

Sales and Marketing Development Profile



ProfileSoft

Getting the most from your human capital

First name Name
433-4710

Report #00LCHS
2020-12-14

Table of contents

Page

3	Key behaviours
4	Performance conditions
5	Training needs - Sales
10	Training needs - Strategy/Marketing
14	Wellness, Career and Development

Key behaviours

Your answers to the ProfileSoft questionnaire are significantly off the norms. You belong to the 1% of the population having the most extreme answers. Consequently, we must take into account a greater uncertainty in the interpretation of your results.



Entrepreneurship (Approach to undertaking projects, activities)

You compete to achieve your own standards of performance. You can occasionally evaluate yourself. You are determined to achieve imposed objectives. To be productive, you require at least a basic structure in your work. You are positive and enterprising in specific situations. You use traditional means to achieve your objectives.



Motivation (Criteria, motivator factors)

You are an obstinate, relentless and determined worker. You work constantly to obtain better results. You want to achieve your goals. You seek challenging situations where the emphasis is on financial reward and the importance of your image. A short-term environment suits you.



Leadership (Tendency to act alone or in a team)

You develop practical alternatives for reaching your goals. You need responsibilities to perform. You are determined and demanding. Detailed work bores you.



Interaction style (Approach to maintaining contacts with others)

You appreciate personal interaction and personal contact. You are pleasant, kind, sincere and very lively. You like to highlight your own self-image and the image of your organization. You prefer achieving your objectives via friends and relations. A public relations environment is ideal for you.



Technical orientation (Interest in theory or practice)

You are stimulated by practical aspects of the work. You are more at ease with concrete notions and prefer practical instruction. You prefer dealing with practical problems or applications with your colleagues, rather than theoretical ones. You are not stimulated by detailed or conceptual work.

Performance conditions

Short term

A work situation that offers opportunities for the gradual development of your planning skills in relation to time and activities. You like an environment where talents are highly valued..

A work environment with challenging opportunities where financial reward is commensurate with the effort required to succeed. You prefer an environment that will call upon your abilities to achieve short-term goals.

A job where supervision is such that it allows you to acquire and develop your autonomy. You prefer work with performance responsibilities.

You seek work where you develop many contacts. You prefer working conditions that expect and require that tasks be performed with other people. An environment that provides constant feedback through others' reactions.

You need a work environment where training is practical. A job with few intellectual demands suits you best.

Long term

In a competitive environment, you are good at finding new business and developing existing clients. You can develop your management and planning potential through formal training.

You need a stimulating work environment that offers challenges, recognition and financial rewards. You require a position where productivity is the key to success. Such stimuli are most appropriate to your self-motivation.

A job with minimal supervision, especially at the beginning of your career, is ideal. You are more at ease with people that are like you. You are flexible with team members.

Work involving a lot of contact with new people stimulates you. You use persuasion rather than your technical knowledge to manage people on an individual basis.

Training needs - Sales

You have excellent selling skills. The client must have the impression that his needs have been understood, and will be satisfied. To reach this objective, when facing a client, you must:

- obtain information about the client's preferences and concerns;
- give information on your products/services and their advantages; and
- ensure mutual understanding.

	Training and development	
	Required	Not required
Obtain information		
▶ Promote interaction	X	
▶ Listen and speak		X
▶ Interpret		X
▶ Lead the discussion	X	
▶ Question		X
Provide information		
▶ Consult		X
▶ Adapt approach		X
▶ Attract attention		X
Verify understanding		
▶ Make oneself understood		X
▶ Clarify / confirm	X	
▶ Manage disagreement		X

Training needs - Sales

■ Obtain information

You have problems obtaining information from the client. You should remember that the client does not usually reveal his needs directly. Often, the client doesn't know what his needs are. A good part of the job consists in identifying and exploring the needs of the client until they are clear to him. Once this is done, you can show the client how these needs can be satisfied by a particular product or service.

Identifying and developing needs is but one way to obtain information from the client. Information concerning his operations, his organization, his methods and his decision-making process also provide important indications about the client's needs, preferences and attitudes. Such information can indicate which product benefits will be important to him. It can determine which application(s) should be emphasized. It can indicate where the customer may want reassurance before making a decision.

