

Wimbush Sales Ability Test ResultRESULTS FOR: **Sample Candidate**

Date: 2/28/2019

Contact Person: Sample Contact

Position: Sample Position

Researcher's Comments: Please feel welcome to call anytime with questions. 099.646.7683

Excellent with People, Excellent with Sales, and Excellent Logic.

My comments will be included in the Aptitude test results.

Minutes to do the test:

44

Position Benchmarks: SALESPERSON ALSO DOING COLD CALLS

DEFINITION:

SALESPERSON: Generally do best when given warm leads or hot leads or walk in customers.

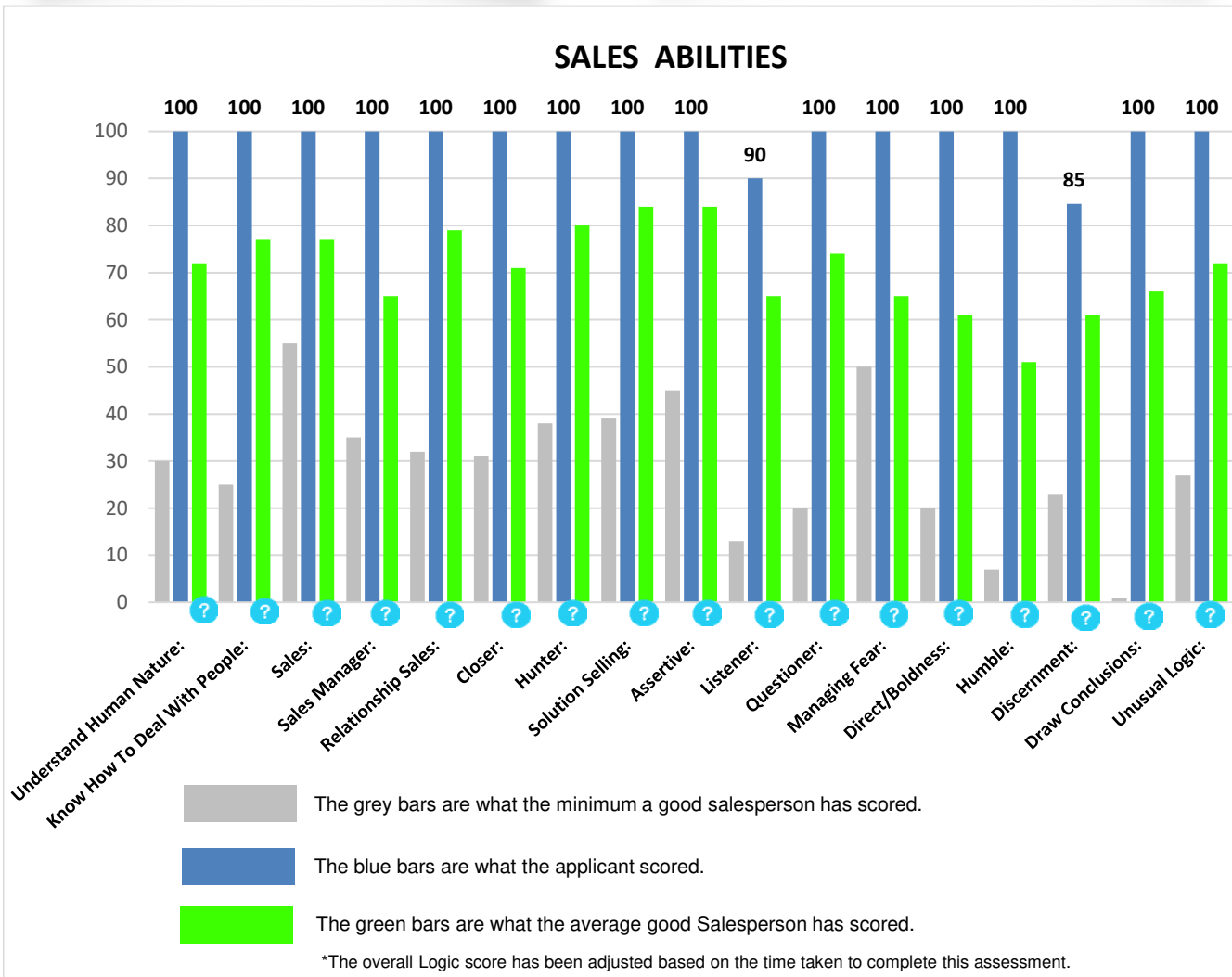
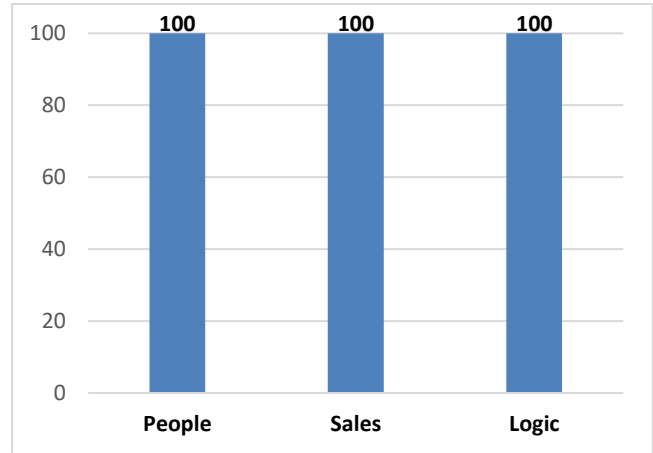
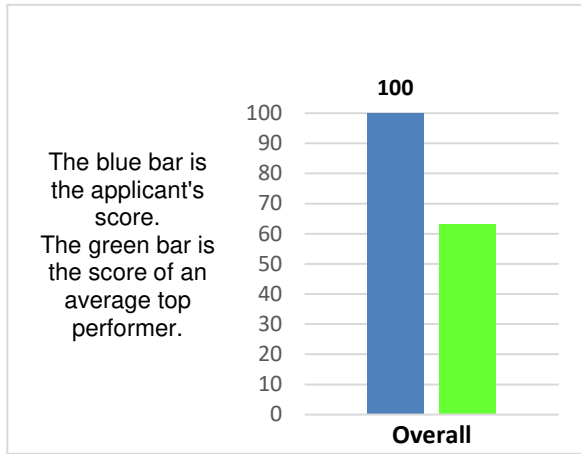
Better at creating more interest and closing the sale than building long term relationships.

