



John Smith

Sales Competencies

180 Degree Feedback

15 July 2021



Reporting Sections Selected

15th July 2021

Respondents & Measurements

- Report Criteria
- Measurements
- Rating System

This section describes how many people completed the questionnaire, the evaluation areas used and the number of questions asked within each area. It also covers the rating system that was used.

Spider Diagram

At a glance you can easily compare the average scores for each of the evaluation areas. It also provides an overall average for all of the areas combined, the percentage of participants who completed the questionnaire and the differences in scores between self-assessor and responders.

Summary

This highlights the average rolled up scores for each evaluation area shows the differences between self-assessor scores and their responders in a bar chart.

Breakdown

Here you can drill down into specific questions asked throughout the questionnaire and see the quantitative scores and any comments relating to each of them.

Feedback / Comments

This shows only those questions that required comments from the responders. They are all placed together in this area. These would have also been covered in the “Breakdown” section but have been grouped so you can see all the qualitative feedback, comments and inputs together.

Highs & Lows

This area lists the 5 highest scoring questions and the 5 lowest scoring questions from the campaign so that you can easily identify those that are scoring well, and those which may need improvement.

Respondents & Measurements

15th July 2021

Report Criteria

This report has been generated using data returned from the following:

1 Self assessor	1 Manager
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Measurements

The total number of questions/statements asked was **96**

The following are the evaluation areas used and the number of questions/statements in each:

17 Planning & Prep	11 Prospecting
11 Needs & Wants	6 Pain/Pleasure
18 Presenting Solutions	11 Closing
7 Trusted Advisor	6 Additional Opportunities
5 Review The Account	4 Self Development

Rating System

Below is the ratings system that was used. Scores ranged from **0** to **5**, **5** being the highest score.

Ratings key:

