



Development Report

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Sample Company

Introduction

This report can help you identify strengths and areas in need of development in terms of sales-related characteristics.

Using the information provided in this report, you can find out what skills can be leveraged and what is needed for improving your performance or preparing yourself for more senior roles. Basic strategies and a goal-setting framework are included in the report to help you create a plan of action moving forward.

1 Overview of Scores

Overall Review - This section provides a summary of your strengths and areas in need of development.

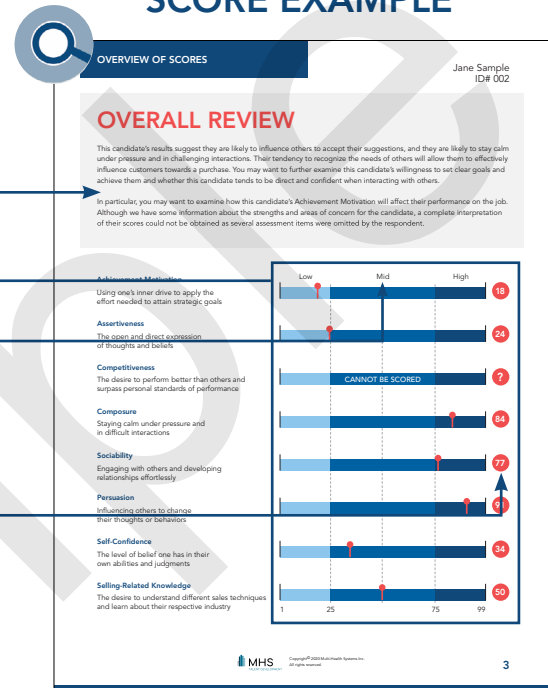
Scores Overview - This section gives a summary of your results.

Score Labels - Score labels provide a visual guide, indicating if a score falls into the:

- Low range (in the bottom 25% of the comparison group)
- Mid range (in the middle 50% of the comparison group)
- High range (in the top 25% of the comparison group)

Scores - The scores are in percentiles, ranging from 1 (lowest) to 99 (highest). For example, if you have a score of 90 that means you have scored better than 90% of those who have taken the assessment previously.

SCORE EXAMPLE



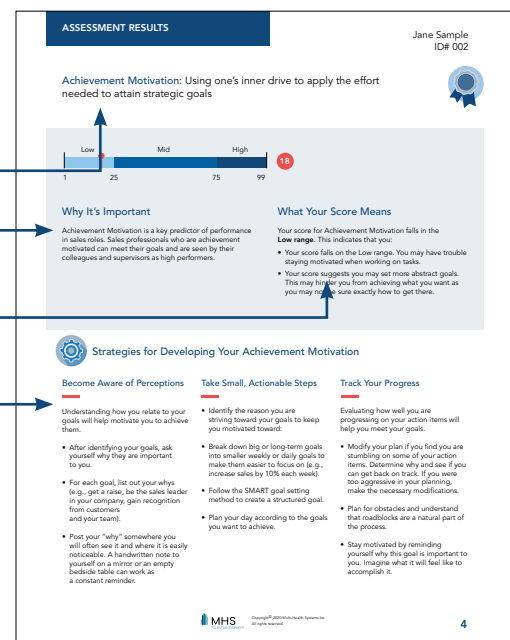
2 Assessment Results

Description - This section describes the competency.

Importance - This section explains why the competency is important for being successful in your role.

Score Interpretation - This section describes what your score means.

Strategies for Development - This section delivers strategies on how to improve the competency.



OVERALL REVIEW

Your results suggest you are likely to influence others to accept your suggestions. In addition, you are likely to demonstrate a good understanding of different sales processes and techniques. Your tendency to recognize the needs of others will allow you to effectively influence customers towards making a purchase. You may want to work on improving your capability to communicate with others in a positive, friendly manner. In particular, you may want to examine how your Sociability will affect your performance on the job.

