



Sales Profile Scan

9 sales competences and 3 sales styles

Name: SPS Example

7/20/15 4:45

Strictly confidential



The higher the score, the less energy/effort a competence demands and the more it suits with your natural behaviour.

The Scores:

- 30 = very low
- 30-45 = low
- 45-55 = average
- 55-70 = high
- +70 = very high

Convincing Enthusiasm	<div style="width: 58%;"></div>	58
Negotiate	<div style="width: 60%;"></div>	60
Closing deals	<div style="width: 72%;"></div>	72
Responsiveness	<div style="width: 36%;"></div>	36
Networking	<div style="width: 63%;"></div>	63
Follow Up	<div style="width: 51%;"></div>	51
Needs analysis	<div style="width: 48%;"></div>	48
File & Bid management	<div style="width: 61%;"></div>	61
Business development	<div style="width: 68%;"></div>	68

Sales Profile Scan: Styles

A style tells you what kind of sales activities you prefer by nature and how you sell. What is your sales style? Are you more a hunter, a farmer or a writer?

Below you see how you distribute your energy over the 3 styles.

Percentage distribution

HUNTER	46%
FARMER	18%
WRITER	35%



File & Bid management

Reflects planned and strategic file management, combined with good tender-skills.

Positive

Sales-deskwork will be done with the necessary seriousness. Tenders will be elaborated and correct, presentations will be fine, files will be managed and sales planning and - registration will be accurate.

Negative

Fleeing too easy towards desk work and hiding behind a PC.

Tips

- * Sales administration is a tool, not a goal as such.
- * Try to learn more about the people you're dealing with through personal contacts.
- * If you make a tender/presentation, try to defend/present it yourself (if appropriate), as no one else will do better.

Coaching

Don't encourage detail-work/perfectionism but encourage him/her to leave the desk and broaden his/her professional environment, invite him/her to join you at social events.

Convincing enthusiasm

Reflects positive expressive power fed by human insight with sprightly and unpretentious resilience

Positive

Customer/Prospect will feel strong and comfortable, will have a feeling of control over the situation, will speak more open and fear less to be cheated.

Negative

Insufficient verbal weapons and selling spirit to convince a customer of the advantages of the service/product.

Tips

- * Build up an arsenal with logic arguments.
- * Show how others make profit using the service/product, make use of facts and figures: tables, graphs, ROI's and other 'hard evidence'.
- * Focus on sympathy from the customer, just tell you're not the best sales (wo)man but that you really believe in the proposed product/service.

Coaching

If the spoken word is not the best asset, look for other means to support him in convincing a customer. If it's an important deal, a good team can make the difference.

Training advice:

Assertiveness, eloquence, contact-skills,...

Sales Competences	Description
Convincing Enthusiasm	Reflects expressive power fed by good human insight and with a sprightly and unpretentious resilience.
Negotiate	Reflects social strategic diplomacy to work towards goals with appropriate patience.
Closing deals	Reflects socially controlling and steering competitiveness.
Responsiveness	Reflects social alertness and a flexible service-orientation with empathy as a basic drive.
Networking	Reflects enterprising social skills.
Follow Up	Reflects an organizational reflex to stay informed of current business.
Needs analysis	Reflects an easy understanding of the clients rational and emotional needs, even in complete abstraction.
File & Bid management	Reflects planned and strategic file management, combined with solid bid-work.
Business development	Reflects a strategical-technical out of the box-thinking in an entrepreneurial and founding way

Sales Styles	Description
HUNTER	Goal oriented, proactive and competitive expressive talent, more hard sales skills.
FARMER	Warm relation manager with a rather conservative dynamic, more soft sales skills.
WRITER	Well organized and goal-oriented strategist who delivers, more backoffice oriented.