



John Example

Report Sales Assessment

Client
ixly

Consultant
Example Advisor

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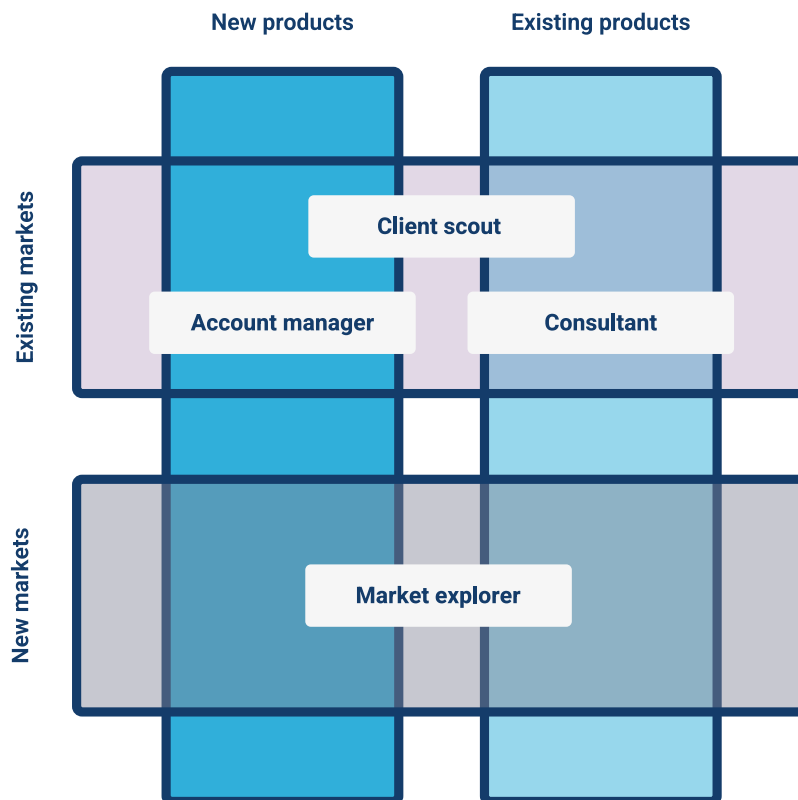
Introduction

The scores in this report are based on the answers given in the personality and motives questionnaires. We distinguish between four sales roles in this report: Market explorer, client scout, consultant and account manager. Each of these sales roles requires more than one competence. Each competence is based on more than one trait from both questionnaires. The scores indicate the degree to which the person in question possesses the competences required for a particular sales role.

The report begins with a summary of the results. Your scores for the various competences are then indicated for each of the sales roles. The report ends with an overview of your team contributions.

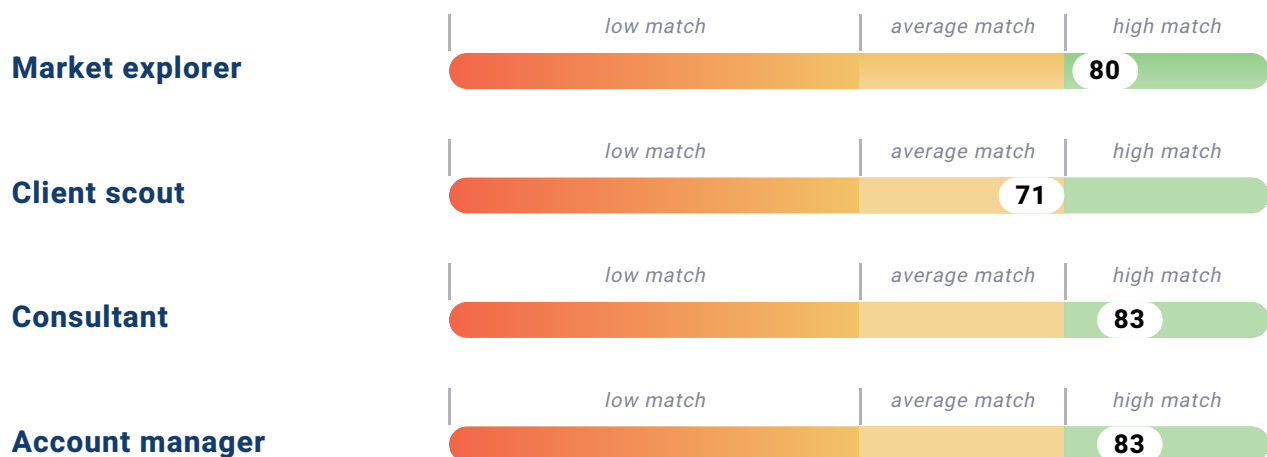
The Ansoff model is applied in order to formulate growth strategies in relation to the four sales roles. This model connects two important strategies (products and markets) so that the strategic development of a company in a given market can be reviewed.

