

SALES CANDIDATE

Screening Report



Candidate: Alan Fine

Created for: Summit Selling Systems

Developed Exclusively for: Douglas Kolker - Sandler Sales Institute

By: SalesEvaluation.Com

Sales Candidate Screening Instrument

This screening report provides important information to aid in making a best-fit hiring selection. While it can provide you with relevant information to predict how the applicant is likely to perform hired, it is only one of the tools you should use to make a final selection. Information from person interviews, reference checks, education, skills, industry or job experience and cognitive abilities should also be used. The Screening Instrument should not be the only component of the hiring decision.

The first section of the screening instrument examines the applicant's experiences and preferences to determine how well those elements match the job profile. The four areas examined are:

- The **Company Environment** in which the applicant is expected to function—How favorably will the applicant fit in with the company culture.
- The **Market Environment** in which the applicant will work—How comfortable will the applicant be functioning in the marketplace.
- The **Nature of the Product or Service** the applicant will sell—How effective will the applicant be functioning in the marketplace.
- The **Expected Activities and Responsibilities** of the position—How closely do the applicant's skills match the requirements of the position.

The second section takes a more subjective look at the applicant. It examines eighteen core competencies in the following areas:

- The applicant's attitude about and motivation for selling activities
- Behaviors, reactions, and sense of responsibility for goal achievement
- Perceptions about appropriate sales strategy

A commentary and graphic representation is provided to help you obtain a better understanding of the applicant's makeup and how it is likely to influence the applicant's ability to perform successfully in the sales arena.

Candidate Selection Profile

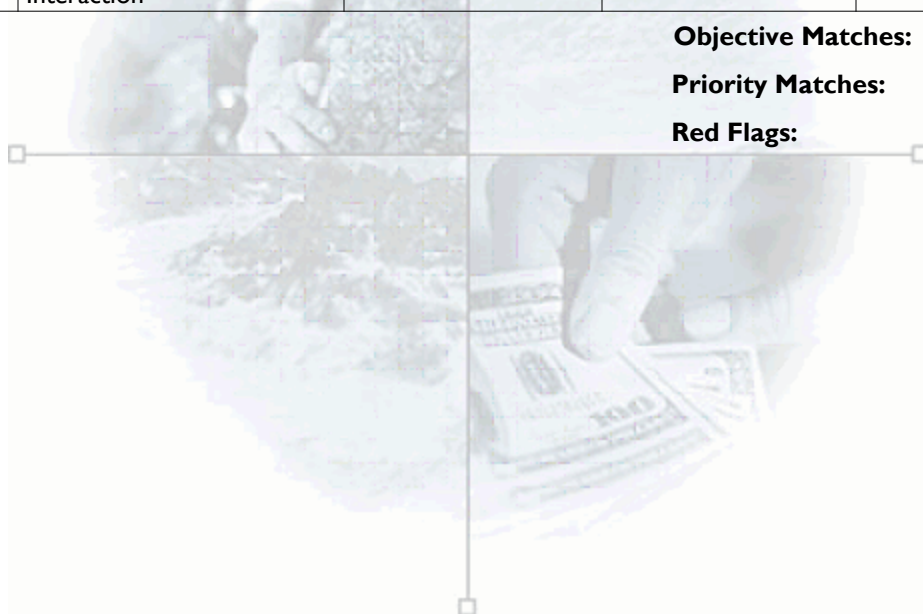
Match	Element	Requirement	Candidate Experience	Candidate Preference
✓	Product/Market Profile	Limited Product/ Broad Market	Limited Product/ Broad Market	Limited Product/ Broad Market
✓	Supervision	Weekly	Weekly	Monthly
✗	Compensation	High Commission/ Small Salary	All Commission	High Commission/ Small Salary
✓	Company Size	Small/Medium	Small/Medium	Small/Medium
✓	Office Atmosphere	Relaxed	Relaxed	Relaxed
✓	Company Structure	Private Corporator	Private Corporation	Private Corporation
✓	Sales Call Required to Close	1-3	1-3	One-Call Close
✓	Decision Maker Interaction	One Person	One Person	One Person
✗	Primary Market	Corporate/ Industrial	Small/Medium Business	Corporate/ Industrial
✓	Prospect Title/Position	President/ Owner/CEO	President/ Owner/CEO	President/ Owner/CEO
✓	Degree of Competition	Moderate	Moderate	Moderate
✓	Competitive Standing	Relatively Unknown	Relatively Unknown	Industry Leader
✓	Customer Relationship	Ongoing--frequent	Ongoing--frequent	Ongoing--frequent
✓	Selling Cycle	1 - 3 Months	1 - 3 Months	One Month or Less
✓	Product/Service Type	Professional Services/ Consulting	Professional Services/ Consulting	Professional Services/ Consulting
✓	Marketplace Demand	Moderate	Moderate	High
✓	Order Size	\$25,000 - \$100,000	\$25,000 - \$100,000	More than \$100,000
✓	Pricing/Fees	Higher than Competition	Higher than Competition	Higher than Competition
✓	Marketplace View of Product/Service	Value-Add	Value-Add	Value-Add
✓	Nature of Product/Service	Tangible and Intangible	Tangible and Intangible	Tangible and Intangible
✗	Growth Strategy	Existing Territory Expansion	New Territory Development	Existing Territory Expansion
✓	ROI Analysis	Primary Role	Primary Role	Primary Role