0 = Never/Not at all

5 = Always/Completely

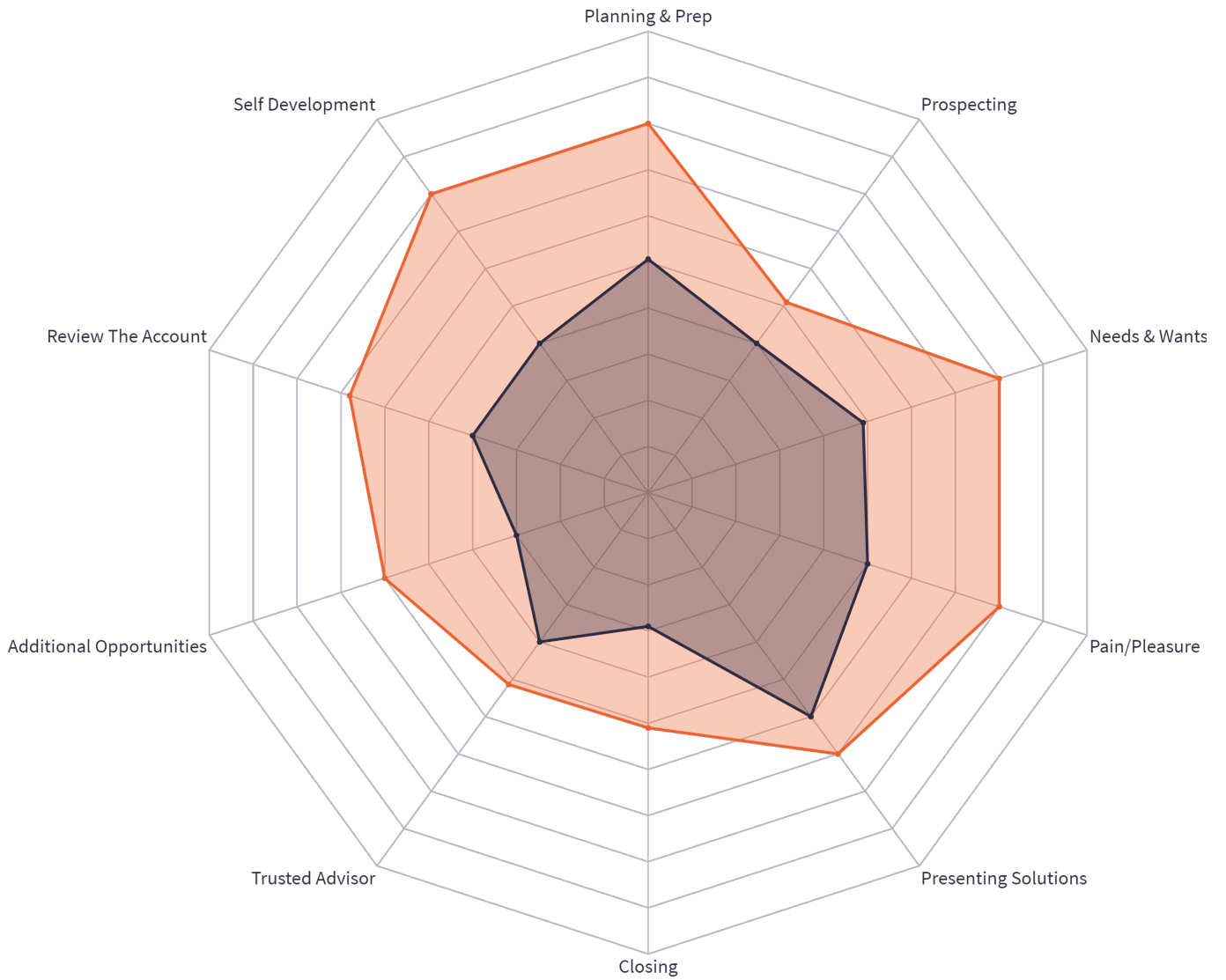
Spider Diagram

15th July 2021

This chart rolls up all of the answers within each area to give an overall average.

Respondents 100% Completed	2.3 Avg Overall Score	Self Assessment 100% Completed	3.4 Avg Overall Score	Score Difference -1.1
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● Participants ● Respondent

