

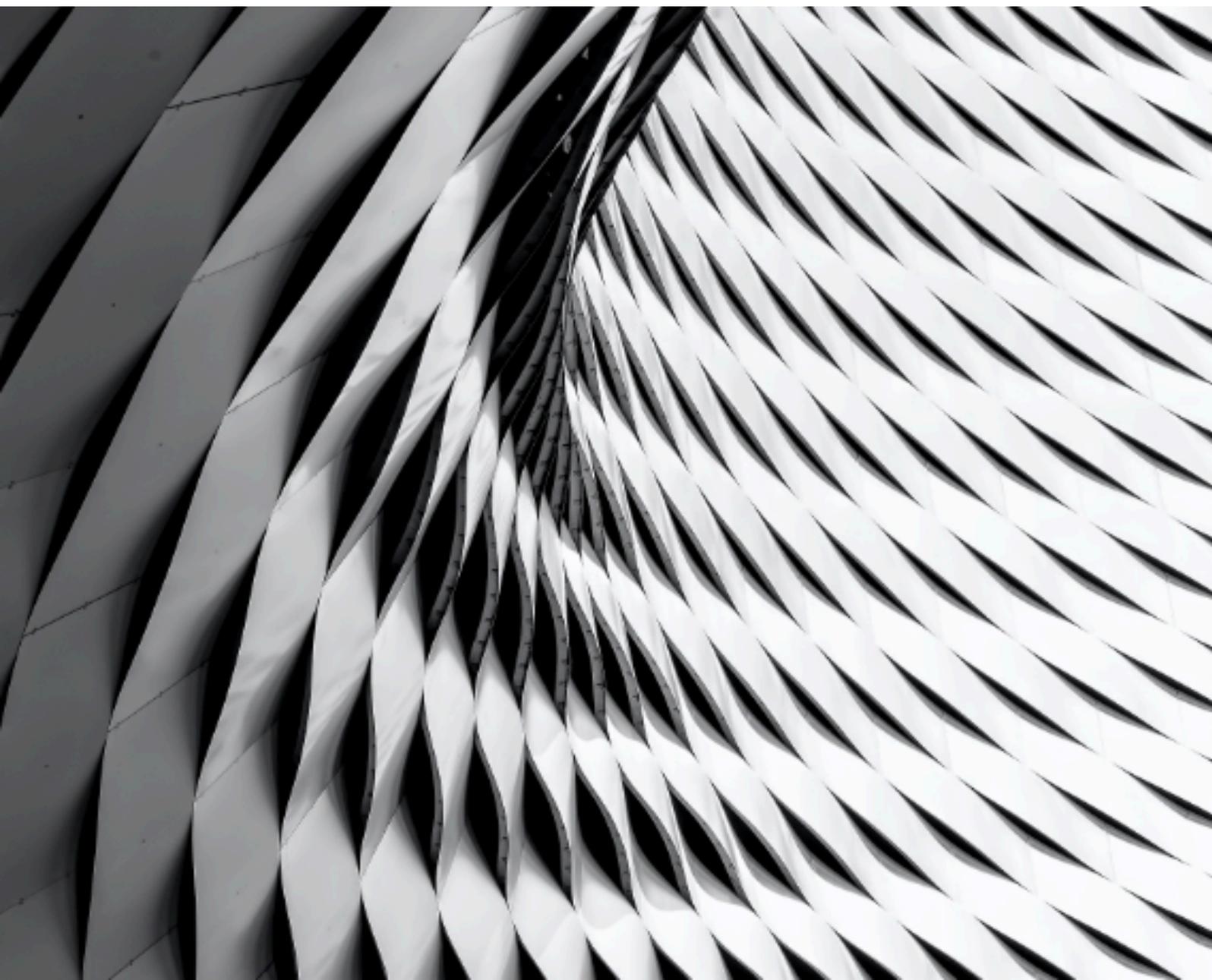


Sales SJT

A candidate report for:

Sam Sample

Created 16th August 2022



Introduction

This report is confidential and is intended to provide you with feedback on your results. The exercise is designed to assess areas of critical importance for success in the role of a Sales Executive, Business Development Executive or Relationship Manager.

Sales Competencies

Purposeful Collaboration Building & maintaining key relationships.

1. Building trust and confidence with clients, through personal engagement and professional credibility
2. Establishing a network of fluent relationships internally & externally
3. Communicating clearly and confidently (i.e., being clear, precise & timely)
4. Negotiate fluently and calmly, esp. with clients & brokers

Business Understanding: Understanding & establishing the market and different company requirements, including own company.

1. Be familiar with the company (strategies/policies & team/products/brands etc)
2. Demonstrate genuine interest & understanding in client's business/industry
3. At all times being aware of (and focused on) opportunities & risks (for own company and clients)
4. Understand the market & market trends (and thus opportunities to provide additional services)

Driving Peak Performance: Driving sales growth in a systematic, sustainable, & scalable manner.

