

BENEFit Selling Profiler

Selling attitude

of

Alex Zufall

Created on behalf of



BENEFit COACHING TEAM AG

BENEFit Selling Profiler assesses Alex Zufall's preferred sales philosophy and sales strategy as well as the attitude towards the sales environment.

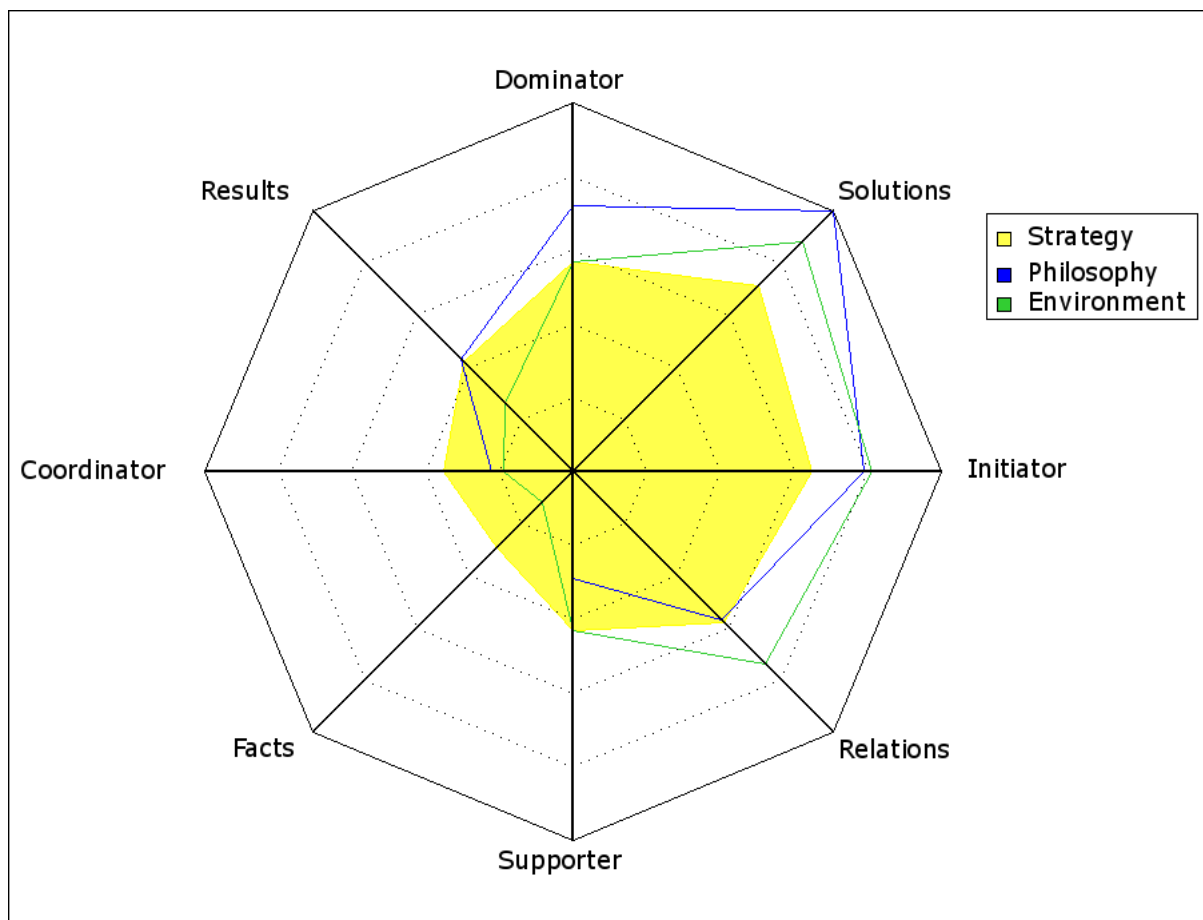
BENEFit Selling Profiler assesses Alex Zufall's attitudes and behavioral tendencies on the following issues relevant to the sales job:

- Salesperson's motivation and importance of personal benefits
- Knowledge of portfolio and competitors
- Customer acquisition and customer's reasons to buy
- Sales intention and sales style
- Preparation and conduct of sales talks
- Handling of objections and customer resistance
- Closing of deals and failures
- Policies and superiors
- Sales colleagues and internal collaboration

BENEFit Selling Profiler depicts how far the attitudes towards the three aspects sales philosophy, sales strategy and sales environment differ from each other and which of the four sales styles below is being preferred:

- Result-oriented sales style
- Solution-oriented sales style
- Relation-oriented sales style
- Fact-oriented sales style

The less the sales styles in the three aspects differ from each other, the better. Over all three aspects, Alex Zufall has been assessed to have the following median sales attitude:

