



CONSOLIDATED REPORT

SSI ASSESSMENT

Presented to **ABC INC.**

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A. THE CONTEXT OF THE ANALYSIS

I. WHAT IS SSI

The Sales Strategy Index (SSI) is an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, "*Can this person sell?*".

Like any profession, selling has a body of knowledge related to its successful execution. It is this knowledge that the Sales Strategy Index (SSI) measures.

Although dealing with the issue of whether a person can or cannot sell is an essential component in predicting or improving sales success, it is certainly not the only one required for optimum sales performance. Behaviour, attitude, personal interests and values are other areas to consider.

Understanding effective sales strategy can help lead you to success as long as you can implement it. However, just knowing it is not enough, you must utilise what you know. This report will give you feedback on your strengths and weaknesses. From this you can develop a plan to overcome your weaknesses. Knowledge of one's strengths and weaknesses, along with a desire to be the best you can be, will allow you to target your professional sales growth.

II. MEASURED SALES STEPS

A total of 7 people were invited to complete the SSI. This report includes data from 7 respondents. The following is a brief description of the dimensions that were measured.

1. Investigate

The first step of any sales system - it is the phase of the sale where prospects are identified, detailed background information is gathered, physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

2. Meet

The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his or her sincere interest in the prospect - to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

II. MEASURED SALES STEPS (cont'd)

3. Probe

The questioning and detailed needs analysis phase of the face-to-face sale, this step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalise their level of interest and specific detailed needs in the product or service the salesperson is offering.

4. Apply

The ability of the salesperson to present his or her product in such a way that it fulfils the stated or implied needs or intentions of the prospect as identified and verbalised.

5. Convince

What people believe enough, they act upon? This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

6. Tie-it-up

The final phase of any selling system - this step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

7. General

This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

B. YOUR SALESFORCE

I. OBSERVATIONS

INVESTIGATE

- (4/9) 49% of the time sales people chose the most effective strategy
 (2/9) 22% of the time sales people ranked the second most effective strategy as their first choice

MEET

- (5/8) 55% of the time sales people chose the most effective strategy
 (2/8) 25% of the time sales people ranked the second most effective strategy as their first choice

PROBE

- (3/6) 46% of the time sales people chose the most effective strategy
 (1/6) 17% of the time sales people ranked the second most effective strategy as their first choice

APPLY

- (4/8) 48% of the time sales people chose the most effective strategy
 (3/8) 38% of the time sales people ranked the second most effective strategy as their first choice

CONVINCE

- (4/6) 60% of the time sales people chose the most effective strategy
 (1/6) 17% of the time sales people ranked the second most effective strategy as their first choice

TIE-IT UP

- (3/8) 42% of the time sales people chose the most effective strategy
 (3/8) 38% of the time sales people ranked the second most effective strategy as their first choice

GENERAL

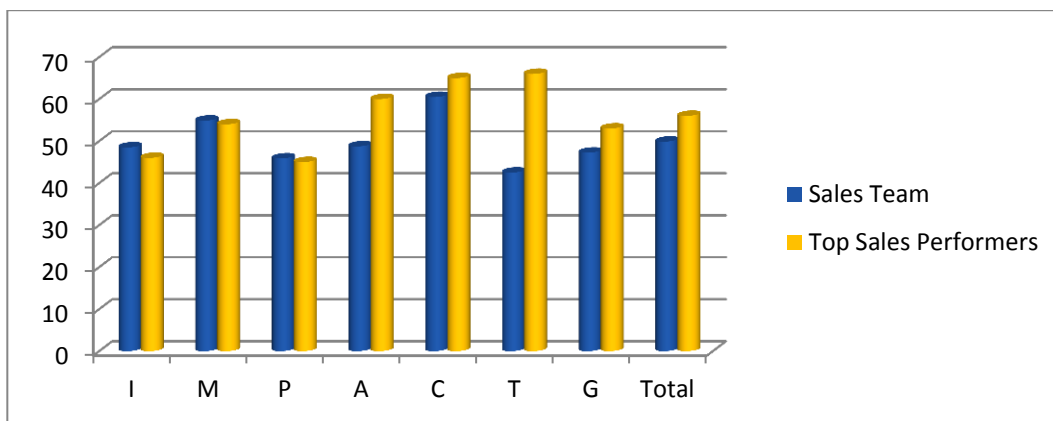
- (4/9) 47% of the time sales people chose the most effective strategy
 (3/9) 33% of the time sales people ranked the second most effective strategy as their first choice