1. Setting ambitious targets for self (& others), monitoring & adapting as required
2. Being proactive at all times, in dealing with responsibilities & challenges, esp. business development activities
3. Being resilient, having effective strategies for dealing with work-related pressures and setbacks
4. Maintaining an organised & calm approach, esp. under pressure / operating independently

How To Use This Report

This report provides you with feedback from the Sales SJT. It contains 'behavioural interpretation' that you can use to help you understand how you have performed on the exercise and 'development opportunities' to inform your development priorities, should you wish to improve your skills in specific areas.

Behavioural Interpretation

For each competency, an interpretation (four bullet points) has been provided to help you better understand the decisions you made on the exercise. Not every bullet point may apply equally to you, but you should consider them all, at least initially, and then decide which are most relevant for you.

Development Opportunities

You have also been provided with some ideas to help improve the competencies. The suggestions are intended to support you in your career progression, so working through these suggestions and identifying your own ideas for improving your skills should help you create a relevant development plan. When creating your development plan, it is best to set SMART Goals:

- **S = Specific:** Clearly defined and unambiguous
- **M = Measurable:** Contains specific criteria that you can use to measure your progress and goal accomplishment
- **A = Achievable:** Attainable in the timeframe you have set yourself and not impossible to achieve
- **R = Relevant:** Relevant to your goal, career or what you want to achieve
- **T = Time-bound:** Has a clear start and end date

The SMART Template below can be used to help you set a development goal.

 S	<p>Specific</p> <ul style="list-style-type: none"> • What do I want to achieve? • When do I need to achieve it? • Why is the goal important? • Who is involved? 	
 M	<p>Measurable</p> <ul style="list-style-type: none"> • How will I measure my progress? • How will I know when my goal is achieved? • What will be different when I have completed my goal? 	
 A	<p>Achievable</p> <ul style="list-style-type: none"> • Can I complete my goal in the time I have available? • How confident am I that I can achieve my goal? • What support will I need to achieve my goal? 	
 R	<p>Relevant</p> <ul style="list-style-type: none"> • Why is this goal important to me? • How does this goal relate to my overall success? • What is especially meaningful about my goal? 	
 T	<p>Time-bound</p> <ul style="list-style-type: none"> • When will I be ready to start working on my goal? • What specific date will I complete my goal? • How often will I check the progress I am making on my goal? 	

Feedback

Purposeful Collaboration

Your score in **Purposeful Collaboration** indicates that you are highly skilled in this area. Your responses suggest that you:

- Carefully and professionally communicate the main features of products & services you sell, while also being mindful not to discredit competitor offerings
- Proactively and thoughtfully seek to build a strong network of useful client and partner contacts, sustaining your relevance in the market as a key player
- Clearly and confidently communicate the value of your offering to clients, before considering discounting or cheaper alternatives as a means to close a deal
- Carefully and fully explore the needs of clients to establish a clear negotiating and selling strategy

Development Opportunities

You might usefully stretch your skills further in this area by:

- Reviewing your client relationships and identify any you could benefit from improving
- Role modelling to your colleagues how to build strong client and partner relationships
- Training others in your organisation on how to discuss competitors and their offerings with clients
- Sharing your tactics on how to negotiate and influence clients and partners

Business Understanding

Your score in **Business Understanding** indicates that you are highly skilled in this area. Your responses suggest that you:

- Sensitively and confidently handle sales 'objections' and different types of 'buyer behaviour', to close a sale
- Carefully prioritise client needs, considering what you need to do to prepare for and maximise the value of client meetings
- Establish an efficient and effective strategies for marketing relevant products & services to new clients
- Fully analyse market trends and client requirements to establish what needs to change or be adapted to drive greater sales

Development Opportunities

You might usefully stretch your skills further in this area by:

- Making a point of asking customers if you could do anything to improve
- Mentoring a less experienced colleague on how to improve their understanding of market trends
- Running a training course on how best to handle sales 'objections' and different types of 'buyer behaviour'
- Spending time with less successful sales executives to see if you can help them more clearly establish client's needs in sales meetings

Driving Peak Performance

Your score in **Driving Peak Performance** indicates that you are highly skilled in this area. Your responses suggest that you:

- Carefully manage your own time, demonstrating strong drive and ambition to meet challenging targets
- Proactively tackle challenges, addressing risks and challenges that might hinder business performance
- Proactively address issues that impact your own performance and work with all relevant stakeholders to plan an effective solution
- Calmly and carefully address company mistakes, quickly taking clear ownership for providing a solution

Development Opportunities

You might usefully stretch your skills further in this area by:

- Helping others with setting ambitious targets and identifying where they might be challenged
- Role modelling to your colleagues any tips and approaches you have for meeting sales targets when under pressure
- Discussing work-related pressure openly with your colleagues and encourage others to speak up if they are struggling
- Role modelling the importance of clearly taking ownership for problems that impact the client