



SALES SKILLS TEST - COMMERCIAL SALES (SALESSKILLS-AT-CS 11)

EVALUATION REPORT

Candidate:
John Smith

Evaluation date:
June 1, 2011

Sales Skills Test - Commercial Sales

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Explanation of Test Type

The **Sales Skills Test - Commercial Sales (SALESSKILLS-AT-CS 11)** assesses a candidate's ability to handle situations adequately in a sales environment. This test is mainly used to assess applicants for positions of salesperson, representative, consultant, or any other position in which sales are important. Each question includes a pair of statements that assess the competencies involved in completing a sale.

Rating Scale

For this report, the results are presented using the following rating scale:

Excellent 5	The candidate responds to the main aspects and criteria of the evaluation and his/her responses are appropriate. The candidate has surpassed expectations.
Very good 4	The candidate responds to most of the criteria of the evaluation and there were no major deficiencies noted for the aspects evaluated. The candidate demonstrated an above-average performance.
Good 3	Some of the main and secondary criteria of the evaluation were raised. The candidate demonstrates some minor deficiencies with regards to the evaluated criteria.
Weak 2	The candidate omits important aspects and criteria of the evaluation. The candidate presents some major deficiencies and is having problems.
Poor 1	The candidate omits most of the aspects that are evaluated and presents several major deficiencies. The candidate is incapable of responding or the answers are inappropriate.
Absent 0	The candidate did not demonstrate this evaluation criterion in any way.

Sales Skills Test - Commercial Sales

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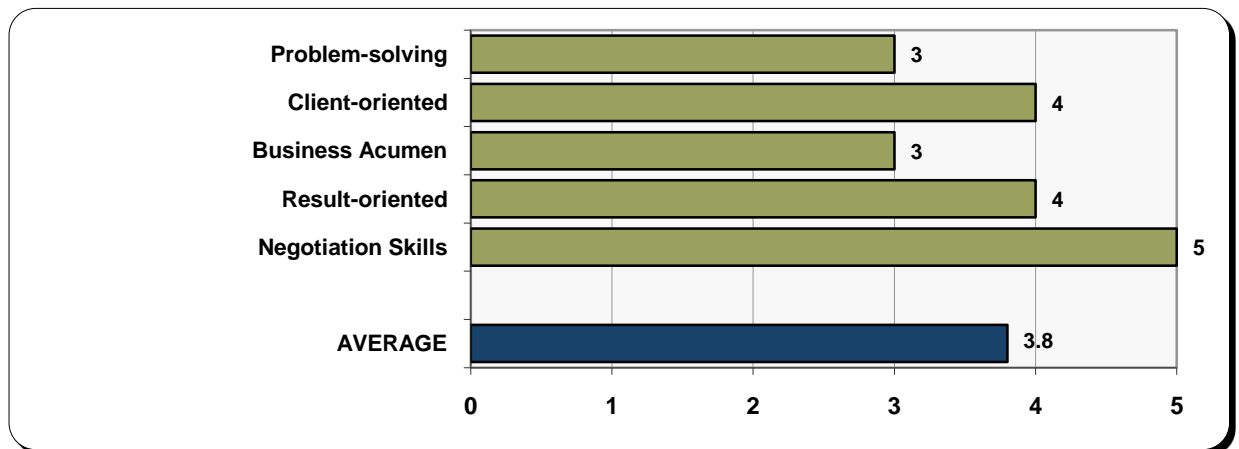
Evaluation date: June 1, 2011

Definition of the Competencies Evaluated

- **PROBLEM-SOLVING:** Able to identify and analyze a problem, evaluate possible solutions and choose the most suitable one.
- **CLIENT-ORIENTED:** Strives to establish positive long-term relationships with clients/customers and to achieve high client/customer satisfaction by providing quality services or products that meet their wants, needs, and expectations.
- **BUSINESS ACUMEN:** Understands how one's line of business operates and when and how to seize business opportunities.
- **RESULTS-ORIENTED:** Devotes high effort to reach set goals and regards the achievement of results as a major concern.
- **NEGOTIATION SKILLS:** Able to apply excellent knowledge of negotiation approaches and techniques to reach agreements that are beneficial to all parties involved.

Overall Results

The table below presents the results obtained for the assessed competencies. Detailed results for each competency are presented on the following pages.