II. QUESTIONS ANALYSIS

- 27 times they chose the MOST effective strategy
- 15 times they chose the SECOND most effective strategy as #1
- 8 times they chose the THIRD most effective strategy as #1
- 4 times they chose the LEAST effective strategy as #1

III. UNDERSTANDING OF THE MOST EFFECTIVE SALES STRATEGY

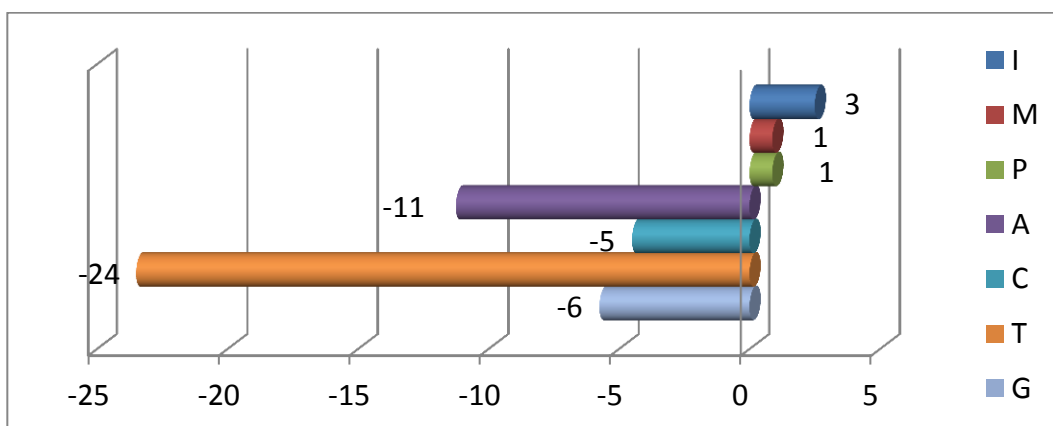
The following graph illustrates sales people understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area, the stronger their specific understanding of what is required to be successful in the sale process.



	49	55	46	49	61	43	47	50
	46	54	45	60	65	66	53	56

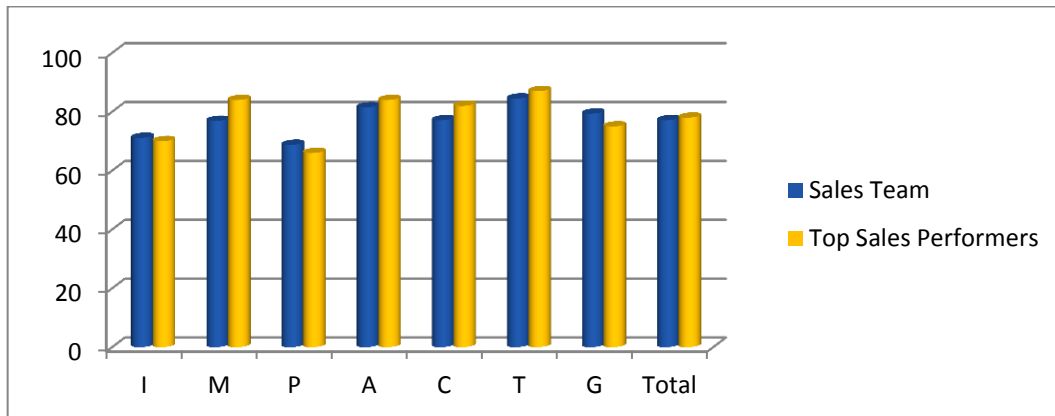
I=Investigate M=Meet P=Probe A=Apply C=Convince T=Tie-it up G=General Total

The following graph shows the gaps between the sales team results and the top sales performers' results in regards to the capacity to understand the most effective sales strategy.