- ▶ At times, you tend to rely on one-way communication to convince clients to buy; consequently, you lack information you need to show the client how your product can meet his needs. Selling is an interactive process. You must strive to involve your customer as much as possible in a cooperative problem-solving and decision-making process.
- ▶ You talk just enough. You can therefore listen and question the client and thereby discover what is important to him.
- ▶ You listen carefully and interpret things well. Clients supply many clues about their attitudes, their preferences and their needs. A doubtful expression on the part of the client often signals that a particular advantage is important. You must be alert to these signals and provide the client with necessary reinforcements.

Training needs - Sales

■ Obtain information (cont'd)

- ▶ You tend to control the conversation. You could be in control while letting the client talk. It is possible to change the direction of the conversation at any time, for example, by asking a question that directs the client's attention to a topic of his choice. Or, by summarizing what the client has just said, and then directing him onto a new subject of his choice.

If you lack confidence in your skills at directing the conversation in this manner, you must rely on different control methods. You can try to limit the client's answers to a simple yes or no, usually by asking questions such as:

- 'Do you agree?'
- 'Don't you agree?'

Usually, however, the client resists such methods. He wants to feel that he is taking part in the conversation equally, even if he is not totally controlling it.

- ▶ You have the ability to ask questions and can make even an indifferent client talk. It is important to start a conversation by asking questions that open up areas of discussion rather than limiting them to what the client has to say. If open questions don't work, one can always ask more specific ones.

Training needs - Sales

■ Provide information

You are efficient in providing information about company products and services.

In the eyes of the client, providing information establishes credibility. It creates a positive climate in which thoughts and ideas can be exchanged. Supplying information is an art, as the client must be given assistance in associating the ideas presented and it must be made sure that they are clear.

- ▶ You are consultative. In this way, you establish a climate of trust with the client.
- ▶ What you say is relevant. You are at ease in justifying costs as well as in discussing the technical specifications of your products. You are able to adapt your presentation according to the knowledge or concerns of the other party.
- ▶ You have a good understanding of one of the basic sales principles. Information must be given before one can expect any in return. The most useful information to be given at the beginning of the meeting is that with which the client can identify, for example, information that relates to needs or problems that the client has experienced.

Training needs - Sales

■ Verify understanding

You make sure there is a good understanding with the client. It is not enough to give information and receive it; it must be well understood. It is your responsibility to communicate effectively and you make sure that your remarks are on target. You uncover doubts the client may have and bring out all possible objections. In addition, you make sure that you well understand what the client is telling you. You clarify and confirm that you have understood.

You recognize that it is just as easy to misunderstand as it is to be misunderstood in a selling situation.

- ▶ You have a framework for judging your success in convincing a client. You are able to identify specific facts, i.e., certain words that the client has told you and your way of answering them, to support the probability that the client will or won't buy.
- ▶ You do not understand what is meant by closing a sale. You separate the closing technique from the presentation itself, as if it were something tacked on at the end. You are uncomfortable with the idea of asking for the order. You feel as though you are imposing on the client or asking the client for a favour.

Asking for the order is a step in the process that flows naturally out of everything that has gone before. It is an opportunity to review what has been agreed upon with the client. It is a helpful and reassuring reminder that makes it possible to check the reasons why the client has made the purchase. The message should be: "We have arrived at this decision together; here is why..."

- ▶ You perceive objections and doubts as things that can be analyzed and resolved. Even the most difficult objections can be overcome by placing them in their proper perspective.

Training needs - Strategy/Marketing

You do not use enough strategy and could plan your sales calls better. To sell intelligently, it's not enough to know how to approach the client. Very good knowledge of the product and the market is a must as well as the ability to plan activities and steps in the sales procedure; the client's potential must also be evaluated. These are the basic elements and foundation of a productive and successful sales call.

	Training and development	
	Required	Not required
Organization and clientele		
▶ Know the market		X
▶ Know the clientele		X
▶ Know the services	X	
Time management		
▶ Define priorities	X	
▶ Understand the process	X	
▶ Plan activities	X	
Intervention strategy		
▶ Analyze the situation	X	
▶ Know the different steps	X	
▶ Generate opportunities	X	

Training needs - Strategy/Marketing

■ Knowledge of organization and clientele

You have some knowledge of your product and your market. Such knowledge forms the basis of all sales and, all too often, it is incomplete or doesn't go far enough.

