



USSA Sales Talent Assessment Detailed Skills Report

Universal Sales Skills Audit

Module: Core Sales Skills

Name: Sam Sample

Date: 20 June 2014



:: Introduction

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

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

The USSA assessments are aligned to National Vocational Qualification levels. Please see the USSA/NVQ level maps for further details. USSA benchmarks are based on the results of the annual UK Sales Skills Audit.

:: 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 candidate's likely level of strength in each area, based on detailed analysis of their stated capabilities: it shows whether or not the candidate's 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 candidate's 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
-  Moderate 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

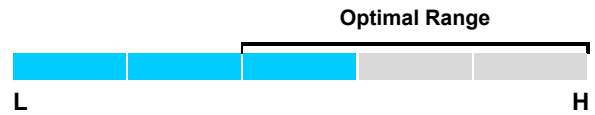


Indicates that one or more questions were not answered in the area shown next to the flag.

:: Summary of Sam Sample's Skills

1. Business Skills

These are the skills required to establish personal and company credibility, especially with the customer, but also with suppliers, partners and stakeholders for the purpose of realizing benefits from the relationship.



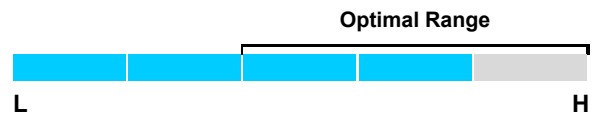
2. Customer Contact

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



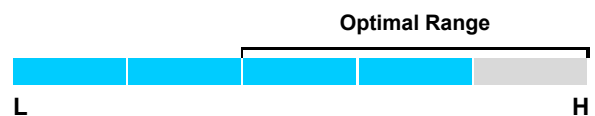
3. Engaging the Customer

These are the skills required to effectively engage the customer in conversation and start the process of qualification, with the objective of gaining an understanding of the customer's needs.



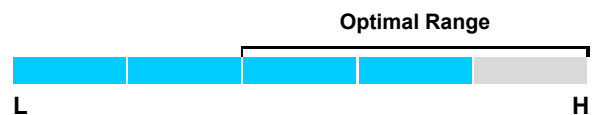
4. Information and Activity Management

This section covers the skills required to work effectively and in an organised manner, with clear plans and reports, with the purpose of facilitating the achievement of goals and targets.



5. Negotiating and Closing

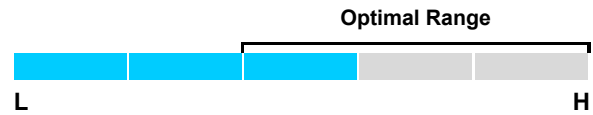
This section covers the skills required to establish the value to the customer of the benefits, often involving simple financial metrics and close the deal.



:: Detailed Skills Analysis

1. Business Skills

These are the skills required to establish personal and company credibility, especially with the customer, but also with suppliers, partners and stakeholders for the purpose of realizing benefits from the relationship.



1.0. Self-management and professionalism



This is the attribute of demonstrating self management in the business environment.

This means having a business orientation which guides a person's behaviour, so that they demonstrate maturity, integrity and business and customer awareness. It involves: motivation to achieve, motivation to manage and improve their own skill and performance, and having a professional attitude to their work. This involves setting and adhering to standards and accountability for their own work, based on commitment to the business.

This is an attribute (about behaviour) rather than a skill, but it is vital for being effective in a sales role.

- Customer and business awareness
- Motivation to complete actions
- Motivation to improve own skills and performance
- Setting and adhering to standards and accountability for own work

1.1. Exercising judgement and making decisions

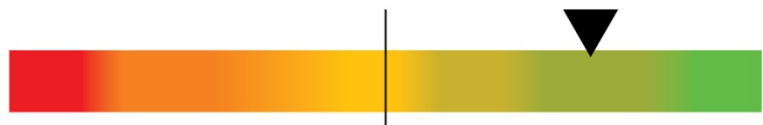


This is the ability to make sound judgements and decisions.

This involves questioning implications, prioritizing criteria, evaluating risks, evaluating options and deciding how to respond. Part of the skill is deciding when and how to seek further information or to refer to others.

- ** Prioritising activities and actions
- ▲ Evaluating risk when taking action or making commitments to customers
- ✓✓ Evaluating possible options and deciding how to respond to a customer problem or enquiry
- ** Deciding when and how to seek further information or refer to others

1.2. Problem solving



This is the ability to define and analyse problems and priorities and the ability to evaluate the issues raised and identify or create possible solutions.