Achievement Motivation

Using one's inner drive to apply the effort needed to attain strategic goals



Assertiveness

The open and direct expression of thoughts and beliefs



Competitiveness

The desire to perform better than others and surpass personal standards of performance



Composure

Staying calm under pressure and in difficult interactions



Sociability

Engaging with others and developing relationships effortlessly



Persuasion

Influencing others to change their thoughts or behaviors



Self-Confidence

The level of belief one has in their own abilities and judgments



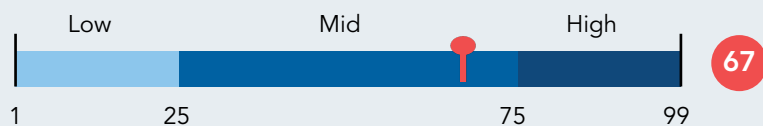
Selling-Related Knowledge

The desire to understand different sales techniques and learn about their respective industry





Achievement Motivation: Using one's inner drive to apply the effort needed to attain strategic goals



Why It's Important

Achievement Motivation is a key predictor of performance in sales roles. Sales professionals who are achievement motivated can meet their goals and are seen by their colleagues and supervisors as high performers.

What Your Score Means

Your score for Achievement Motivation falls in the **Mid range**. This indicates that you:

- Are likely to set moderate but achievable sales goals
- Are likely to need little prompting before taking action with potential customers
- May occasionally rely on others to motivate you to work towards your sales goals



Strategies for Developing Your Achievement Motivation

Become Aware of Perceptions

Internalizing the meaning behind your goals will help motivate you to achieve them.

- After identifying your goals, ask yourself why they are important to you.
- For each goal, list out your whys (e.g., get a raise, be the sales leader in your company, get prestige in your industry).
- Post your "why" somewhere you will often see it and where it is easily noticeable. A handwritten note to yourself on a mirror or an empty bedside table can work as a constant reminder.

Take Small, Actionable Steps

When you have a large goal, break it down into smaller tasks.

- Break down big or long-term goals into smaller weekly or daily goals to make them easier to focus on (e.g., increase sales by 10% each week).
- Follow the SMART goal setting method to create a structured goal.
- Ask yourself what the most important tasks are for achieving your goals.
- Prioritize your tasks based on their importance and plan your day accordingly.

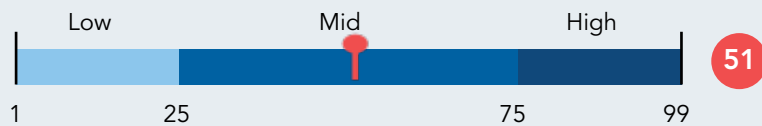
Track Your Progress

Evaluating how well you are progressing on your action items will help you meet your goals.

- Plan for obstacles and understand that roadblocks are a natural part of the process.
- Modify your plan if you find you are stumbling on some of your action items. Determine why and see if you can get back on track. If you were too aggressive in your planning, make the necessary modifications.
- Stay motivated by reminding yourself why this goal is important to you. Imagine what it will feel like to accomplish it.



Assertiveness: The open and direct expression of thoughts and beliefs



Why It's Important

Assertive sales professionals know what they want and are direct in asking for it, which helps them to be perceived as confident by customers. Consequently, assertive sales professionals are better at managing objections and closing deals.

What Your Score Means

Your score for Assertiveness falls in the **Mid range**. This indicates that you:

- Are willing to directly ask customers to purchase a product or service
- May still pursue a sale when faced with rejection
- May take a moderate amount of time before asking for a sale



Strategies for Developing Your Assertiveness

Be Direct

Being direct is a key component of assertiveness. It means stating your needs and wants clearly and concisely without being aggressive or passive. Direct communication helps to avoid misunderstandings and ensures that your message is received as intended. In sales, being direct can help you to identify the customer's needs and offer a solution that meets those needs. It also helps to build trust and credibility with your customers.

Use The Foot-In-The-Door Technique

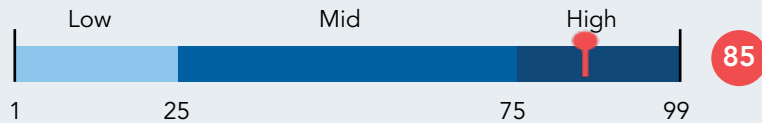
The foot-in-the-door technique is a sales strategy that involves making a small request first, followed by a larger request. This technique is based on the principle of commitment and consistency. By making a small request, you are asking the customer to commit to a small action, which makes them more likely to agree to a larger request later on. This technique is often used in sales to build rapport and trust with customers. It can also be used in other contexts, such as fundraising or social activism.