IV. OVERALL KNOWLEDGE OF THE MOST AND SECOND MOST EFFECTIVE SALES STRATEGIES

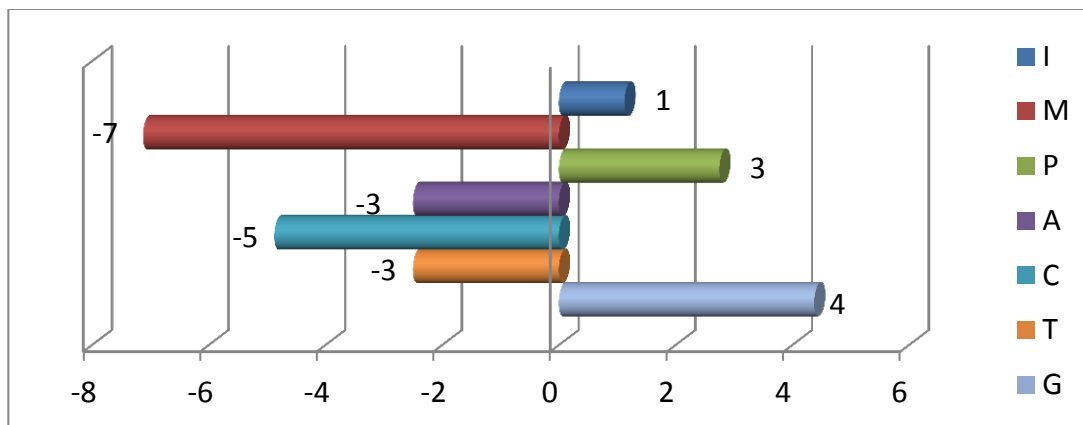
This graph illustrates sales people overall knowledge of the most and second most effective sales strategies. The higher their score in any segment, the better their broad understanding of the overall sales strategy required in that step of a successful sale.



	71	77	69	82	77	85	79	77
	70	84	66	84	82	87	75	78

I=Investigate M=Meet P=Probe A=Apply C=Convince T=Tie-it up G=General Total

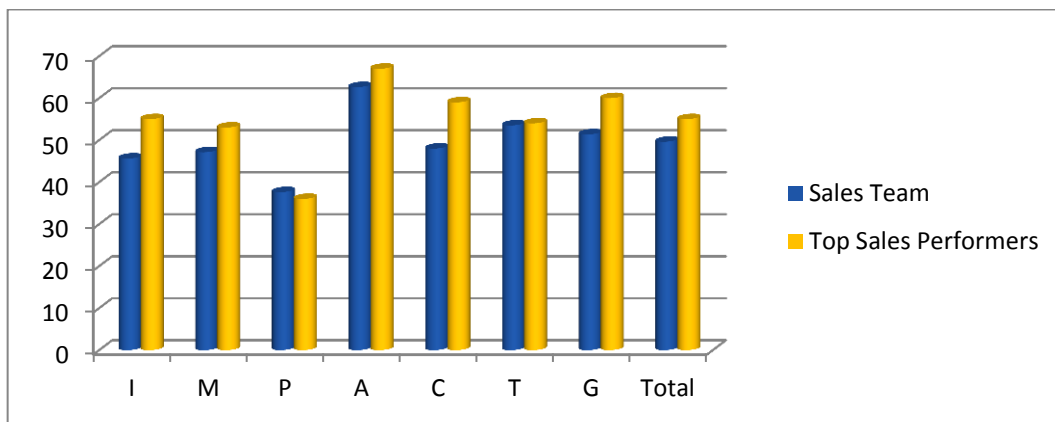
The following graph shows the gaps between the sales team results and the top sales performers' results in regards to the capacity to understand the most and the second most effective sales strategy.



v. KNOWING WHAT NOT TO DO

Knowing what NOT to do in a given sales situation can be just as important as knowing what to do. Sales people understanding of what NOT to do will keep them from building barriers to a successful presentation.