TESTING PROFILE:

Salespeople who also need to make cold calls usually do best on the Sales trait, second best on the People traits and weakest on the Logic traits.

SALES ABILITY CHARTS

Sample Candidate



SALES ABILITY Traits and Descriptions

Sample Candidate

Honesty: 110

Attitude: 41

The Honesty and Attitude sections are measured secondarily on the Ability test with situational questions. If an Aptitude test was used, refer to the Attitude section for complete results.

People Person/Logical Person Balance:

This person is better suited to people handling positions than doing analytical problem solving.

Understanding Human Nature:

Understanding how people will behave, or are, in given situations is excellent.

Knowing How To Deal With People:

Knowing how to deal with people in given situations is excellent.

General Sales Ability:

This person has excellent general sales knowledge.

Sales Manager Strength:

An excellent understanding of aggressive sales, sales mgr. communication and supervision.

Relationship Sales Strength:

An excellent understanding of sensitivity, rel. sales communication and rel. sales listening.

Closer Strength:

An excellent savvy of persistence, closer bravery and closer reading people.

Hunter (New Business) Strength:

An excellent understanding of cold call know how, cold call bravery and hunter reading people.

Solution Selling:

An excellent understanding of speaking up and solution sales questioning but very poor solution sales listening.

Assertive:

An excellent understanding of assertive interrupting boldness and assertive speaking up strongly.

Listener (Only 6 indirect questions.):

Strong beliefs in being a very good listener.

Questioner (Only 4 questions.):

This person very strongly believes in asking questions.

Managing Fear:

An excellent understanding of interrupting boldness and being confident.

Direct/Boldness:

An excellent understanding of confronting, aggressiveness and boldness.

Humble :

This person is very modest, willing to admit mistakes and has a competent idea of one's limitations.

Discernment:

This person is excellent at seeing the subtle differences between one thing and a similar group of things.

Draw Conclusions (Only 2 questions for this trait.):

This person is very good at being able to deduct one piece of information from another group of information.

Unusual Logic

This person has an excellent ability to step outside the box and see simple solutions to logic problems.

HOW THE APPLICANT ANSWERED THE SALES QUESTIONS

Sample Candidate

HOW THE CANDIDATE ANSWERED THE SALES CLOSING QUESTIONS:



When the prospect 'wants to think about it', s/he persists with intelligent questions.

(If the prospect says, 'I want to think about it.' good salespeople will persist with intelligent questions.)

S/he wants to close the deal when the prospect does, even in the middle of a presentation.

(Good salespeople know that more talking after the person wants to buy can undo a sale.)

Asks if it is OK to come back to the 'too expensive' concern and focuses on the benefits of the service.

(Good salespeople ask if it is OK to come back to the 'too expensive' concern and focus on the benefits.)

HOW THE CANDIDATE ANSWERED THE SALES MARKETING QUESTIONS:



S/he believes in the value of asking good questions and actively listening during the selling process.

(Top salespeople believe it is more powerful to ask good questions than to talk and explain.)

S/he thinks the best approach to sales is being brave enough to try new approaches.

(Good salespeople think the best approach to sales is being brave enough to try new approaches.)

Believes asking for the business regardless of rejection.

(Asking those to do business regardless of rejection will improve the marketing effort.)

S/he believes the prospect's emotional wants are the most important.

(The prospect's personal and emotional wants are the biggest driver behind almost any sale.)

S/he believes to get started you should try several approaches even if a little unprepared.

(Most good salespeople will say to this last question, "S/he believes to get started you should try several approaches even if a little unprepared".)

S/he believes the best way to get new business is to focus on volume and quality of calls.

(Those good at cold calling believe it is a numbers game and a quality game.)

S/he believes it is alright to approach people senior in rank even if a little unacceptable.

(Good salespeople are brave and will approach people even if a little unacceptable.)