Recognize The Difference Between a "Hard" and "Soft" No

A "hard" no is a clear and direct refusal, while a "soft" no is a vague or ambiguous response. It is important to recognize the difference between the two because a soft no can be a sign that the customer is not interested or that they need more information. A hard no, on the other hand, is a clear indication that the customer is not interested and that you should move on. Understanding the difference between the two can help you to tailor your sales approach and improve your chances of success.



Competitiveness: The desire to perform better than others and surpass personal standards of performance



Why It's Important

Competitive sales professionals have a desire to be number one, and this pushes them to reach out to more potential customers, close more deals, and seek higher-value opportunities.

What Your Score Means

Your score for Competitiveness falls in the **High range**. This indicates that you:

- Increase your own effort when others match your sales performance
- Push others on your team to meet shared sales goals
- Seek to outperform other sales professionals



Strategies for Maintaining Your Competitiveness

Seek Support

Seeking support from colleagues and mentors can help you stay motivated and focused on your goals. It's important to find someone who can provide you with feedback and encouragement. This can be a sales professional or a coach. They can help you identify your strengths and weaknesses, and provide you with the resources you need to succeed. They can also help you develop a plan to achieve your goals. Seeking support is a key strategy for maintaining your competitiveness.

Pick a Target

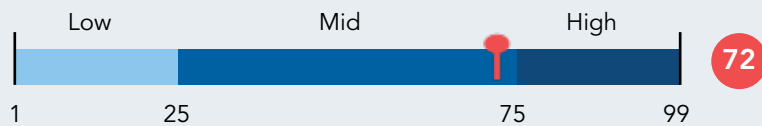
Picking a target is a key strategy for maintaining your competitiveness. It's important to set a goal that is challenging but achievable. This can be a sales professional or a coach. They can help you identify your strengths and weaknesses, and provide you with the resources you need to succeed. They can also help you develop a plan to achieve your goals. Picking a target is a key strategy for maintaining your competitiveness.

Track Your Performance

Tracking your performance is a key strategy for maintaining your competitiveness. It's important to keep track of your progress and to adjust your goals as needed. This can be a sales professional or a coach. They can help you identify your strengths and weaknesses, and provide you with the resources you need to succeed. They can also help you develop a plan to achieve your goals. Tracking your performance is a key strategy for maintaining your competitiveness.



Composure: Staying calm under pressure and in difficult interactions



Why It's Important

Sales roles are inherently stressful. The ability to stay level-headed under pressure and to handle negative feedback from customers in a calm manner is necessary for persisting through tough sales situations. Handling customer complaints effectively often results in repeat sales.

What Your Score Means

Your score for Composure falls in the **Mid range**. This indicates that you:

- May periodically lose focus when under a lot of stress
- May occasionally become frustrated by demanding or difficult customers
- Are likely to keep calm when handling multiple tasks or requests



Strategies for Developing Your Composure

Plan Your Day

1. Write down your top three priorities for the day.

2. Break down each priority into smaller, manageable tasks.

3. Schedule time for each task throughout the day.

4. Take breaks every 90 minutes to recharge.

5. Review your progress at the end of the day.

Stay Objective

1. Take a step back when you feel overwhelmed.

2. Focus on the facts of the situation, not your emotions.

3. Ask for feedback from a colleague or supervisor.

4. Practice active listening to understand the other person's perspective.

5. Use deep breathing techniques to stay calm.

Practice a Healthy Lifestyle

1. Get enough sleep (7-8 hours per night).

2. Eat a balanced diet with plenty of fruits and vegetables.

3. Exercise regularly (at least 30 minutes a day).

4. Limit alcohol and caffeine intake.

5. Practice stress management techniques like meditation or yoga.



Sociability: Engaging with others and developing relationships effortlessly



Why It's Important

Engaging with new customers and building relationships with existing customers are essential to the sales role. Individuals with a high level of Sociability actively build rapport with new customers, are easy to talk with, and foster greater loyalty from customers.

What Your Score Means

Your score for Sociability falls in the **Low range**. This indicates that you:

- May struggle during initial talks or cold calls
- Are less likely to be interested in being around others
- May need additional time to build rapport with new customers



Strategies for Developing Your Sociability

Find Commonalities

When you meet a new customer, look for common ground. This could be a shared interest, a common hobby, or a shared experience. Finding commonalities can help you build rapport and establish a connection with the customer. This is especially important if you are meeting with a customer for the first time. By finding common ground, you can show the customer that you are interested in them and that you are willing to listen to their needs. This can help you build trust and establish a long-term relationship with the customer.