A market explorer will most often be found in emerging markets. He/she will focus on opportunities for the current product portfolio, but also be on the look-out for opportunities for new products. The client scout, on the other hand, will focus on identifying opportunities in the current market for both existing or new products. A consultant will want to close deals in the current market with the current product portfolio. The account manager will look for new opportunities for existing customers in the current market.



Summary E-Assessment Sales profile

Your total score for the sales roles



Competence scores

Competence	Definition	Developability
Initiative	Able to take the initiative through independent, effective decision-making.	Easy
Flexibility	Able to operate in a targeted and effective manner by adapting behaviour in line with different and changing circumstances.	Easy
Results-driven	Driven to achieve concrete objectives and results.	Takes some effort
Client orientation	Able to empathise with and respond to client needs.	Easy
Powers of persuasion	Able to inspire others with a specific opinion, proposal or idea.	Easy
Negotiating skills	Able to identify mutual interests and opinions in order to reach an agreement acceptable to all parties.	Easy
Progress control	Able to monitor actions taken and carry out progress control.	Easy
Sensitivity	Receptive to signals from others and able to respond adequately.	Easy
Account management	Driven to achieve specific objectives and results.	Easy
Assertiveness	Backs up his/her own opinion, even when under pressure.	Takes some effort
Problem analysis	Able to spot problems and identify important information in order to make linkages between relevant pieces of information.	Easy
Perseverance	Focussed on finishing a job, despite setbacks.	Easy

Market explorer

Definition



As a market explorer, you are focused on identifying market opportunities and opening up new markets. People who score well for this role enjoy discovering gaps in the market and analysing the traits and needs of new client groups. The market explorer will be primarily focused on selling existing products in new markets.



Comments related to your scores

Problem analysis

A problem analysis is necessary in order to get a good understanding of the needs of various market segments. Your score in this competence is above average. This confirms that you are able to distinguish quickly between the major issues and the more minor details and that you are competent in making use of various information sources for analyses. Moreover, you are capable of asking tough question so that secondary causes and problems can also come to the fore. Generally speaking, you are well positioned to gain a solid overview of what is necessary to be successful in new markets.

Perseverance

It takes perseverance to keep up-to-date with market to developments in order be able to make use of new opportunities. The assessment indicates that your score in this competence is above average. The ongoing quest for new opportunities appears to give you energy. Even when you do not see immediate results from your efforts, it does not impact on your level of perseverance.

Initiative

Market explorers typically generate new business and show initiative in developing sales campaigns. Your score shows that you have no difficulty in showing initiative. You are inclined to take steps of your own accord and initiate action based on what you see around you. Generally speaking, you respond vigorously to market opportunities.

Assertiveness

It is important for you as a market explorer to express your thoughts and opinions in an appropriate and honest manner. Your average score in this competence suggests that you are able to safeguard your own

interests and that, generally speaking, you can express your opinions in a way that is appropriate to the situation.

Flexibility

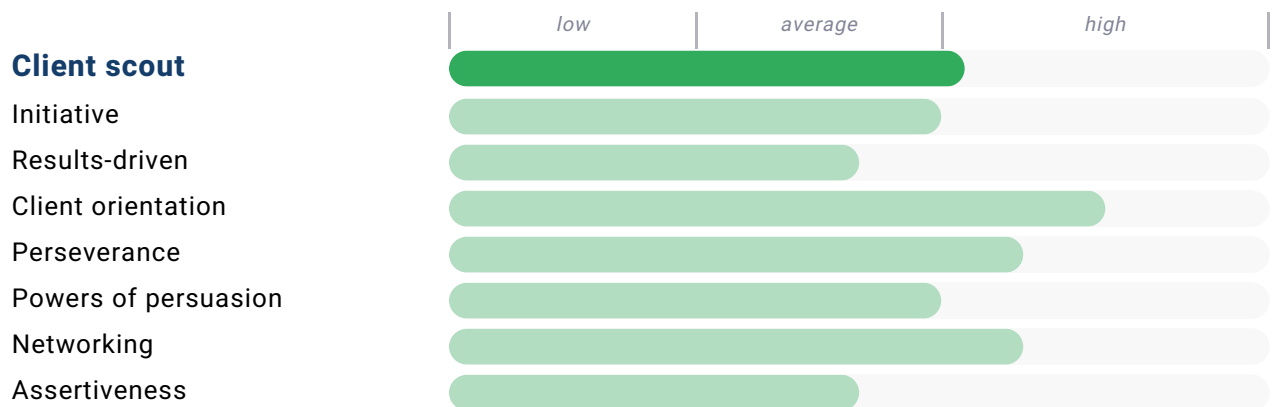
As a market explorer, you need to be results-driven and be able to operate effectively as circumstances change. Your score indicates that you handle change well. You can shift gear effectively and can change your behaviour to achieve your objectives.