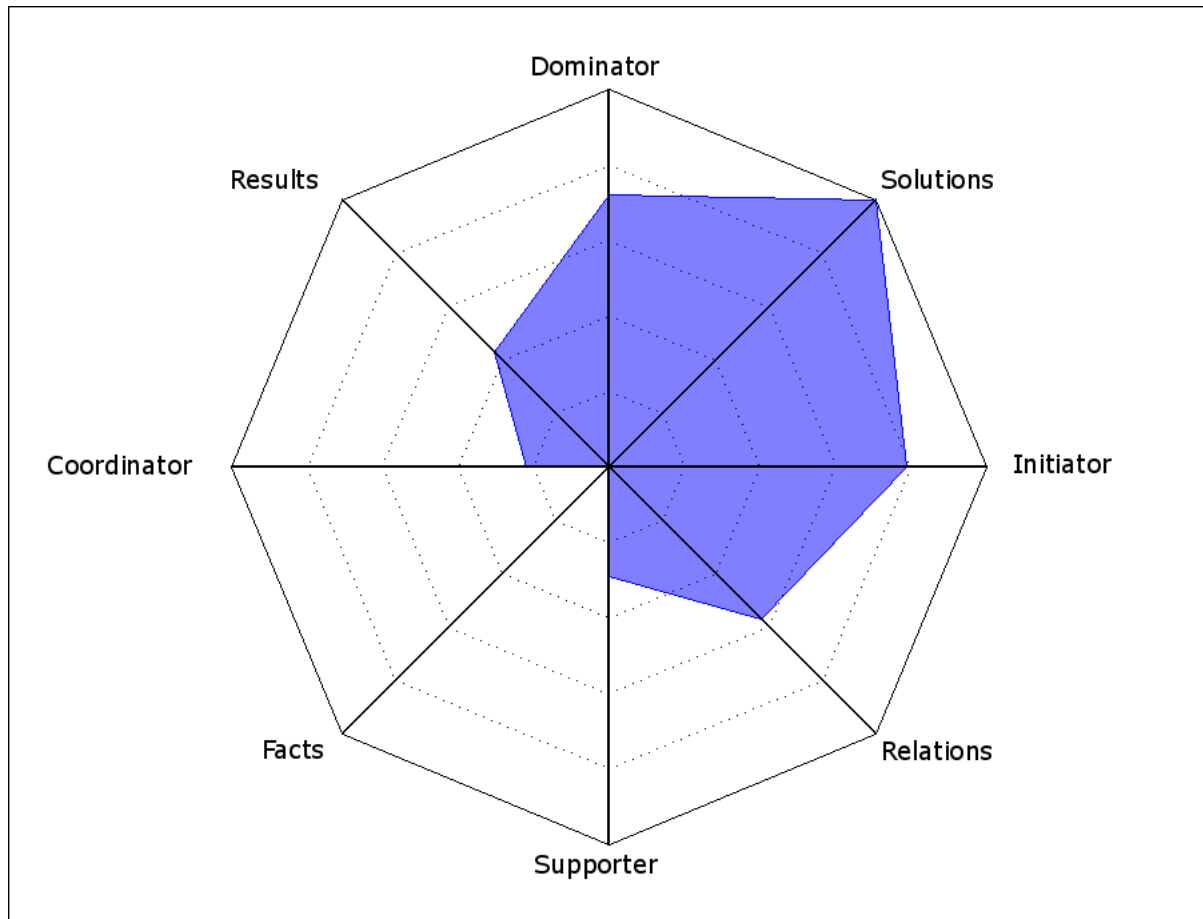


	Philosophy	Strategy	Environment	Overall image
Sales attitude				
Results	43	42	26	40
Relations	57	58	74	60
Solutions	100	71	88	84
Facts	0	29	12	16
Behavioral tendencies				
Dominator	72	57	57	62
Initiator	79	65	81	72
Supporter	29	43	43	38
Coordinator	22	35	19	28

The following pages contain the detailed analyses and the corresponding, interpreting commentaries on the three aspects.

Interpretation of the sales philosophy

The four attitudes towards your selling philosophy demonstrate your general understanding of the sales job as well as the behavior to be expected from you when dealing with sales-related tasks.



Sales attitude		Behavioral tendencies	
Results	43	Dominator	72
Relations	57	Initiator	79
Solutions	100	Supporter	29
Facts	0	Coordinator	22

	Results	Relations	Solutions	Facts
Motivation to sell	10	0	10	0
Portfolio	10	0	10	0
Customer potential	10	0	10	0
Competitors	10	0	10	0
Customer's motive to buy	0	10	10	0
Intention to sell	0	10	10	0
Selling style	3	7	10	0
Handling of facts	0	10	10	0
Sales benefits	0	10	10	0
Customer care	0	10	10	0

Solution-oriented

Your sales philosophy is dominated by your focus on solutions. You see the sales job as a challenge that should only produce winners. Both you and your customer should benefit from it.