Use Positive Communication

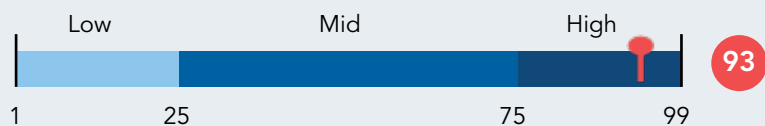
When you are communicating with a customer, use positive language. This means using words that are uplifting and encouraging. Avoid using negative words or phrases that might make the customer feel uncomfortable or defensive. Instead, focus on the positive aspects of the customer's situation and offer solutions that are helpful and supportive. This can help you build a positive relationship with the customer and increase their confidence in you. Positive communication is also a key component of effective sales, as it helps you to establish a rapport with the customer and to present your products or services in a way that is appealing and beneficial to them.

Develop a Set of Conversation Starters

Having a set of conversation starters can be a helpful tool when you are meeting with a new customer. These starters can be used to break the ice and to get the conversation going. They can also be used to show the customer that you are interested in them and that you are willing to listen to their needs. Some examples of conversation starters include asking the customer about their interests, their hobbies, or their current projects. You can also ask the customer about their experience with your company or about their feedback on your products or services. By using conversation starters, you can help you to build a rapport with the customer and to establish a long-term relationship with them.



Persuasion: Influencing others to change their thoughts or behaviors



Why It's Important

Customers can often be reluctant to make a purchase and good sales professionals know how to turn someone from a "No" to a "Yes." Salespeople need to be able to positively influence a potential or current customer towards a purchase decision and negotiate in a way that benefits both parties.

What Your Score Means

Your score for Persuasion falls in the **High range**. This indicates that you:

- Often are successful in changing people's minds
- Are likely to be able to persuade customers to accept your product recommendations
- Are effective at negotiating to get what you want from a customer



Strategies for Maintaining Your Persuasion

Ask Questions Before You Make Your Pitch

Before you make your pitch, ask the customer questions to understand their needs and preferences. This will help you tailor your pitch to their specific situation and increase the likelihood of a successful sale.

Speak With Confidence

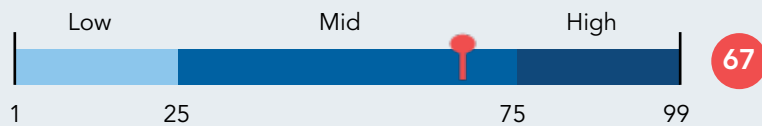
When you speak with confidence, you are more likely to be heard and your message is more likely to be accepted. Practice your pitch and speak with a clear, confident voice.

Do Your Homework

Before you make your pitch, do your homework on the customer and their company. This will help you understand their needs and preferences and tailor your pitch to their specific situation.



Self-Confidence: An individual's level of belief in their abilities and judgments



Why It's Important

Self-confidence is essential for convincing customers to agree with one's perspectives about products and the market, as being confident is a sign of competence and makes them seem more trustworthy and believable.

What Your Score Means

Your score for Self-Confidence falls in the **Mid range**. This indicates that you:

- Are likely to be self-assured about your success in certain sales situations
- May sometimes second-guess your own judgment
- May hesitate before making important decisions



Strategies for Developing Your Self-Confidence

Enhance Your Knowledge of Products and Services

Understanding your products and services is the first step in building self-confidence. Take the time to learn about the features, benefits, and unique selling points of what you are selling. This knowledge will help you to answer customer questions and objections with confidence.

Be Ready for Anything

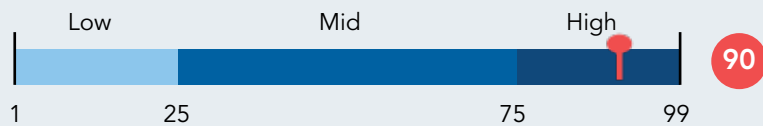
Being prepared for any situation is crucial for maintaining self-confidence. Anticipate potential challenges and have a plan in place to address them. Practice your sales pitch and be ready to handle objections. This preparation will help you to feel more confident and in control during sales interactions.