Client scout

Definition



As a client scout, you are focused on opening new windows of opportunity and on making new contacts. People who score well for this role enjoy approaching new clients and have no problem whatsoever with cold calling. The client scout focuses primarily on offering an existing product portfolio in an existing market.



Comments related to your scores

Initiative

Client scouts identify new openings and take the initiative to meet and speak to new people. Your score indicates that you are able to take this initiative and develop sales campaigns that will expand your network. This is an important initial step in opening new windows of opportunity.

Results-driven

As a client scout, it is also important to be keen to achieve concrete objectives and results. Your score was average in this respect, suggesting that you often set clear goals. Generally speaking, you monitor progress carefully and you are able to judge your own performance critically. Having said that, you could on occasion be a little more flexible in your approach to achieving results and objectives.

Client orientation

You score above average with respect to client orientation. You can put yourself in the clients' shoes and are able to respond well to their needs. One of the pitfalls of this is that you may experience difficulty in setting boundaries and thereby place the client too much at the heart of your business.

Perseverance

Account managers need to put in the work before they can get the results they want, and for this they need perseverance. Not every new contact become a new client. Your score indicates that you have no trouble whatsoever in persevering. Persistency has been your professional trademark for years and you are prepared to spend a lot of time putting in the work before getting the results.

Powers of persuasion

You need to be sufficiently persuasive in order to open up new opportunities. You are very well equipped to interest prospects in your ideas on the basis of convincing arguments. You can easily create consensus for your products and/or services.

Networking

Networking is an important part of the work of a client scout. Your above-average score in this competence confirms that you have the drive to develop new contacts and actively manage your client base.

Assertiveness

A combative, assertive attitude is important in this role. You have an average score for assertiveness.

Consultant

Definition



As a consultant, you are focused on mapping client needs and on finding suitable solutions. People who score well for this role enjoy looking for suitable solutions for a client and being rewarded with a new assignment. As a consultant you are focused on bringing existing products to new clients in an established market. Sometimes, however, the current products are not in tune with client needs so a consultant must also be able to come up with new products.



Comments related to your scores

Sensitivity

You scored above average for sensitivity. Those who score above average in this competence are – generally speaking – able to map client needs and work this into a suitable solution. In addition, those who score higher on sensitivity have more chance of success during discussions and negotiations.

Powers of persuasion

In order to see a transaction through to the end, you need sufficient powers of persuasion. You scored above average in this competence. You are able to create consensus for plans and ideas and you can convincingly stand your ground. You are not easily distracted by client resistance and are even able to turn this reluctance into a benefit for your client.

Negotiating skills

Furthermore, we note that you scored above average for negotiating skills. You have no difficulty in underpinning your opinions based on the arguments of others. Generally speaking, you are well able to convey your opinions. This probably makes you a force to be reckoned with at the negotiating table.

Problem analysis

Understanding clients' needs and being able to use this understanding to offer a relevant solution requires the ability to analyse problems. You score above average here. It takes you very little effort to identify a problem and understand what the clients' issue really is. You are therefore able to make them a truly relevant offer.

Perseverance

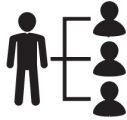
As a consultant, it is important that you stand firmly behind your ideas and activities unless this proves to be unfeasible. You have an above average score in this competence. You have no difficulty in persevering until have reached your goal and you are unlikely to give up prematurely. Moreover, you are not easily distracted by criticism or counter-arguments.

Client orientation

You score above average with respect to client orientation. You can put yourself in the clients' shoes and are able to respond well to their needs. One of the pitfalls of this is that you may experience difficulty in setting boundaries and thereby place the client too much at the heart of your business.