You qualify potential customers according to how you can achieve the best possible turnover with your solution / your product. In this process, the suitable solution is in the foreground.

You pass on information connected to facts, features and advantages if they are relevant to the development of benefits for the customer.

Based on your way of guiding a customer to a solution with the development of his needs and benefits you take a specified, successful conclusion of a deal at a given time for granted. You will work consequently on closing said deal. Asking questions regarding the conclusion of a deal doesn't bother you because you know that the customer gets the biggest possible benefits.

Relation-oriented

A focus on relations is a moderately pronounced trait:

Your personal attitude shows that you have basically understood the value of a good relation to the customer.

You meet the requirements for successful solution selling. A selective change of your sales attitude towards a more throughout focus on relations is advisable under the condition that you don't neglect the strong focus on results and on solutions.

Result-oriented

A focus on results is a moderately pronounced trait:

Your personal sales attitude shows that you are focussed on a deal's closing and that you are willing to reach the goals that have been set for you.

If your focus on solutions is above average and your focus on relations is very pronounced, then your focus on results is sufficient for so-called "solution selling". If you are instead required to "sell products" to casual customers, then a change of your sales attitude towards a stronger focus on results is advisable.

Fact-oriented

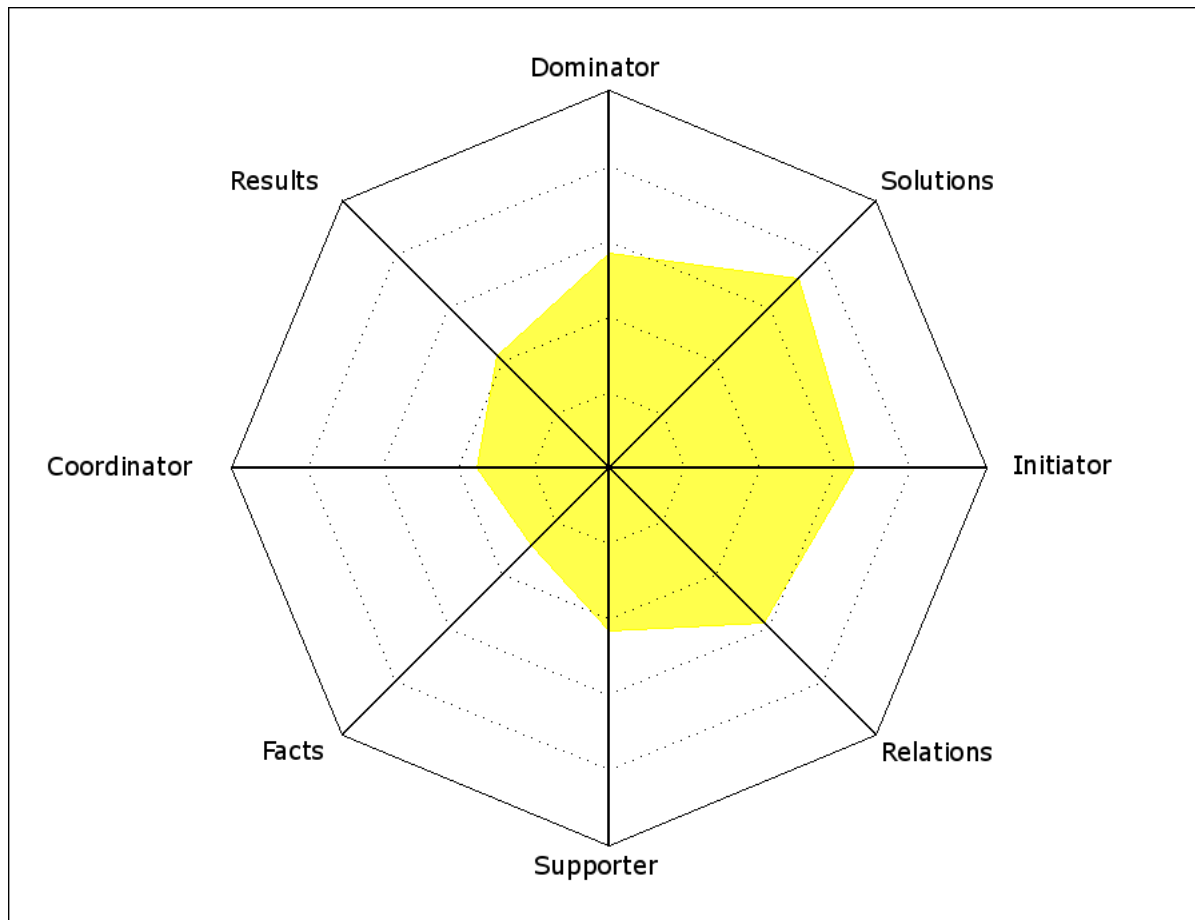
A focus on facts is not a pronounced trait:

Your sales philosophy is based on the principle "as many facts as needed, but not more".