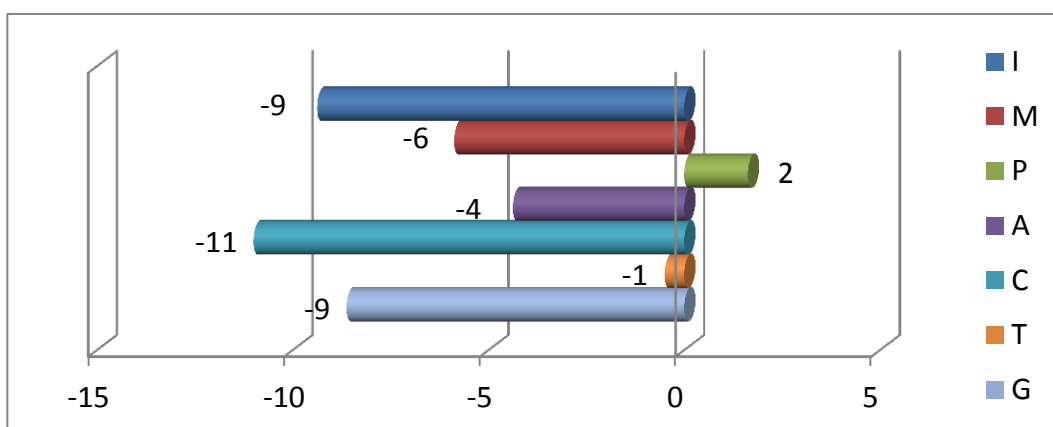
A HIGH SCORE indicates that they have a strong understanding of what strategies to avoid when selling.



	46	47	38	63	48	54	51	50
	55	53	36	67	59	54	60	55




I=Investigate M=Meet P=Probe A=Apply C=Convince T=Terminate G=General Total

The following graph shows the gaps between the sales team results and the top sales performers' results in regards to knowing what not to do.



VI. INDIVIDUAL RESULTS VS TOP SALES PERFORMERS

The following grid shows, for each team, the differences between their respective results and those of top sales performers.

		1	2	3	4	5	6	7	8	team
Strengths										
										
										
Primary	I	32	10	-2	-13	-2	-13	-2	10	3
	M	-4	-4	-4	21	34	-4	-16	-16	1
	P	22	-12	22	-28	5	-12	5	5	1
	A	-22	-22	15	-35	-22	3	15	-22	-11
	C	-15	2	2	2	-32	-15	18	2	-5
	T	-66	-66	-3	-28	-41	-3	22	-3	-24
	G	3	-20	-20	14	-9	3	-20	3	-6
Primary + Secondary	I	8	8	8	-14	-14	-3	19	-3	1
	M	-21	4	-9	-9	4	4	-21	-9	-7
	P	34	-16	1	1	17	-33	17	1	3
	A	-9	-9	4	-21	4	4	16	-9	-3
	C	-15	1	-15	18	18	-32	1	-15	-5
	T	-12	-12	13	-24	-24	13	13	13	-3
	G	3	3	3	14	25	-8	-8	3	4
What not to do	I	-11	-11	1	-11	-33	23	-11	-22	-9
	M	-28	10	-3	-3	-15	10	-3	-15	-6
	P	14	-19	-19	-19	31	-3	-3	31	2
	A	8	-17	8	8	-17	-4	-4	-17	-4
	C	-42	-9	8	-26	8	-9	8	-26	-11
	T	-16	21	9	9	-16	-16	-4	9	-1
	G	-4	-16	-4	-16	29	-38	-4	-16	-9

The right end column indicates the average result for each IMPACT stage.