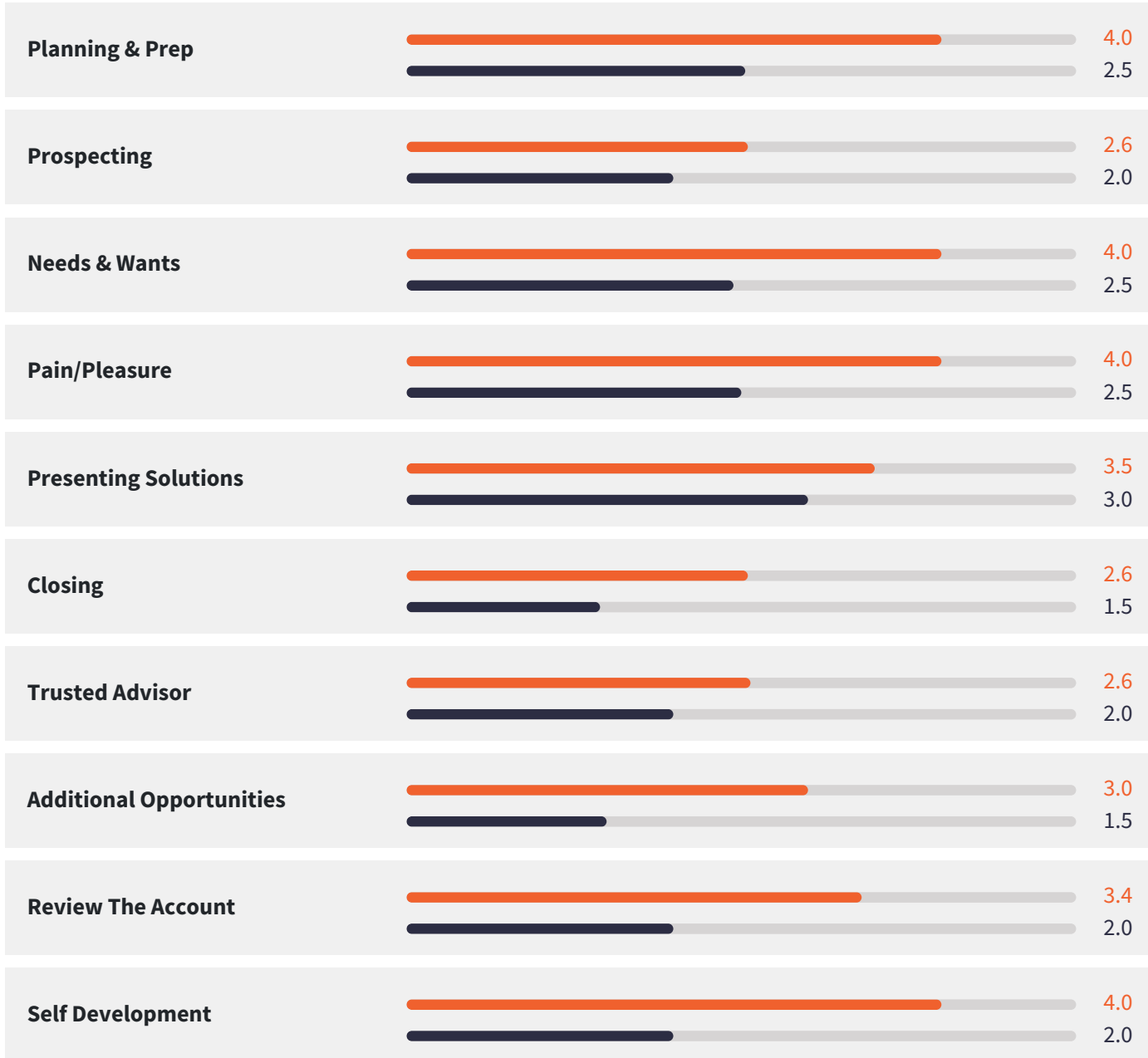


Summary

15th July 2021

This summary shows the average rolled up scores for that particular area for all of the questions/statements combined.

● Self ● Respondent



Breakdown

15th July 2021

Area	Self Score	Avg Respondents	Difference
Planning & Prep	4.00	2.53	-1.47
Prospecting	2.55	2.00	-0.55
Needs & Wants	4.00	2.45	-1.55
Pain/Pleasure	4.00	2.50	-1.50
Presenting Solutions	3.50	3.00	-0.50
Closing	2.55	1.45	-1.10
Trusted Advisor	2.57	2.00	-0.57
Additional Opportunities	3.00	1.50	-1.50
Review The Account	3.40	2.00	-1.40
Self Development	4.00	2.00	-2.00

The purpose of this leaderboard is to illustrate the differences between how you scored yourself and the average results from all of the respondents as a whole.

The table above highlights the areas where the respondents scored you LESS than your own self assessment and also those areas where they marked you HIGHER than your own self assessment.

Key:

Positive Difference represents where your respondents have marked you higher than your own score.

Negative Difference represents where you have marked yourself higher than the respondents score.

This section provides you with a breakdown of the results for each question/statement.

Breakdown

15th July 2021

This section provides you with a breakdown of the results for each question/statement

0 = question not answer 0 = question was answered

1 - Planning & Prep



1.1 - Has a prospecting strategy in place that is worked through each week



1.2 - Specific prospecting targets and goals are set and reviewed against progress against each



1.3 - Regularly sits down and thoroughly plans out the who, when, where, what and how



1.4 - Has a "hit list" of companies to prospect to and has a plan of how to "get in" and build a relationship with each



Breakdown

15th July 2021

1.5 - Regularly reviews and analyses our business sector, understanding their needs, wants and desires



1.6 - Has a system in place to understand and document the most important market trends affecting prospects and clients



1.7 - Understands the issues and trigger events that are most likely to cause potential prospects to become dissatisfied which causes them to start searching for new solutions



1.8 - Works to a well defined, universally implemented and continually refined documented sales process that reflects sales practices within the company