If you deal with experienced customers who are able to recognize your offering's benefits on their own or if you can rely on technical sales support, then this trait's pronounciation is sufficient and a change of this sales attitude is not necessary.

Interpretation of the sales strategy

The assessment of your personal sales strategy analyzes your preferred sales behavior in all a salesperson's duties in the sales circle. The interpretation is below.



Sales attitude		Behavioral tendencies	
Results	42	Dominator	57
Relations	58	Initiator	65
Solutions	71	Supporter	43
Facts	29	Coordinator	35

	Results	Relations	Solutions	Facts
Aquisition	3	7	10	0
Portfolio know-how	0	10	10	0
Sales talk preparation	0	10	0	10
First impression	3	7	7	3
Conversation opening	0	10	10	0
Conversation direction	10	0	10	0
Presentation of solution	0	10	0	10
Guidance of customer	0	10	10	0
Attitude towards competitors	10	0	10	0
Objection handling	10	0	10	0
Customer resistance	10	0	10	0
Conclusion of deals	7	3	10	0
Salesperson's dominance	10	0	0	10
Customer care	0	10	0	10
Behavior in case of failure	0	10	10	0

Solution-oriented

A focus on solutions is a pronounced trait:

You have realized that a customer will only buy if he has recognized his own needs and if he is willing to change the current situation. Additionally you pursue the strategy of teaming up with the customer to develop a highly beneficial solution appropriate to the customer's needs.

Your mindset is a promising basis for so-called "solution selling", in particular if your focus on facts isn't overly pronounced.

A further strengthening of this attitude is worth the effort. Focus on teaming up with the customer to describe situations and resulting problems as well as on assessing their effects. This will make you even more successful.

Relation-oriented

A focus on relations is a moderately pronounced trait:

You try to establish a relation with your customer during the sales talk. You succeed in many cases.

When encountering difficulties in establishing customer relations it is worthwhile checking if you always manage to correctly interpret your customer's personality type and behavior.

Invest even more time in strengthening your relation with the customer in order to cover his views and values even better. In doing so you can create an ideal basis for closing the deal. Regardless of what you do though you should not forget about your set turnover quota. At the same time you should strive to develop a solution suitable to the customer's needs in collaboration with him.

Result-oriented

A focus on results is a moderately pronounced trait:

You have realized that a good salesperson must try to reach his goals and to pursue set quotas in every sales talk.

You probably already let a decent amount of this insight transpire into your everyday work as a salesperson.

Beside a consequent planning (includes the setting of relevant goals) of customer visits, it is also important to listen to customer needs during the meeting while at the same time consequently pursuing your own goals. If you combine this way of proceeding with selling according to the customer's needs, then you are on the right track. Increase these efforts.

If at the same time the pronouncements of your focus on relations and on facts aren't too strong, then you are very close already to the best possible focus on results.

An even stronger pronouncement of this trait might result in too much pressure on the customer and lessen your chances for a successful closing of the deal.

Fact-oriented

A focus on facts is a moderately pronounced trait:

You have a fairly pronounced desire to pass all the information and the facts on to the customer early in the sales cycle. This alone cannot guarantee a successful conclusion of the deal.

You inform the customer about all features and advantages of your product or service, even if he hasn't asked for it. You don't check throughoutly enough if the customer even wants to have this information.