✓	Proposal	Primary responsibility	Primary responsibility	Primary responsibility
✓ 	Territory Responsibility	Develop New Accounts	Develop New Accounts	Develop and Service
✓ 	Development Strategy	Proactive Prospecting	Proactive Prospecting	Referrals
✓ 	Criteria for Identifying Prospects	Meet Specific Benchmarks	Meet Specific Benchmarks	Referral
✓	Presentations	Primary Role	Primary Role	Primary Role
✗	Group presentations	Weekly	Monthly	Weekly
✗	Sales Team Participation	Member	Director	Director
✓	Client Review Meetings	Frequently	Frequently	Frequently
✗	Client/Customer Interaction	Sell	Sell/Service	Sell/Service

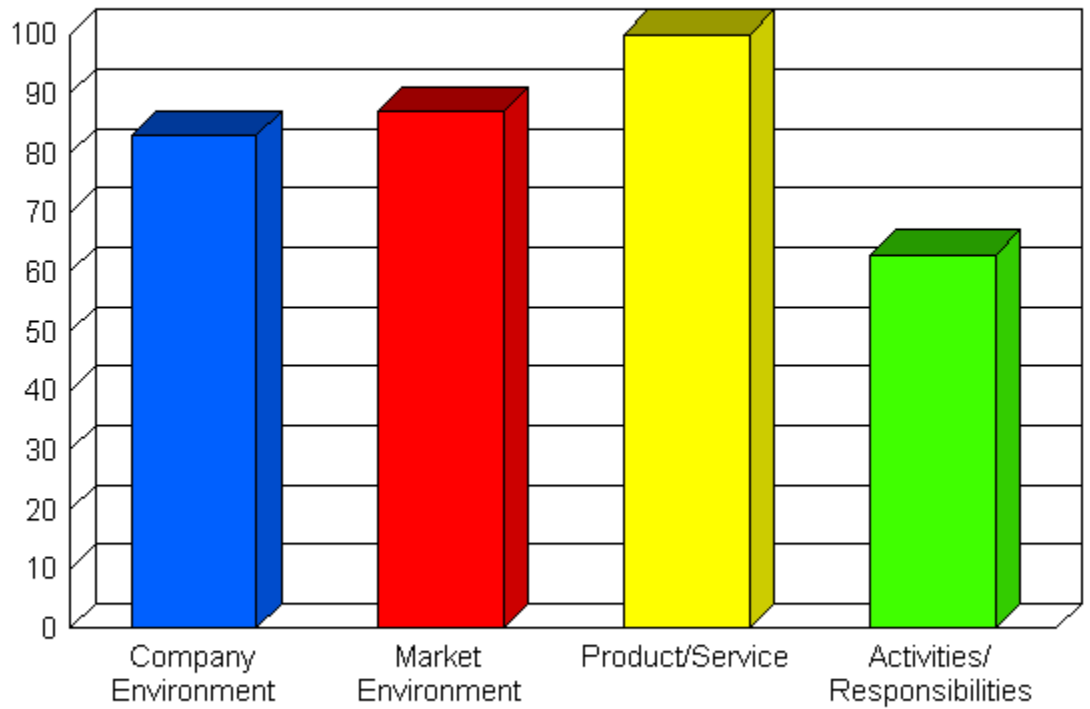
Objective Matches: 81 %

Priority Matches: 89 %

Red Flags: 9



Area Percentage Match



Areas of Strength

<input type="checkbox"/> SUCCESS DRIVEN	<p>Alan recognizes the need to do what needs to be done, when it needs to be done and isn't distracted from taking the necessary actions.</p>
<input type="checkbox"/> MONEY MOTIVATED	<p>Alan is "money motivated" and recognizes that in the game of sales, the score is kept by the number of sales closed...and the commission earned.</p>
<input type="checkbox"/> UNDERSTANDS CHALLENGE, CHANGE, AND GROWTH	<p>Alan is not put off by new challenges and change, but rather views these as necessary elements of growth.</p>