- ▶ You invest the efforts required to know not only the features of your products but also the competition as well. You are therefore able to add value to your products and to sell effectively against the image projected by competitors' products.
- ▶ You recognize the various types of clients and see precisely how the features and advantages of your products meet each one's needs.
- ▶ You find some products easier to sell than others. You may have better knowledge about the market for certain products in particular as well as about the purchasing process and the best applications. Usually, the oldest products are the best known. It is important to identify the products that you sell less of and check whether it is a strategy that the organization wants or whether other obligations are conflicting with the goal of balanced selling.

For example, the need to meet high revenue or profit objectives may create undue pressure at all levels. If compensation is appropriate and if there are no conflicting demands, a lack of knowledge of the products is most likely the root of the problem.

Training needs - Strategy/Marketing

■ Time management

You do not manage your time well. One of the surest ways of improving sales is to allocate selling time properly. Selling is a complex task, involving a number of different activities, such as:

- territory planning;
- prospecting;
- travelling;
- face-to-face sales calls;
- after-sales service; and
- writing offers, proposals, etc.

The other necessary tasks, such as completing reports, even if they do not directly contribute toward sales, are an important part of the sales process nonetheless. In view of the many activities to be carried out, it is often difficult to efficiently allocate your time.

- ▶ You do not set priorities among your clientele. It would be in your interest to identify priorities taking into consideration minimum return on investment in terms of the effort and energy required. In other words, the expected level of revenue must be weighed against the effort required to achieve it.
- ▶ You have not mastered all the steps in the selling process. For example, if the client's potential hasn't been evaluated, you run the risk of wasting your time. You should make a point of evaluating:
 - potential revenues for the client;
 - the client's needs;
 - the client's level of interest; and
 - the probability that the client will purchase.

It is better to complete all these steps in order to properly evaluate the client's potential before investing the time needed to meet with him face to face. Evaluating the potential client by phone is an efficient technique. You can do this by yourself or entrust it to someone who is very well trained to do so.

- ▶ You can considerably improve the way you plan your activities. You could log your activities for a week and review the results so as to analyze where the time could have been used more efficiently. For example, it is important to:
 - travel with a well-established plan;

- follow a pre-planned route in order to maximize the number of visits;
- use waiting time efficiently to read or complete documents; and
- delegate tasks that can be better handled by others.

Training needs - Strategy/Marketing

■ Intervention strategy

You do not use any strategy in approaching a specific client; however, it would be to your advantage to pre-determine what you hope to accomplish and how you are going to do so. This is how to control a sale rather than let the client control it. Strategy helps measure progress. It indicates where you are in developing clientele and what the next step must be to bring the client nearer to closing the sale.

- ▶ You seem to overlook some key points. You do not analyze how decisions are reached; consequently, you do not sufficiently take into account the people who influence the decision-making process. How and why a decision is reached must be examined and understood. Taking part in a group problem-solving session helps understand why important sales were not closed and what can be done in the future to prevent this situation.
- ▶ You overlook certain steps required to bring the client round to closing a sale. If the client is left to himself to decide whether or not to buy, he sometimes has to struggle alone to “sell” the product/service to his superiors or to other members of his organization.

One may decide to blame the client for his indecision; however, it is better to examine how the essential steps can be integrated into the selling cycle, so as to maintain the level of interest from the time of the initial contact to the time the sale is closed.

- ▶ You do not know how to increase business from present clients. You tend to look for quick sales and take the cream off the top, overlooking the rest of the opportunities. This can affect your sales. To get into the habit of creating and developing new opportunities with present clients, you could:
 - ask for referrals;
 - introduce new applications; and
 - sell all your products.

Wellness, Career and Development

Visit our website

www.myprofile.ca



Wellness Profile

How do you react to stress, manage to keep your cool and resource yourself, while maintaining a high performance level? Find out with your **Wellness Profile** (7 to 10 page report)

Career Profile

Do you wish to pinpoint your options and obtain examples of appropriate jobs that fit your Profile? Order your **Career Profile** (7 to 10 page report)

Development Profile

You want to improve yourself and increase your performance at work? Obtain your development plan. You can choose between the following profiles:

- **Sales and Marketing Development** (14 to 17 page report)
- **Management and Supervision Development** (14 to 17 page report)
- **Communication and Planning Development** (14 to 17 page report)

- To order :**
1. <http://www.myprofile.ca>
 2. Access **Your file** (user name and password)
 3. Choose the appropriate report from the list
 4. Use the secure on-line credit card payment method.