

BENEFIT Sales Test

Analysis

of

Bruno Wacker

Created on behalf of



BENEFIT COACHING TEAM AG

Test objectives and evaluation schema

The BENEFIT Sales Test is also a know-how test for sales staff in the role of sales person, consultant or supporting specialist.

Objective of this test is to ascertain the general sales know-how of the test person and to indicate where the test person stands with regard to the 10 sales-relevant subject areas. Each sales typical subject area in turn comprises 10 questions: the result listed below thus reflects the answers to the 100 posed questions.

Subject areas and questions are aimed at the consultative value selling. Thereby it is assumed that the sales person or consultant has to approach his own customers and practices the "sale over the counter" to a lesser extent. However, should the latter apply, only the two subject areas "sales planning" and "setting up a first appointment" are not relevant.

The assessment of the answers takes the fact into account that with regard to sales know-how there are no answers that are valid in every case and that have been scientifically corroborated. Based on common teachings and "best practice" findings, the points are awarded per answer according to the idea of the "sales effectiveness" as follows:

Answer with highest sales effectiveness:

10 points

Answer with moderate sales effectiveness:

2 to 8 points

Neutral answer with regard to sales effectiveness:

0 points

Answer with counterproductive sales effectiveness:

-2 to -8 points

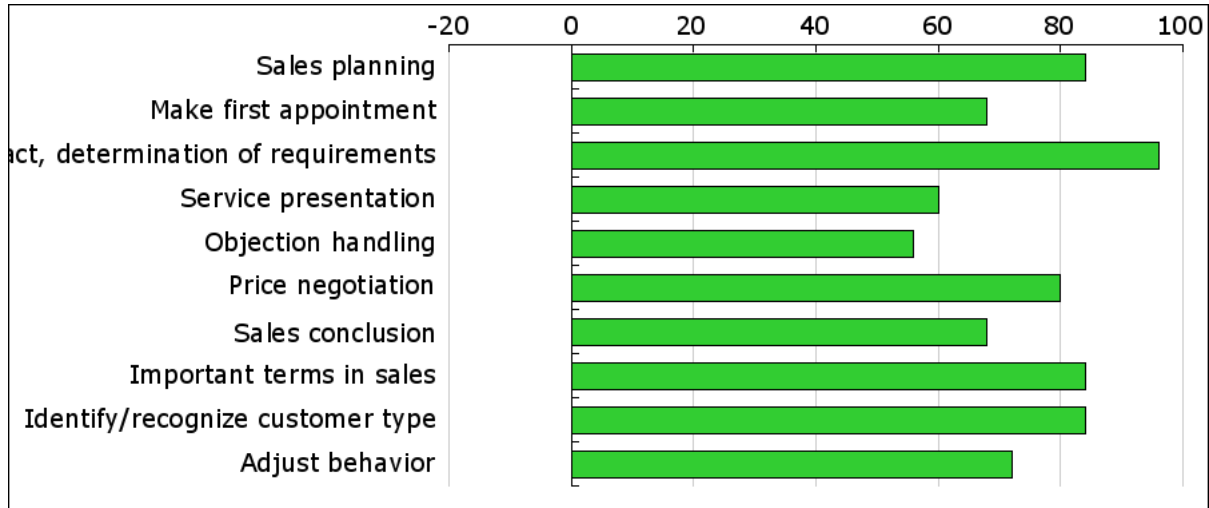
Answer with considerable counterproductive sales effectiveness:

-10 points

Therefore it can happen that individual scores show minus-values.

Test result for Bruno Wacker

In the following the score (number of points) is illustrated graphically as well as in table form per subject area. The higher the number of points, the better the subject-related sales know-how of Bruno Wacker.



Total points

Sales planning	84	Price negotiation	80
Make first appointment	68	Sales conclusion	68
First contact, determination of requirements	96	Important terms in sales	84
Service presentation	60	Identify/recognize customer type	84
Objection handling	56	Adjust behavior	72

Interpretation of the test results

With an overall average of 73.7% Bruno Wacker has achieved a result of Good throughout all subjects.

Scores of more than 75 points per subject are usually considered very good, respectively above average.

Constant scores between 50 and 75 points are a sign of a good, respectively above average know-how. Depending on the business a superior sales know-how is necessary and it can be worthwhile to selectively develop this test person further.

If the score is mostly between 25 and 49 points per subject, the result is considered as below average and a moderate sales know-how has to be assumed. An in-depth analysis of the sales know-how together with a specialist seems advisable.

In case of scores below 25 points per subject the sales success of the sales person is in jeopardy and a fast assessment of the situation, respectively a targeted development of the sales competence together with a specialist seems advisable.

Test focuses and contents

The following comments shall facilitate the interpretation of the above listed results and provide hints and tips for a targeted development of the sales know-how.