Rating scale:

Absent
0Poor
1Weak
2Good
3Very good
4Excellent
5

Sales Skills Test - Commercial Sales

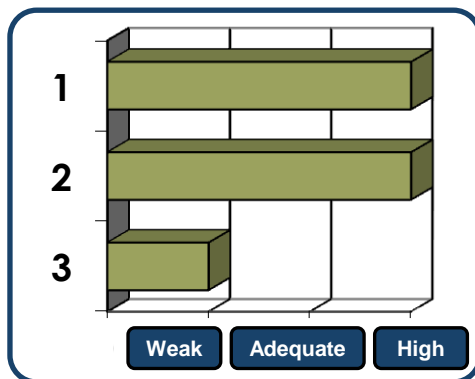
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Detailed Results by Competency

Problem-solving

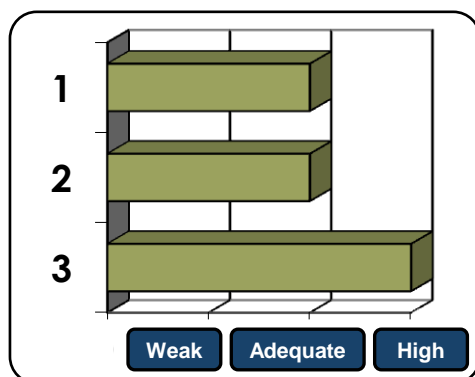
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- 1 Analyzes situations**
Assesses the extent to which the candidate attempts to gather the pertinent information required to make links and have an overview of the situation and of the possible causes of the problem.
- 2 Makes sound decisions**
Assesses the extent to which the candidate proposes appropriate solutions to resolve the stated problems and is able to take a position in a given situation.
- 3 Is attentive to details and makes sure that the work is precise and complete**
Assesses the extent to which the candidate is attentive to details and ensures that his/her work is precise and complete in order to follow the prescribed work process and methods.

Client-oriented

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- 1 Is concerned about service quality and meeting client expectations and needs**
Assesses the extent to which the candidate attempts to identify the client's needs and offer quality services that meet the client's expectations.
- 2 Provides the necessary information to the client to enable him/her make the right decision**
Assesses the extent to which the candidate attempts to transmit all the information adequate to the client's situation. Also assesses the extent to which the candidate provides backup information to the client.
- 3 Builds and maintains good relations with the client**
Assesses the extent to which the candidate listens and shows comprehension towards the client. Assesses the extent of the candidate's attempts to adopt a customized approach with the client.

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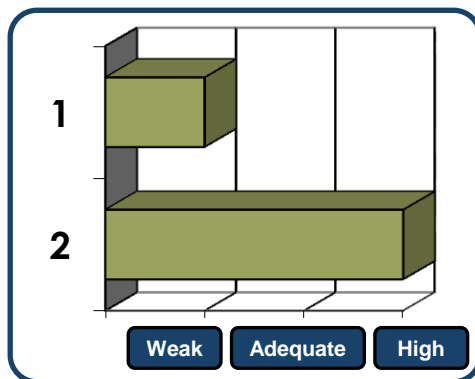
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Detailed Results by Competency (continued)

Business Acumen

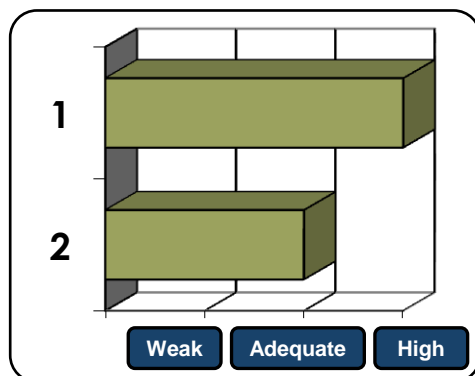
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- 1 Takes advantage of business opportunities**
Assesses the extent to which the candidate takes advantage of possible business opportunities by proposing complementary products and services and acting quickly to resolve the client's problems.
- 2 Knows how to create business opportunities**
Assesses the extent to which the candidate attempts to maximize business opportunities with clients in order improve the profitability of his/her activities and those of the organization.

Results-oriented

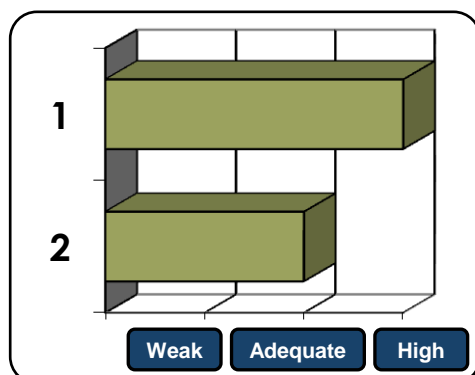
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- 1 Constantly seeks to reach objectives**
Assesses the extent to which the candidate attempts to reach established objectives and to make the necessary effort to achieve them.
- 2 Is persistent regardless of the difficulties encountered**
Assesses the extent to which the candidate is persistent and invests the necessary time and effort to complete his/her projects in a sales environment.

Negotiation Skills

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- 1 Negotiates and handles objections**
Assesses the extent to which the candidate uses pertinent arguments when negotiating and is able to deal with objections from others in order to convince them and identify win-win solutions.
- 2 Knows how to persuade people**
Assesses the extent to which the candidate makes use of different means to convince others to follow his/her suggestions.