



SALES POTENTIAL DASHBOARD

Ms Sample

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CONFIDENTIAL REPORT

The information in this report is confidential and must not be made known to anyone other than authorised personnel, unless released by the expressed written permission of the person taking the assessment. The information should be considered together with all other information gathered in the assessment process.



INTRODUCTION

Assessment is an objective means of evaluation and provides a sound way of looking at the potential of prospective candidates and current employees. The JVR Psychometrics Sales Potential Dashboard provides a summary of an individual's behavioural potential in relation to the JVR Psychometrics Sales Process, and their likely potential for performing in a sales role.

This report is intended for use by managers and HR professionals within organisations and measures specifically sales competency potential and not competence. Competencies are behaviours that, if an individual does well, is likely to result in effective on-the-job performance. Potential is the capacity to develop such behaviour.

Results of this report can be used in both recruitment and development. The information provided are insights into certain aspects of an individual's functioning pertaining to sales, however, other sources of information such as technical skills, functional knowledge, nature of the work and experience must also be taken into account.

REPORT OVERVIEW

The JVR Sales Potential Dashboard is the first of two modules in the Sales Potential Series. The report consists of three sections: The JVR Psychometrics Sales Process, Results and Interpretation.

THE JVR PSYCHOMETRICS SALES PROCESS

Selling is a process that involves interaction between an individual that is hired to sell products or a service and a potential buyer. This section of the report provides the definitions of each of the seven phases of the JVR Psychometrics Sales Process. Although all seven phases are important in sales, specific roles might required that an individual pay more attention to some phases than others. Understanding where an individual shows potential strength and development areas in relation to the sales process, will enable an organisation to better manage and develop their sales force.

RESULTS

A graphical representation of the individual's sales potential is provided in this section of the report. Further to this a table containing the phases with a description of the interpretation range is also provided.

INTERPRETATION

A specified guideline on how to interpret the scores on the competency rating scales is given in the Interpretation section.

THE JVR PSYCHOMETRICS SALES PROCESS

A sales process is a systematic approach consisting of a series of steps or phases that enables such a sales person to close more deals, while at the same time remain customer centric.

The JVR Psychometrics Sales Process is a series of predictable phases required to sell a product or service, that if well developed and managed, is critical to the health of the organisation. Understanding the organisation's sales process will provide clear visibility on the phases from initial contact being made to the completion of the transaction.



Prospecting:

Define and research the identified target market. Identify possible prospects and devise a strategy to approach prospects, researching each prospect, considering benefits and anticipating obstacles. Consider opportunities into other markets and strategies to expand your reach.



Initiate Contact:

Set up meetings with potential clients to understand their company and industry. Listen to their challenges and needs, considering opportunities for partnerships. Identify points of contact that emphasise the benefits of the client making use of your services and product offerings.



Building Rapport:

Listen to clients focusing on their needs and offer support and information. Be approachable and lay a good foundation for open communication and future collaboration.



Develop and Present Offer:

Using the knowledge gained develop a customised approach which provides the client with a solution or product that meets their needs. Facilitate buy in by creating confidence in the quality of your services or products and your ability to meet their expectations.



Manage Objections:

Be adaptable to the needs of the client and make adjustments accordingly. Manage any resistance or objections in a professional manner that balances the needs of the client and your business.



Make the Sale:

Closing the deal and obtaining commitment from clients. Ensure the client is satisfied with the offerings and all adjustments have been made. Clarify the expectations of all role players, developing guidelines on the requirements needed from all parties to streamline processes going forward.



Retain and Cultivate:

Follow-up with clients to ensure client satisfaction and manage any dissatisfaction promptly and appropriately. Remain aware of the changing needs of clients and look for opportunities for upselling and to grow the client. Provide a service to the client that will encourage them to refer you to others.

RESULTS

This section of the report provides an indication of the candidate’s level of comfort and enjoyment derived from engaging in the activities associated with that phase of the sales process. The results in the graph show the position of the sales phase scores in relation to one another. This is followed by a table that indicates the individual's level of potential varying from Development Required to Potential Strength.



SALES PHASE	SALES PHASE SCORE	CATEGORY
Prospecting	2.5	Coaching Suggested
Initiate Contact	2.6	Potential
Building Rapport	2.5	Coaching Suggested
Develop & Present Offer	2.4	Coaching Suggested
Manage Objections	2.2	Coaching Suggested
Make the Sale	2.2	Coaching Suggested
Retain & Cultivate	2.5	Coaching Suggested

INTERPRETATION

This report provides combined feedback from the results of various psychological instruments in the form of a sales process. The individual may have developed skills in lower scoring areas, and draw on those when necessary. But bear in mind that excessive use of skills outside of the individual's level of comfort can be hard to sustain for long periods of time and may lead to fatigue and burnout. Scores range from 1 to 4, here are some guidelines on how to interpret the scores.

RATING 1 – 1.5: DEVELOPMENT SUGGESTED

The individual would probably prefer to work in environments where this competency is not required. Although they might be able to perform this kind of task, they might not be comfortable doing so over longer periods of time. Development is therefore suggested to improve the individual's level of comfort and possible functionality in this area.

RATING 1.6 – 2.5: COACHING SUGGESTED

The individual might have some level of comfort in functioning in this area of competence. Some coaching is suggested in order to increase their level of comfort and possible functionality in this area.

RATING 2.6 – 3.5: POTENTIAL

The individual seems to be comfortable in functioning in this area of competence. As they already have a level of comfort in this area it suggests that they might have the natural resources required to be able to perform such tasks frequently and consistently over an extended period of time.

RATING 3.6 – 4: POTENTIAL STRENGTH

The individual seems to enjoy functioning in this area of competence. They will probably find satisfaction in performing tasks related to this area and may tend to seek out such tasks. The individual will likely have the natural resources required to be able to perform and enjoy such tasks over an extended period of time.

REGARDING THIS REPORT

This report was generated by JVR Psychometrics (Pty) Ltd. It is generated from the results of assessments completed by the assessment respondent, it is dependent on the honesty and openness of the individual and reflects the answers provided by them. The report was designed to give an indication of an individual's sales potential in relation to the JVR Psychometrics Sales Process. All scores illustrated should be seen as such and not mistaken for current performance.

ASSESSMENTS UTILISED

Customer Service Aptitude Profile (CSAP)

Career Values Scale (CVS)