1.9 - Fully understands how purchasing decisions are made within the industry



Breakdown

15th July 2021

1.10 - Knows exactly how many qualified prospects to engage with to set up 1 appointment



1.11 - Knows exactly how many appointments are needed to have to achieve 1 sale



1.12 - Has automated systems in place that monitor and track the latest goings on in the industry, with competitors and clients



1.13 - Understands and knows all of the possible objections that may arise either in the prospecting phase or during the meeting and knows exactly how to handle each one



1.14 - Uses social media to look up decision makers and to notice any commonalities before a call/meeting



Breakdown

15th July 2021

1.15 - Uses the internet accordingly to demonstrate and position as an expert



1.16 - Has systems in place to listen out for leads online (automatically)



1.17 - Has a 1 page summary of key achievements and how to help prospects ready to be sent out before meetings



Breakdown

15th July 2021

2 - Prospecting



2.1 - Easily gets through to the correct person needed to communicate the message via cold calls



2.2 - Easily gets through to the correct person needed to communicate the message via email



2.3 - Sets aside and plans out specific times when to prospect on the telephone



2.4 - Uses social media to activity engage in discussions in the target market



Breakdown

15th July 2021

2.5 - Actively networks with decision makers on social media



2.6 - Knows when being faced with a gatekeeper screen



2.7 - Knows how to reply to different types of gatekeeper screens to get through



2.8 - Sets aside and plans out specific times to prospect on the internet/social media



2.9 - Has set criteria that each prospect is rated against to make them a qualified prospect



2.10 - Easily sets up meetings and appointments with prospects



Breakdown

15th July 2021

2.11 - For prospects that are not interested now, has secondary objectives in place for each call/visit and has detailed notes and diary entries for when to contact them in the future and what for



Breakdown

15th July 2021

3 - Needs & Wants



3.1 - Researches the prospect's website for latest news, their profile etc prior to meetings



3.2 - Researches the prospect's social media profile prior to meetings



3.3 - Before the meeting sets out specific objectives for what to cover and is hoping to achieve



3.4 - At the start of the meeting has a pre-planned (not canned) opening that covers the objectives for the meeting and what they can expect



Breakdown

15th July 2021

3.5 - Has thought out a set of questions that will start the flow of the interaction



3.6 - Finds it easy to understand the prospect's current issues and challenges



3.7 - Can easily show awareness of business issues



3.8 - Has market data/research to hand that backs up any pain/challenges



3.9 - Regularly suggests ideas about products and services to get involved in



3.10 - Establishes key info & defines the scope of any requirements - budget, authority, timeframe, competition, business objectives, future plans, campaigns, launches etc



Breakdown

15th July 2021

3.11 - The prospects do 70% of the talking or above



Breakdown

15th July 2021

4 - Pain/Pleasure



4.1 - When problems in a current situation arise, an investigation into the cause is completed



4.2 - Helps the prospect to quantify what the current situation is costing (tangible and intangibles)



4.3 - Can easily find out what motivates prospects in terms of moving towards goals or away from pain



4.4 - Understands how a prospect thinks and therefore how to present information to them to match their individual style



Breakdown

15th July 2021

4.5 - Discusses the implications of doing nothing



4.6 - Asks about what prospects might have tried in the past and the impacts of this



Breakdown

15th July 2021

5 - Presenting Solutions



5.1 - Acts as an advisor and consultant interested in the prospects problems rather than a sales person wanting to achieve their quota



5.2 - Demonstrates expertise and previous successes for prospects



5.3 - Is able to summarise the current position and what it is costing the prospect



5.4 - Able to initially suggest solutions in concept eg - If we had something which..?



Breakdown

15th July 2021

5.5 - Talks in terms of benefits rather than jargon



5.6 - Uses relevant case studies and answers "What's in it for me?"