Account manager

Definition



As an account manager, you maintain client contact and are abreast of what motivates the client and the nature of their business. You have a knack for taking advantage – at the right moment – of new opportunities that present themselves to a client. People who score well for this role enjoy submerging themselves in the client’s business and are constantly focused on seeking new opportunities. An account manager, besides continuing to offer existing products to existing clients, will also focus on cross-selling: offering new products to the existing client base.



Comments related to your scores

Sensitivity

Your above-average score for sensitivity suggests that, generally speaking, you are good at building client relationships. You come across as interested and clients will recognise that you understand their organisational issues. Your score in this competence enables you to smoothly address the issues with which your clients are confronted.

Account management

A good account manager engages constructively with clients and maintains this contact to the full. Your above-average score in this competence confirms your skill in maintaining robust client relationships.

Progress control

After a deal has been reached, it is important to monitor the client’s progress. Has the product been applied or implemented in the correct manner and can the client work with it, for example? You scored above average in this competence, implying that you have considerable insight into how a new client applies the product and that you can identify anomalies and are able to adjust your approach based on them.

Problem analysis

In order to develop client relationships, it is important to be on the look-out for potential problems and their possible solutions. This requires the ability to analyse problems and we see that your score here is above average. You are able to deal well with information that can lead to new opportunities. Moreover, you know how to ask the right questions to get to the crux of a problem and can make use of the information you gain to

bring your proposition in line with clients' needs.

Initiative

Showing initiative is an important competence for account managers. Your score in this competence is above average. Generally speaking you take initiative in maintaining client relationships, even when clients are offered new opportunities.

Powers of persuasion

In order to take advantage of new client opportunities, it is important to be convincing. You are competent in this area and by presenting relevant arguments are able to convince clients of the validity of your proposed solutions.

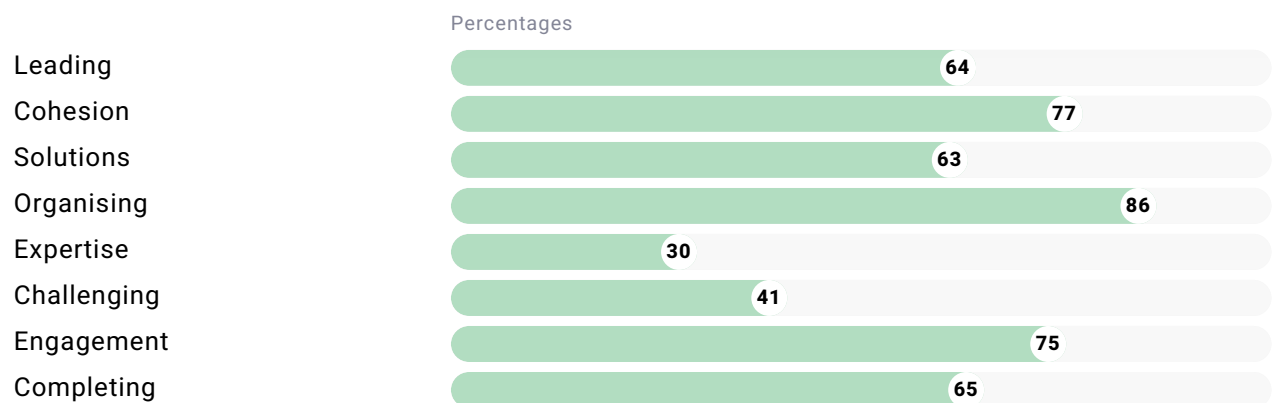
Team contributions

Team members can contribute to team performance in various ways, on various fields and possibly at various times. Based on your personality profile a prognosis can be given about the extent to which you will make certain team contributions. This can be viewed as the talent you have for this contribution.

Your main team contribution is:

Organising: Organises the duties the team has and is focussed on the details.

Your results



Short description of Team contributions

Leading Leads meetings, sets goals and encourages team members to discuss these.

Cohesion Provides coherence and solidarity within the team.

Solutions Offers solutions to problems and has a creative and original contribution to the team.

Organising Organises the duties the team has and is focussed on details.

Expertise Brings specific, specialist knowledge and experience to the team.

Challenging Is not afraid to discuss things or to point out risks.

Engagement Is involved in the team, values its importance and is fully dedicated.

Completing Is focused on completing things, is reliable when it comes to finishing their own tasks and those of others.