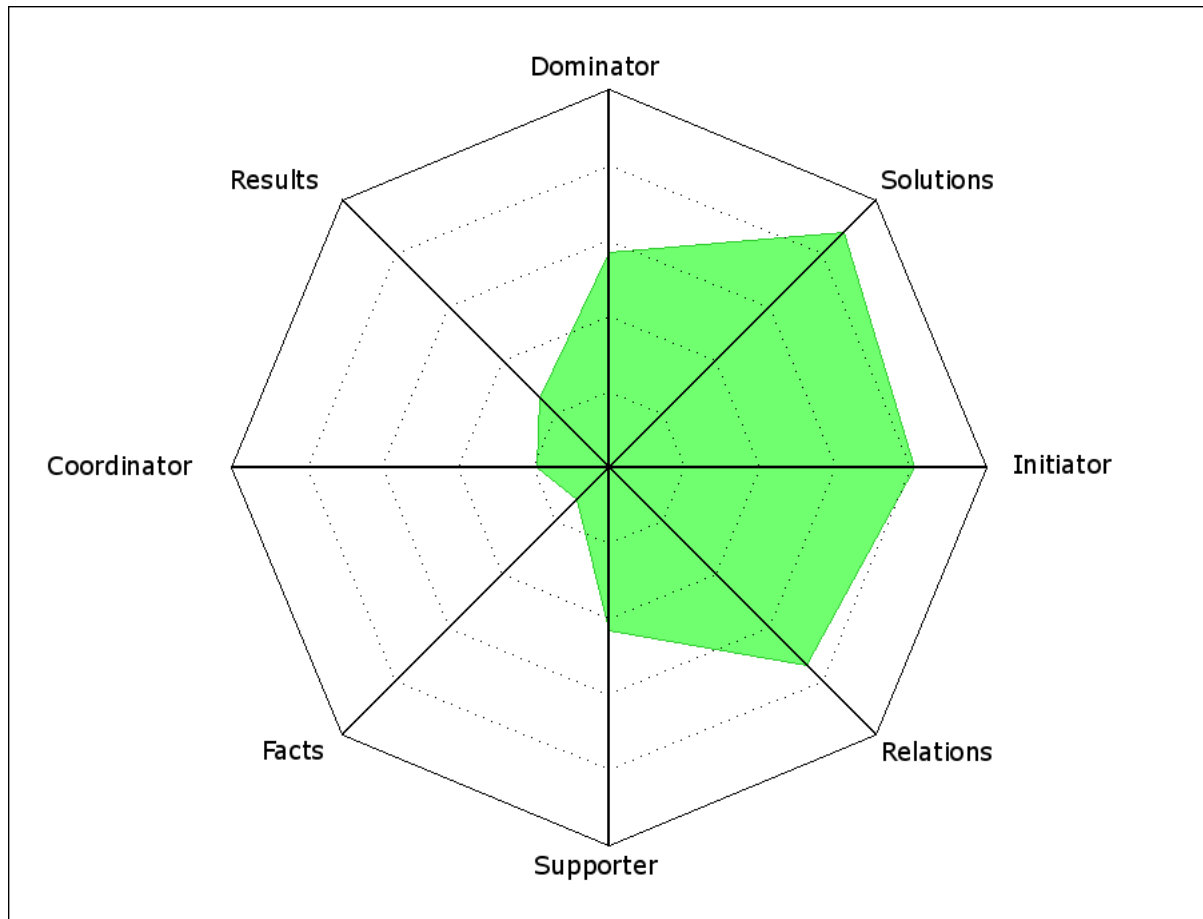
Additionally, keep in mind that you should primarily make the customer recognize his needs and evoke a desire to change by using your sales skills. Don't wait for the customer to recognize his needs on his own.

Furthermore you'll hardly be able to live off passing on information to the customer and waiting for him to decide. The cases where this actually happens are rare at best.

Therefore, always verify which differentiated, personality-specific information needs your customers really have. Things that might be too much already for one customer might still be insufficient for customers focussed on facts.

Interpretation of the sales environment

Your personal attitude towards the sales environment is analyzed below. It makes you aware of your general understanding of as well as of your expectations regarding behavior, guidance and support of superiors, colleagues and support areas (such as bid office, customer care etc.).



Sales attitude		Behavioral tendencies	
Results	26	Dominator	57
Relations	74	Initiator	81
Solutions	88	Supporter	43
Facts	12	Coordinator	19

	Results	Relations	Solutions	Facts
My superior	0	10	10	0
My colleagues	0	10	10	0
Other departments	10	0	10	0
Policies	3	7	7	3
Company loyalty	0	10	7	3

Solution-oriented

A focus on solutions is your most pronounced trait. In order to receive a comprehensive image of yourself however, you should also consider the other traits and put the corresponding point values you have attained into relation. Based on your focus on solutions and without regard to the other traits your attitude towards the sales environment is as follows:

You have a pragmatic attitude towards your superior. If you see any advantage in getting the best possible product and the best possible solution for your customer, then you will of course discuss the issue with your superior. Your goal in this is to achieve benefits for the customer. You also allow for a superior to be guided if it serves your customer in developing the best possible solution.

You don't look at your colleagues as competitors and learn from them instead. You consult them to determine how to achieve the most benefits for the customer.

You consider yourself responsible for the solution placed with the customer. You will therefore go the extra mile to support the customer both during and after its "installation". In this context you are looking for additional business.

You are fairly loyal to your company. Should you establish however that the products or services offered cannot achieve adequate solutions for customers, then you would absolutely consider a change if a good offer were made. This is not your primary concern though, just an option in the event of your company not offering satisfactory solutions for the customers.