5.7 - Understands how to increase the value of the product/service so that it far outweighs the cost



5.8 - Builds up the value before revealing the price



5.9 - Effectively deflects questions about pricing before the value is built



5.10 - Covers off all possible objections upfront within any sales interaction



Breakdown

15th July 2021

5.11 - When presenting solutions, the focus is on the prospects key requirements and really goes into detail about whats important to them



5.12 - Ensures that proposals/quotes (written docs) cover all of the prospects needs and wants



5.13 - Knows how to match up the prospects situation and how to propose the exact solution



5.14 - Keeps the prospect involved when presenting solutions



5.15 - Uses real case studies and examples in presenting evidence of past successful solutions



Breakdown

15th July 2021

5.16 - Clearly reiterates the issues and objectives of the prospect before moving to the solution



5.17 - Demonstrates thorough knowledge and understanding of products and services and how they benefit the prospect



5.18 - Can easily work out proposed ideas are receptive from the body language of the audience



Breakdown

15th July 2021

6 - Closing



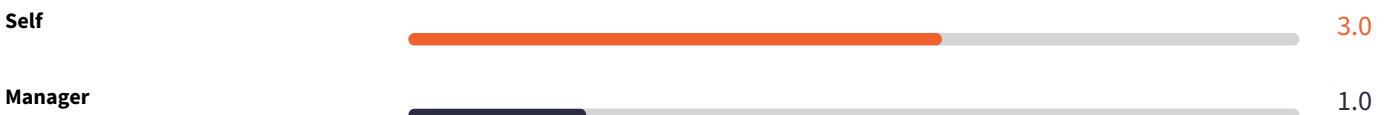
6.1 - Summarises the offering - referring to the prospects shopping list



6.2 - Spots buying-signals and knows how to follow up on these



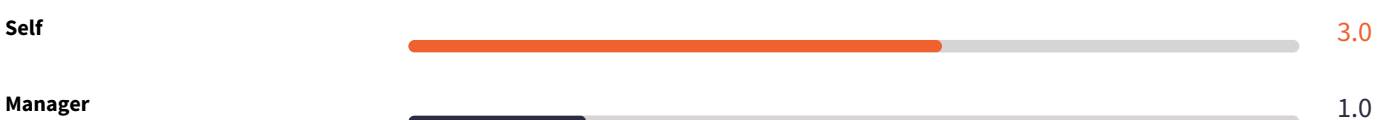
6.3 - Knows how to build up the commitment on the buyers side



6.4 - Asks for the business with confidence



6.5 - Holds firm when faced with discount requests



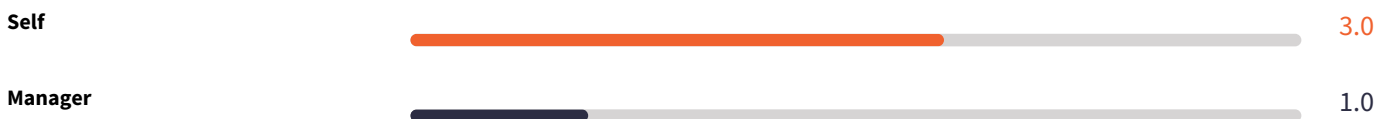
Breakdown

15th July 2021

6.6 - Effectively negotiates with prospects and instead of just lowering the price, repackages the solution



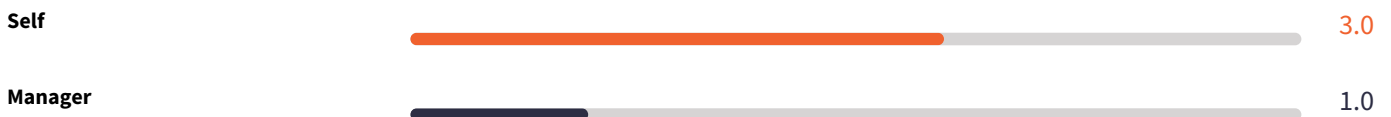
6.7 - Makes it easy for the prospect to buy