Start Now, Plan Later

Don't wait until you have a perfect plan to start. Taking action now, even if it's just a small step, will build momentum and confidence. As you progress, you can refine your plan and adjust your strategy. The key is to start now and learn from your experiences.



Selling-Related Knowledge: The desire to understand different sales techniques and learn about their respective industry



Why It's Important

A stronger knowledge of selling techniques provides sales professionals with a set of tools and techniques that can help them during a sales negotiation. New trends in technology, consumer behaviors and expectations require that sales professionals stay informed and up-to-date.

What Your Score Means

Your score for Selling-Related Knowledge falls in the **High range**. This indicates that you:

- Often have an extensive knowledge of your customers before a meeting
- Put in time and effort to stay up-to-date about your industry or product
- Are likely to possess a strong knowledge of the latest sales techniques and processes



Strategies for Maintaining Your Selling-Related Knowledge

Attend a Conference

Attending a conference is a great way to stay up-to-date on the latest sales techniques and processes. It allows you to network with other sales professionals and learn from their experiences. You can also attend workshops and seminars that provide hands-on training and practical advice. Conferences are also a great way to learn about new products and services that may be relevant to your business.

Read Blogs and Magazines

Reading blogs and magazines is a great way to stay up-to-date on the latest sales techniques and processes. There are many blogs and magazines available online that provide valuable insights and advice. You can also subscribe to newsletters that provide you with the latest news and information. Reading blogs and magazines can help you stay informed and up-to-date on the latest trends in the sales industry.

Follow the Competition

Following the competition is a great way to stay up-to-date on the latest sales techniques and processes. You can learn from their successes and failures and use that information to improve your own sales performance. You can also learn about their products and services and see how they are marketed. Following the competition can help you stay competitive and up-to-date on the latest trends in the sales industry.

The steps you take toward developing your competencies will help determine your success. Use this step-by-step action plan to help guide you closer to your goals.

Specific
Measurable
Action-Oriented
Realistic
Timely

Qualities

Write up to three overall qualities that you would like to have (e.g., being a confident professional, setting a good example for others, effective stress management). The goals you outline in this action plan should help you achieve the overall qualities you identified.

1. _____
2. _____
3. _____

Competencies

Based on your results, choose up to three competencies to develop (e.g., Practice diligence to develop your Achievement Motivation). The SMART goals that you outline in the template should help to strengthen these competencies.

1. _____
2. _____
3. _____

SMART Table

Goal	Time Frame	Benefits	Measure of Success	Support and Resources Needed	Potential Barriers
e.g., Act with more confidence when interacting with dissatisfied or angry customers	e.g., Role play scenarios once a week to reach goal within three months	e.g., Will become more relied upon by my team and manager	e.g., 30% more likely to reach a positive resolution with customers	e.g., Family, friends, and coworkers who are willing to practice with me	e.g., Not finding the time to practice with others

I commit to this action plan.

Signature _____

This Development Commitment Page is a tool to help hold you accountable for accomplishing the goals outlined in your Action Plan. As we all know too well, our plans for personal growth and development often fall by the wayside when we get engrossed in all our tasks and responsibilities. By outlining your objectives here and leaving a copy with your coach, you are made more accountable to reach your personal goals.

Development Table

Due Date:

My Personal Development Goals

1.	
2.	
3.	
4.	

Your Signature _____

Your Coach's Signature _____

FOR COACHES ONLY

This section will give you a sense of whether the participant responded in a way that affects the interpretation of their scores. There are three ways this is assessed:

1. Time to Completion

This indicator provides the total time the participant took to complete the assessment. In general, the assessment should take between 10 to 15 minutes to complete. It is important to note when this time is very short or particularly long.



The participant completed the assessment in **3 minute(s) and 59 second(s)**. This is a reasonable response time. This indicates they spent enough time to consider their responses when taking the assessment, and they likely completed the assessment in one sitting.

2. Positive Impression

This score assesses if the participant was responding to questions in a favorable manner, more than would normally be expected.



The participant does not demonstrate a tendency toward positive self-presentation, suggesting they were likely responding to questions in an unbiased manner.

3. Consistent Responding

This score assesses if the participant was responding in a consistent manner. For example, if they responded "often" to "I set hard goals", they should respond "rarely" to "I set easy goals".



The responses to the items showed adequate consistency. The participant is not likely to have responded carelessly or in a random fashion.