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BENEFit Selling Profiler

Group profiles

of

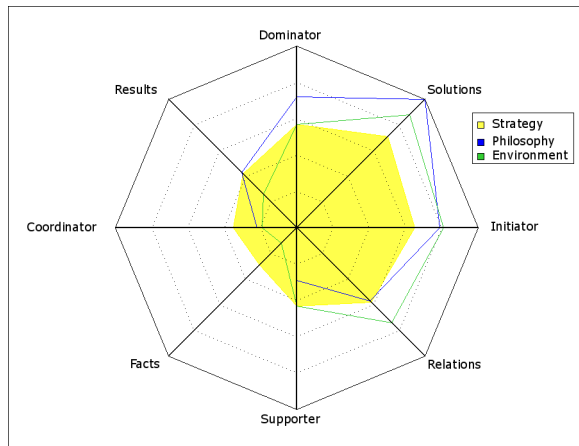
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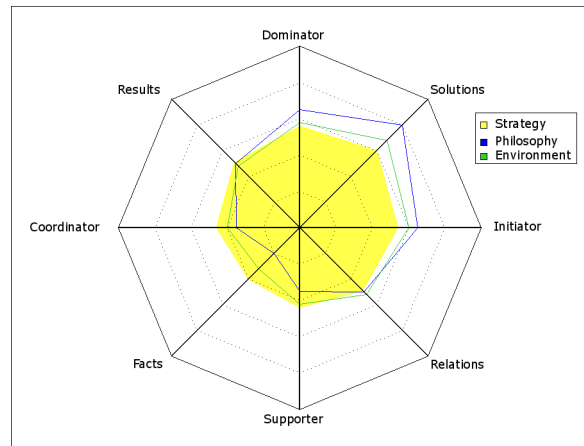


BENEFit COACHING TEAM AG

Alex Zufall

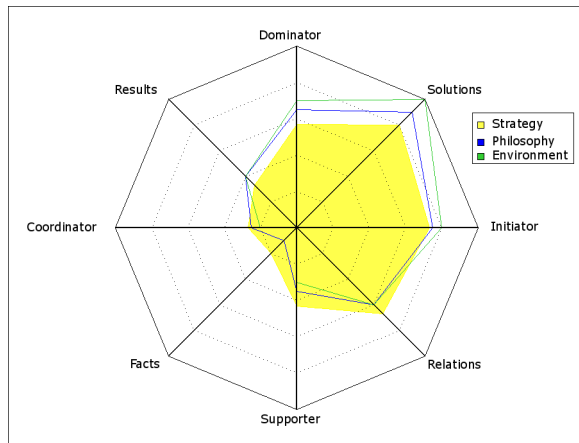


Patrick Test

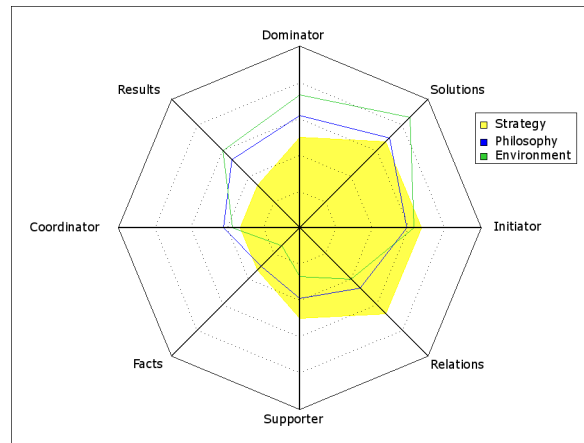


42	Results	51
58	Relations	49
71	Solutions	54
29	Facts	40
57	Dominator	56
65	Initiator	54
43	Supporter	44
35	Coordinator	46

Petra Testerin



Daniel Müller



33	Results	33
67	Relations	67
80	Solutions	67
20	Facts	33
57	Dominator	50
73	Initiator	67
43	Supporter	50
27	Coordinator	33

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BENEFit Selling Profiler

360°-Profile
of
Alex Zufall

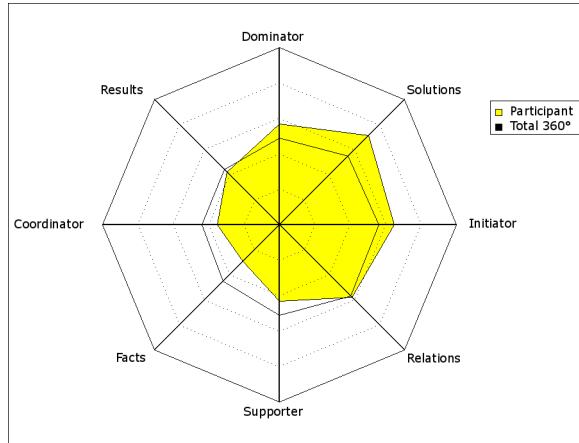
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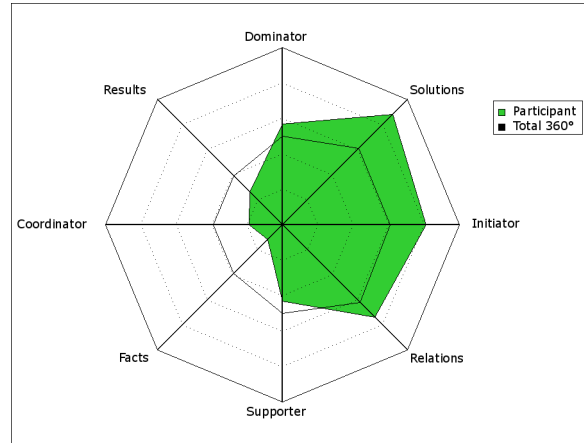
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Total 360° and Alex Zufall