<input type="checkbox"/> MAINTAINS OBJECTIVITY	<p>Alan seems to respond to selling situations in an objective manner...keeping emotional responses in check.</p>
<input type="checkbox"/> GOAL ORIENTED	<p>Goal-setting is a fundamental step of achievement. Alan seems to have made a strong commitment to that process by writing clearly defined goals and assigning "accomplish by" dates to them.</p>
<input type="checkbox"/> TRACKS ACTIVITIES AND RESULTS	<p>Alan measures progress toward goal accomplishment by tracking both activities and outcomes.</p>
<input type="checkbox"/> TAKES RESPONSIBILITY	<p>Alan accepts responsibility not only for the positive outcomes, but also for the not-so-positive ones, rather than blame someone or something else.</p>

COMFORTABLE ASKING QUESTIONS

As a necessary part of qualifying an opportunity, Alan understands the importance of obtaining information and seems to be comfortable asking questions to do so rather than talking too much and too soon.

BUILDS RAPPOR

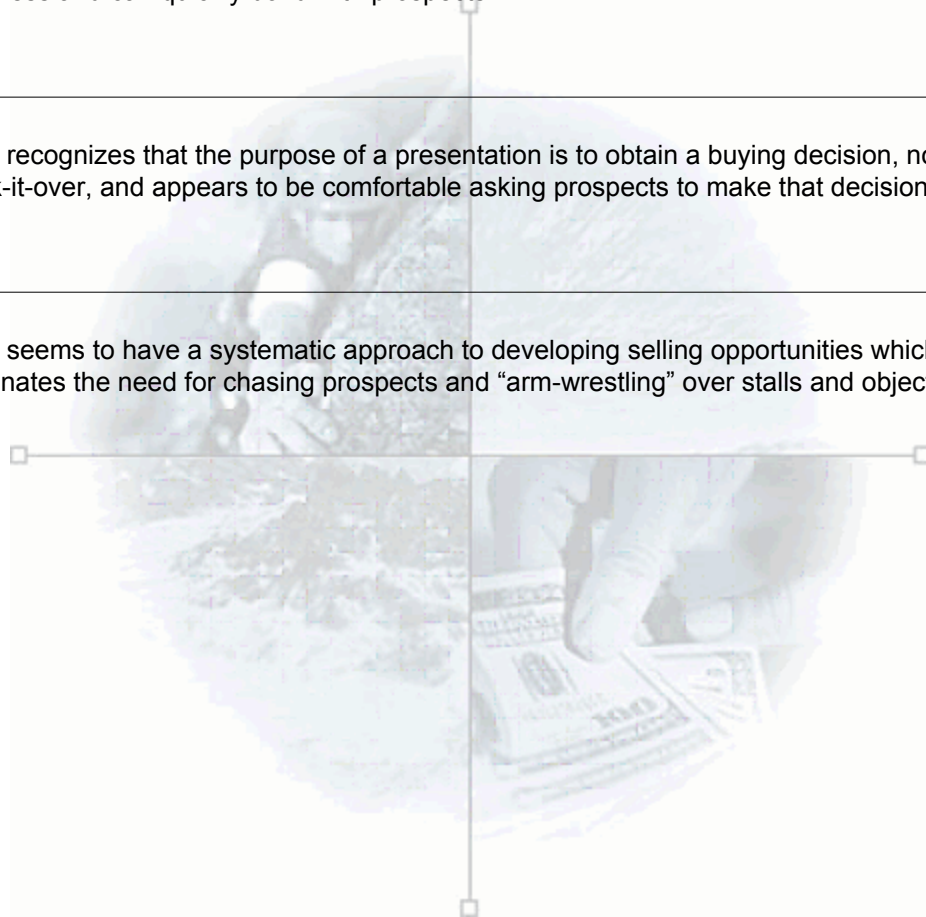
Alan understands the value of rapport in developing an atmosphere of trust in which to do business and can quickly bond with prospects.

EFFECTIVE CLOSING

Alan recognizes that the purpose of a presentation is to obtain a buying decision, not a think-it-over, and appears to be comfortable asking prospects to make that decision.

