
Skills Report

Module Core Skills: Analytics

Name Test Candidate

Date 30 January 2023



:: Introduction

This SSA report provides a clear measure of the levels of one or more sales skills for the candidate named on this report. The candidates levels of skill are shown compared to standardised SSA benchmarks for the relevant skills.

Areas of weakness should be used as the basis of a plan for further development and training.

The SSA assessments are aligned to National Vocational Qualification levels. Please see the SSA/NVQ level maps for further details. SSA benchmarks are based on the results of all candidates assessed globally using the SSA.

:: Skills Summary

This section provides a summary of all the modules the candidate has participated in.

The skills summary section identifies one or more specific groups of skills which are important to effectiveness in sales.

The **bar chart** indicates the candidates likely level of strength in each area, based on detailed analysis of their stated capabilities: it shows whether or not the candidates skills are generally within the range required to be effective in a sales role.

The **definition for each skill** group is shown immediately alongside the bar graph. These ratings show general areas of strength that can be harnessed to improve effectiveness. They can also identify key areas where targeted development may improve sales performance.

:: Detailed Skills Analysis

The **Detailed Skills Analysis** follows the summary section in this report. This section enables you to drill down by breaking the skill element into its individual component skills. This data can be used to inform development planning activities for this candidate.

Notes to help you interpret the Detailed Skills Analysis section of this report.

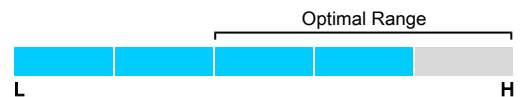
The meter charts summarise each skill. An indicator at the left hand side indicates low skill; at the centre indicates moderate level of skill; and at the right hand side indicates a good level of these assessed skills. The ticks, crosses and circles indicate which aspects of the candidates skills are likely to contribute positively or more negatively to the effective performance of their role.

- ** Key Limitation Strongly likely to have a negative impact
- * Likely Limitation Likely to have a negative impact
- Global Standard Likely to have neither a positive nor a negative impact
- ✓ Likely Strength Likely to have a positive impact
- ✓✓ Key Strength Strongly likely to have a positive impact
- 🚩 Indicates that one or more questions were not answered in the area shown next to the flag.

:: Summary of Test Candidates Skills

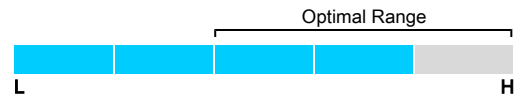
1. Engaging the Customer

These skills are about generating initial interest from the customer in your application, product or service, and starting the process of creating rapport.



2. Negotiating and Closing

This section covers the skills required to establish the value to the customer of the benefits, often involving simple financial metrics and close the deal.



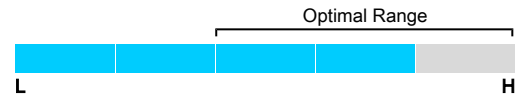
:: Summary of Test Candidates Skills

Skill	Key Limitation	Likely Limitation	Global Standard	Likely Strength	Key Strength
1. Engaging the Customer					
1.1 Awareness of competitors					█
1.2 Understanding the customer's needs				█	
1.3 Matching customer needs to products or services		█			
1.4 Keeping abreast of new products and services					█
1.5 Testing and challenging assumptions				█	
2. Negotiating and Closing					
2.1 Influencing customer expectations				█	
2.2 Negotiating				█	
2.3 Objection handling					█

:: Detailed Skills Analysis

1. Engaging the Customer

These skills are about generating initial interest from the customer in your application, product or service, and starting the process of creating rapport.



1.1 Awareness of competitors



This is the ability to understand your competitors; their impact and implications for you in relation to their strengths, their marketing activity, the way they position their offerings to your customers and prospects and how they are likely to be perceived by customers or prospects.

- ✓✓ Awareness of competitors and their positioning
- ✓✓ Understanding the implications of competitor activity on own opportunities

1.2 Understanding the customer's needs



This is the ability to identify the key aspects of the customer's or prospect's needs and match your products or services to those needs. This involves engaging the customer to test your assessment of the opportunity as well as having a good knowledge of own company's capabilities, products or offerings.

- ✓ Gaining an understanding of the customer's requirements
- ✓ Clarifying the understanding of the customer requirements

1.3 Matching customer needs to products or services



This is the ability to understand the customer's or prospect's needs or objectives and match them to the company's offerings.

- ✓ Knowledge of company's products and services
- ✖✖ Matching the need to products and services
- ✓✓ Analysing the customer's need or problem

1.4 Keeping abreast of new products and services



This involves assimilating and understanding new trends, products etc. in order to evaluate and interpret them for use with customers. This requires a ready assimilation and understanding of new concepts and products as well as a probing and challenging approach to new ideas, linked to an ability to interpret these new concepts or products into increased benefits for customers.

- ✓✓ Having a ready assimilation and understanding of new products and features
- ✓ Understanding the benefits to the customer of new features and products

1.5 Testing and challenging assumptions

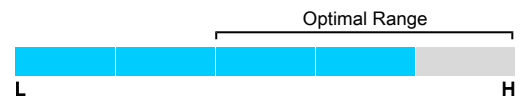


This is the ability to test and challenge assumptions in your dealings with customers and others, involving identifying assumptions in anything, testing their implications and challenging their validity.

- ✓ Understanding the implications of a customer assumption during the sales process
- ✓ Probing and questioning identified assumptions with the customer to gain clarity

2. Negotiating and Closing

This section covers the skills required to establish the value to the customer of the benefits, often involving simple financial metrics and close the deal.



2.1 Influencing customer expectations



This is the ability to find out and influence customer expectations and use this knowledge to enthuse the customer about the benefits of a potential offering. This involves: testing, influencing, expressing their company's position clearly yet diplomatically, prioritizing issues and negotiating.

- ✓ Prioritising activities that move a customer relationship or deal forward
- Reaching conclusions that are acceptable to both parties
- ✓✓ Influencing the customer's expectations

2.2 Negotiating



This means working with the customer towards agreeing a position, and ultimately a sale, which has optimal, mutual benefits for all parties. This requires a combination of skills in persuading and influencing, listening, anticipating the concerns and thoughts of the customer, empathy, using techniques to get the other party committed and setting expectations.

- ✓ Having a clear view of the desired end result
- ✓ Listening to obtain information to help close the sale
- ✓ Anticipating and addressing concerns

2.3 Objection handling



This is the ability to effectively deal with objections raised by customers or prospects. This requires a combination of understanding how your customer or prospect is perceiving your product, service or offering and why and having the understanding of appropriate techniques to handle the objections.

- ✓ Listening
- ✓ Probing and analysing to ensure understanding
- ✓✓ Ability to deal with all types of objections

:: About This Report

This report was generated using information from a Sales Assessment Ltd questionnaire. It was generated from the results of a questionnaire answered by the respondent and substantially reflects the answers provided by them. Due consideration must be given to the subjective nature of questionnaire-based ratings in the interpretation of this data.

The information contained in this report should only be used for assessing the candidate against the skills specified in this report. The results should be used as one component of the decision-making process and placed in context with data from interviews, background reviews and other appropriate sources. Where information contained in this report contradicts the findings from any of these other sources, then further investigation is recommended.

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