6.8 - Knows exactly how to respond if faced with ANY objection



6.9 - Uses trial closes prior to asking for the business



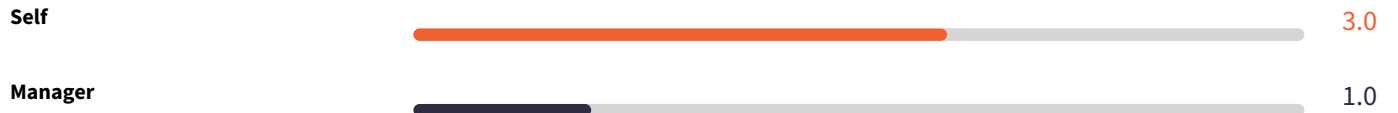
6.10 - If faced with an objection, it is isolated it to ensure it's the only one to cover



Breakdown

15th July 2021

6.11 - When closing, knows how to control the conversation yet allow the prospect the feeling of being in control



Breakdown

15th July 2021

7 - Trusted Advisor



7.1 - Doesn't just take the money and run - develops trust after the purchase and put plans in place in order to do this



7.2 - Continues to position the company and it's products and services to the customer in a "non hard sell" way



7.3 - Adds existing and new clients into a social media funnel to drip feed them with content, helpful articles and information



7.4 - Maintains ongoing customer involvement and communication



Breakdown

15th July 2021

7.5 - Develops the relationship with the customer



7.6 - Develops relationships with others in the organisation



7.7 - Ensures that promises are kept and actually happen



Breakdown

15th July 2021

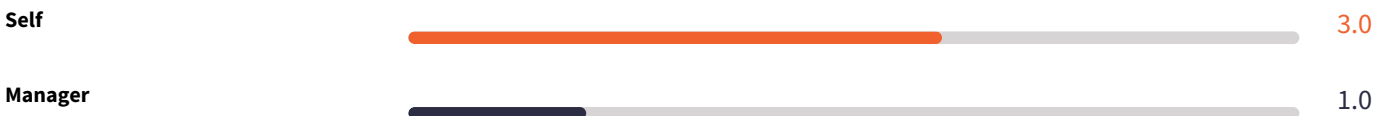
8 - Additional Opportunities



8.1 - Regularly keeps in touch with customers to get feedback on the product/service and to establish further opportunities



8.2 - Regularly offer a new ideas and solutions to existing customers



8.3 - Has a plan in place to develop more contacts within the company



8.4 - Keeps an ongoing interest in customers businesses & keeps in contact by sending interesting articles, information & completing regular emails, phone calls



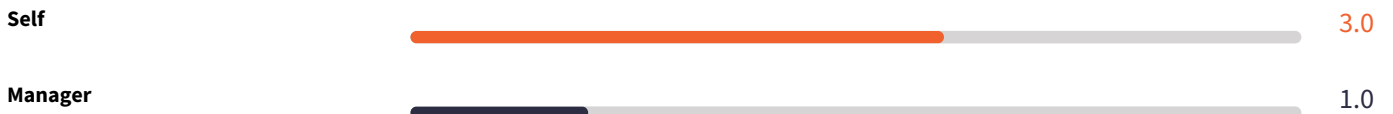
Breakdown

15th July 2021

8.5 - Develops the relationship to build a referral base from customers



8.6 - Contacts satisfied clients for referrals



Breakdown

15th July 2021

9 - Review The Account



9.1 - Review each account at least twice a year



9.2 - Formally reviews the success of the products and services that have been "sold" with the customer



9.3 - Formulates a strategic revenue plan for each account



9.4 - Ensures presence and availability for when future needs and wants are identified by the customer



Breakdown

15th July 2021

9.5 - Recommends other products and services to customers



Breakdown

15th July 2021

10 - Self Development



10.1 - Goes out of the way each week to learn something new about selling



10.2 - I regularly listen to sales and personal development pod casts or take part in webinars to develop new skills/knowledge



10.3 - Is fully aware of areas for improvement to enable more sales in the future



10.4 - Has a self development plan in place to improve the areas that need improvement