1. Sales planning.

This paragraph concerns the questions all about the selection of target customers as well as your sales tasks before and after a sales call. The following topics are tested:

- Selection of target customers
- Establishment of priorities, sales planning
- Development of the assigned market and customer segments
- Elimination of a sales gaps (sales not achieved as planned)

2. Setting up a first appointment

This area concerns important topics regarding initiating respectively making a first appointment with the contact person that you selected at the target customer. The following topic are tested:

- Planning of the first appointment
- Giving reason for requesting the appointment
- Handling of objections and "guards"
- Making and confirming the appointment

3. First contact and determination of requirements

The following questions address situations during the first meeting with your as yet unknown dialog partner at the target customer in connection with determining his requirements respectively the potential requirement regarding the services of your company. The questions cover the following topics:

- Importance and reason for the definition of requirements
- Starting the conversations and conversational (negotiating) skills
- Sales effective customer interview
- Handling of competition-related statements or objections

4. Service presentation.

In this paragraph it will be evaluated in which form and at which point in time during the discussion you present your portfolio offering to the customer and with which arguments you cast a positive light on the own portfolio spectrum. The focuses are:

- Procedure during the service- respectively offer presentation
- Arguments regarding characteristics/advantages /benefits
- Handling of competitive disadvantages
- Ideal behavior in case if disinterest or disruptions of the discussion

5. Objection handling.

The following questions concern your know-how in handling the objections that the target customer may raise in the course of the discussion. The most important topics are:

- Meaning of and attitude towards objections
- Acceptance and interpretation of objections
- Objection handling (techniques, behavior)

6. Price negotiation.

In the course of the sales call most customers want to know what the presented products and services costs. The following questions address common situations and your best know-how of them:

- Right time for the price discussions

- Clever price formulation
- Handling of discount requests
- Handling of unjustified requests for discounts or deductions

7. Closing (of a sale).

Every sales talk has a closing. Of particular interest in this paragraph is the know-how regarding conclusion and an agreement with the target customer. A sales closing can be an order or a binding agreement for a next concrete step in the sales process. The tested topics are:

- Ascertain the right decision-makers and influencers
- How to get to the real decision-maker?
- Recognize and realize the ideal time for the conclusion
- Handling of customer requirements regarding the delivery date

8. Important terms in sales

The correct handling of technical terms is very important in sales situations. The following questions concern your understanding of sales-relevant terms such as:

- Sales psychology
- Terms used in business economics
- Technical terms regarding risk- and project management

9. Recognizing customer type

Every person has his/her own temperament/character respectively behavior. This also expresses itself in negotiation situations. This paragraph concerns the recognition and interpretation of common behavior patterns of target customers in sales- respectively procurement situations: The most important topics are:

- Recognize the most important behavior characteristics of the dialog partners
- Interpret behavior characteristics
- Ascertain the type-relevant motives and priorities

10. Adjust own behavior

It is important to recognize the behavior pattern of the target customer. However, it is even more important for a sales person to adjust to it. The topics listed below show your corresponding know-how:

- Ideal dealing per type of person respectively personality
- Addressing of the different buying motives
- Adjustment of the sales person's behavior to the type-individual requirements
- Type-specific conducting of the discussion

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Group analysis

of

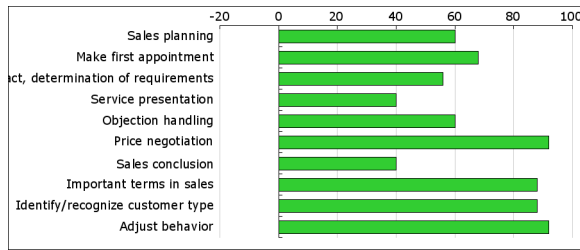
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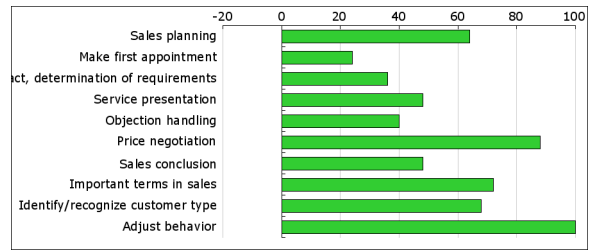


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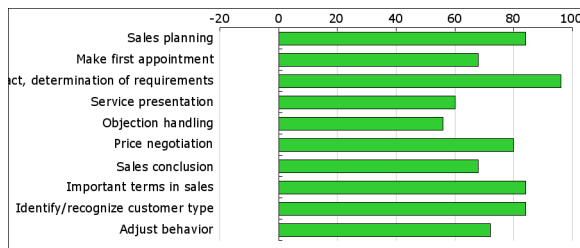


Alex Zufall



60	Sales planning	64
68	Make first appointment	24
56	First contact, determination of requirements	36
40	Service presentation	48
60	Objection handling	40
92	Price negotiation	88
40	Sales conclusion	48
88	Important terms in sales	72
88	Identify/recognize customer type	68
92	Adjust behavior	100
67.1%	Total	57.6%

Bruno Wacker



84	Sales planning	
68	Make first appointment	
96	First contact, determination of requirements	
60	Service presentation	
56	Objection handling	
80	Price negotiation	
68	Sales conclusion	
84	Important terms in sales	
84	Identify/recognize customer type	
72	Adjust behavior	
73.7%	Total	

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