You currently consider that not enough is being done to help you improve on the job.
- Rather low satisfaction regarding the development of your skills.
- This may lead to a lack of motivation and/or aptitude to perform better.

Note: A performance review is recommended in order to detect what needs to be done to improve or further develop your salesmanship skills.

18. Business Development: 75



- Rather good business development/prospecting aptitude.
- You enjoy developing a base of qualified prospects.
- Considered as a rather good business finder/hunter.
- If applicable, this is a quality that you should develop further, to win more sales.

19. Customer Loyalty: 40



- Currently not very successful at maintaining an active customer base.
- Difficulty keeping loyal customers.

- Sales from existing business are not really expanding.
- Relationship with existing customers is rather weak, which might erode their confidence.
- If applicable, you need to focus on developing customer loyalty in order to improve performance.

20. Closing Skills: 65



- You currently demonstrate rather weak closing skills.
- Some difficulty applying good, positive "hard sell" principles.
- Don't really like to negotiate with tough buyers.
- The closing step is a weakness which may ruin your sales effort.

QUESTIONS?

Ask for a personalized evaluation by one of our consultants.