USES A SYSTEM

Alan seems to have a systematic approach to developing selling opportunities which eliminates the need for chasing prospects and "arm-wrestling" over stalls and objections.



Areas for Improvement

<input type="checkbox"/> SELF-CONCEPT	<p>Alan's level of self-esteem appears to be less than optimal—a condition which will reduce effectiveness and/or productivity from time to time.</p>
<input type="checkbox"/> MOTIVATION	<p>Alan tends to view "selling" more as a job than a truly motivating and enjoyable activity.</p>
<input type="checkbox"/> ANTICIPATES ROADBLOCKS	<p>Alan does not have a "plan B" if the current plan for goal achievement leads to a roadblock or otherwise becomes stalled. Without a back-up plan, Alan is susceptible to panic-mode behavior and less likely to respond in a rational manner.</p>
<input type="checkbox"/> ACTION ORIENTED	<p>When facing situations where there is a potential for disappointment, rejection, or failure, Alan loses momentum rather than face the roadblock head-on and work through or around it.</p>
<input type="checkbox"/> COURAGE AND CONFIDENCE	<p>Alan's reaction to short-term failures impedes progress toward goal achievement and limits the ultimate levels of success Alan can reach.</p>
<input type="checkbox"/> RESOURCE MANAGEMENT	<p>Alan doesn't do the best job of managing time and activities.</p>
<input type="checkbox"/> PROSPECTING	<p>Alan appears to rely heavily on cold calls for identifying new prospects and is not capitalizing on existing contacts and customers/clients to generate referrals.</p>
<input type="checkbox"/> QUALIFYING SKILLS - PROSPECTS' REASONS TO BUY	<p>Alan has a tendency to provide prospects with too much information too early in the selling process. Whether it's the result of enthusiasm or an attempt to illustrate the unique aspects of the product or service, this tendency is just as likely to hurt the chances of completing a sale as it is to help those chances.</p>

Sales Success Predictive Index

ATTITUDE AND OUTLOOK

item	score	out of
Self-Concept	14	20
Internal Motivation	4	20
Success Driven	16	20
Money Motivated	20	20
Challenge/Growth/Change	18	20
Objectivity	15	20
Total:	87	120

BEHAVIORAL CHARACTERISTICS

item	score	out of
Goal Oriented	15	15
Plans Activities	11	15
Tracks Activities/Results	15	15
Takes Action	11	15
Takes Responsibility	15	15
Manages Resources	13	15
Total:	80	90

SELLING SKILLS AND APPLICATION

item	score	out of
Interpersonal Skills	15	15
Questioning Skills	15	15
Prospecting Strategy	10	15
Systematic Dev.Process	15	15
Qualifying Skills	10	15
Closing Skills	15	15
Total:	80	90

Grand Total:	247	300
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Candidate's Strengths and Limitations

Category	Strengths	Limitations
SELF-CONCEPT		✓
MOTIVATION		✓
SUCCESS DRIVE	✓	
MONEY MOTIVATION	✓	
GROWTH AND CHANGE	✓	
OBJECTIVITY	✓	
GOALS	✓	
WRITTEN GOALS	✓	
TIME-BOUND GOALS	✓	
PLAN OF ACTION	✓	
IDENTIFIES SPECIFIC ACTIVITIES	✓	
TRACKS ACTIVITIES AND RESULTS	✓	
ANTICIPATES ROADBLOCKS		✓
ACTION ORIENTED		✓
TAKES RESPONSIBILITY	✓	
ASSERTIVENESS	✓	
COURAGE AND CONFIDENCE		✓
COMMITMENTS	✓	
RESOURCE MANAGEMENT		✓
QUESTIONING SKILLS	✓	
PROSPECTING		✓
BONDING AND RAPPORT	✓	
QUALIFYING SKILLS - PROSPECTS' REASONS TO BUY		✓
QUALIFYING SKILLS - MONEY ISSUES	✓	
QUALIFYING SKILLS - PROSPECTS' DECISION PROCESS	✓	
CLOSING SKILLS	✓	
SELLING SYSTEM	✓	

Candidate may benefit from training in the following areas:

- Developing a comprehensive plan and timetable for goal achievement.
- Developing a process to better manage time and resources by relating activities to goal achievement.
- Developing a prospecting plan with the appropriate mix of activities.
- Developing a sales approach to qualify or disqualify opportunities more quickly using specific criteria.
- Identifying and replacing existing limiting beliefs that hinder productive behavior.
- Methods to maintain internal motivation and success drive.
- Strengthening self-esteem and building confidence.