Sales strategy



Sales environment



Sales strategy

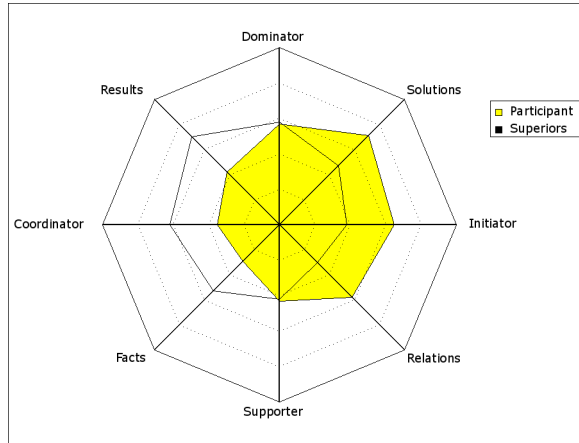
	360°	Participant	Deviation	%
Sales attitude				
Results	44	42	-2	95.5
Relations	57	58	1	101.8
Solutions	55	71	16	129.1
Facts	45	29	-16	64.4
Behavioral tendencies				
Dominator	49	57	8	116.3
Initiator	56	65	9	116.1
Supporter	51	43	-8	84.3
Coordinator	44	35	-9	79.5

Sales environment

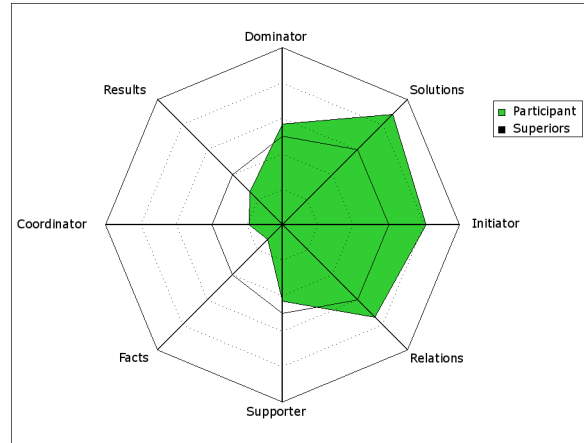
	360°	Participant	Deviation	%
Sales attitude				
Results	39	26	-13	66.7
Relations	62	74	12	119.4
Solutions	61	88	27	144.3
Facts	39	12	-27	30.8
Behavioral tendencies				
Dominator	50	57	7	114.0
Initiator	61	81	20	132.8
Supporter	50	43	-7	86.0
Coordinator	39	19	-20	48.7

Group Superiors (1) and Alex Zufall

Sales strategy



Sales environment



Sales strategy

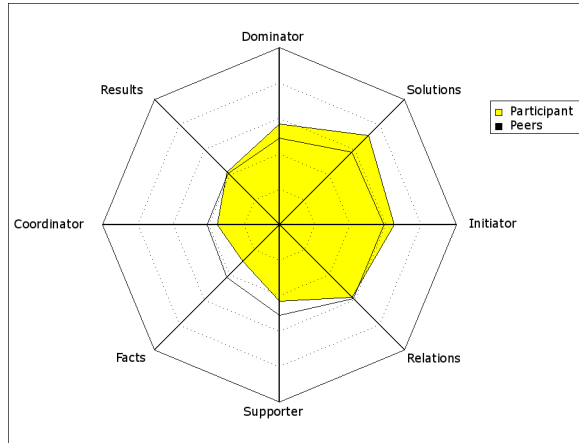
	Superiors	Participant	Deviation	%
Sales attitude				
Results	70	42	-28	60.0
Relations	30	58	28	193.3
Solutions	47	71	24	151.1
Facts	53	29	-24	54.7
Behavioral tendencies				
Dominator	58	57	-1	98.3
Initiator	38	65	27	171.1
Supporter	42	43	1	102.4
Coordinator	62	35	-27	56.5