Feedback / Comments

15th July 2021

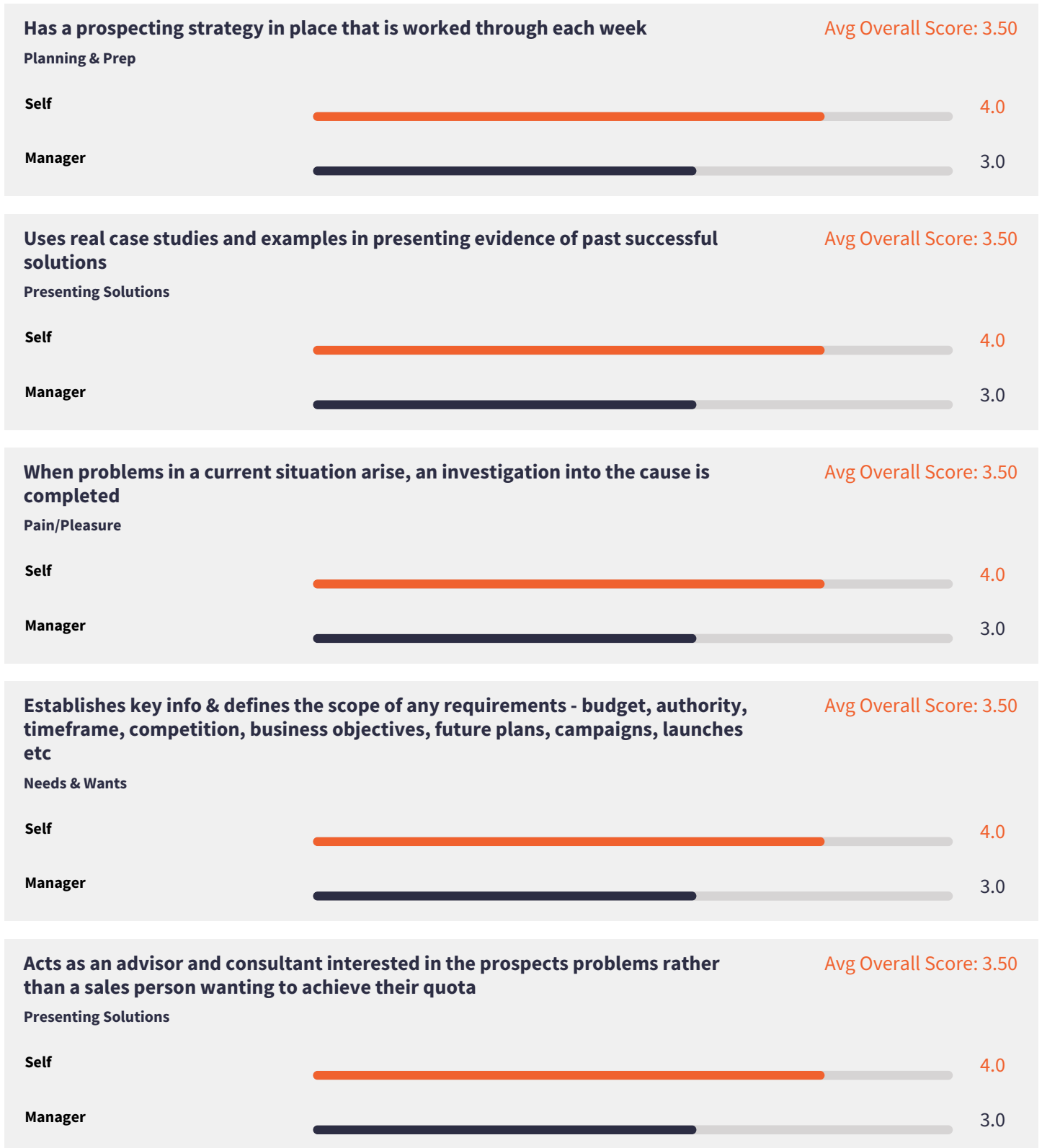
N/A

Highs & Lows

15th July 2021

High

Below are the 5 highest scoring questions/statements. Average scores are calculated to include the self-assessor and participants.



Highs & Lows

15th July 2021

Low

Below are the 5 lowest scoring questions/statements. Average scores are calculated to include the self-assessor and participants.