Sales environment

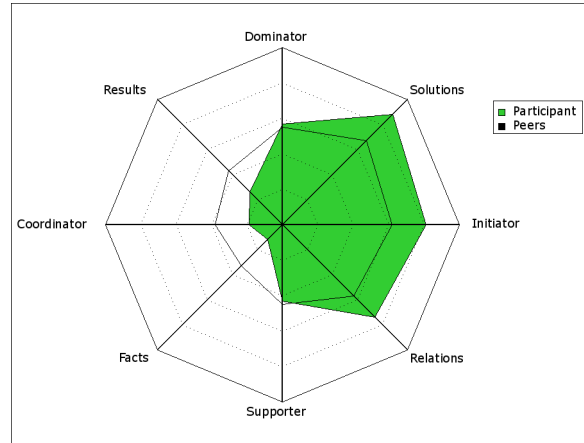
	Superiors	Participant	Deviation	%
Sales attitude				
Results	40	26	-14	65.0
Relations	60	74	14	123.3
Solutions	60	88	28	146.7
Facts	40	12	-28	30.0
Behavioral tendencies				
Dominator	50	57	7	114.0
Initiator	60	81	21	135.0
Supporter	50	43	-7	86.0
Coordinator	40	19	-21	47.5

Group Peers (3) and Alex Zufall

Sales strategy



Sales environment



Sales strategy

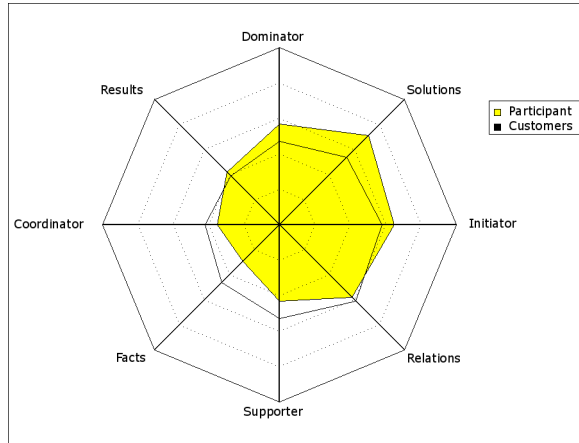
	Peers	Participant	Deviation	%
Sales attitude				
Results	41	42	1	102.4
Relations	59	58	-1	98.3
Solutions	58	71	13	122.4
Facts	42	29	-13	69.0
Behavioral tendencies				
Dominator	49	57	8	116.3
Initiator	59	65	6	110.2
Supporter	51	43	-8	84.3
Coordinator	41	35	-6	85.4

Sales environment

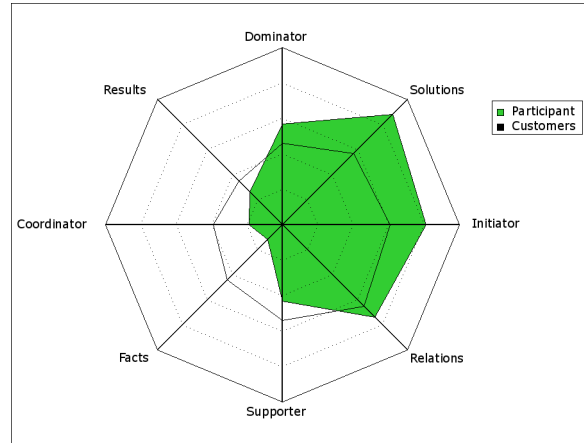
	Peers	Participant	Deviation	%
Sales attitude				
Results	43	26	-17	60.5
Relations	57	74	17	129.8
Solutions	67	88	21	131.3
Facts	33	12	-21	36.4
Behavioral tendencies				
Dominator	55	57	2	103.6
Initiator	62	81	19	130.6
Supporter	45	43	-2	95.6
Coordinator	38	19	-19	50.0

Group Customers (4) and Alex Zufall

Sales strategy



Sales environment



Sales strategy

	Customers	Participant	Deviation	%
Sales attitude				
Results	39	42	3	107.7
Relations	61	58	-3	95.1
Solutions	54	71	17	131.5
Facts	46	29	-17	63.0
Behavioral tendencies				
Dominator	47	57	10	121.3
Initiator	58	65	7	112.1
Supporter	53	43	-10	81.1
Coordinator	42	35	-7	83.3

Sales environment

	Customers	Participant	Deviation	%
Sales attitude				
Results	35	26	-9	74.3
Relations	65	74	9	113.8
Solutions	57	88	31	154.4
Facts	44	12	-32	27.3
Behavioral tendencies				
Dominator	46	57	11	123.9
Initiator	61	81	20	132.8
Supporter	54	43	-11	79.6
Coordinator	39	19	-20	48.7

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