This skill requires individual analytical, diagnostic and creative ability, and ability to use others' expertise. The skill involves isolating key facts to penetrate to the root of the problem. This requires logical thought, and also lateral thinking.

- ✓ ▲ Ability to analyse problems
- ✓ Ability to use other's expertise when appropriate
- Thinking through problems logically and using new approaches when required

1.3. Resilience and follow-through



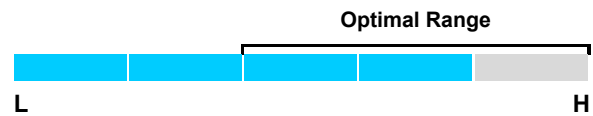
This is the ability to demonstrate focus in achieving goals, objectives and targets.

This means coping with pressure, being adaptable in dealing with customer enquiries and problems and managing stress. It also means showing initiative and drive and giving others confidence in their ability to deliver a good customer experience and achieve results. It involves being careful and accurate in following through and fulfilling customer requirements.

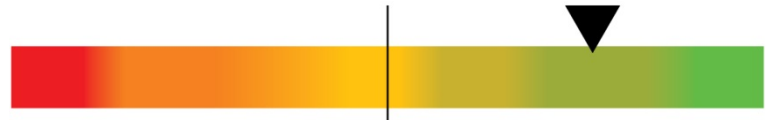
- ✖✖ Coping with multiple conflicting pressures
- ✖✖ Persistence in dealing with problems
- ✓✓ Showing initiative and drive
- ✓ Showing commitment to delivery

2. Customer Contact

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



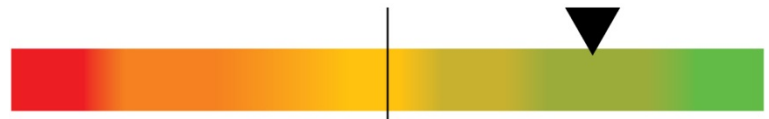
2.0. Spotting opportunities



These are the skills required to effectively identify good opportunities and position the value to the customer.

- ✓✓ Finding innovative approaches to solve customer needs
- ✓ Communicating the benefits
- ✓ Understanding of what is important to the customer
- ✓ Knowledge of the type of customer the business serves

2.1. Communicating




This is the ability to convey information and ideas so that customers and others understand the message. This involves the ability to express the message clearly, using a range of techniques to help others understand the information. It involves skills of 'active listening', summarising information and using language which is familiar and acceptable to the audience who may have a variety of cultural and knowledge backgrounds.

- Expressing the message clearly
- 🚩 Active listening
- ✓ Summarising information gained from customer and other engagements
- ✓✓ Using language which is familiar and acceptable to the audience

2.2. Using probing questions



This is the ability to maintain a clear picture of what information you have and what information you are missing, such that you can formulate and ask appropriate probing questions that plug the knowledge gap. This requires a combination of understanding, analysing and interpreting information in real time.

- *  Understanding of the information available and the pieces that are missing or need clarifying
- * Effective listening
- * Ability to ask questions that drive out clarity of a situation
- ** Analysing the information received
- ✓ Probing

2.3. Advising the customer



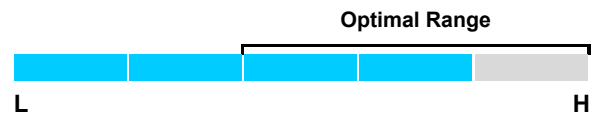
This is the ability to guide the customer through the use of consulting techniques. It covers a range of approaches from offering information through to making recommendations.

This requires knowledge of the customer's requirements or challenge. It also requires understanding, communication, using judgement, selecting approaches, using empathy creating rapport and influencing.

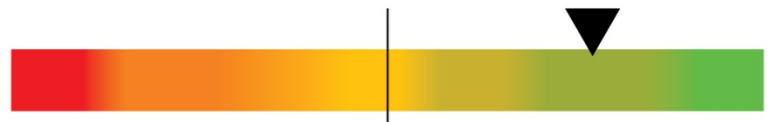
- Selecting the right approach when advising the customer
- * Using the customer's preferred language and style
- ✓ Engaging the customer

3. Engaging the Customer

These are the skills required to effectively engage the customer in conversation and start the process of qualification, with the objective of gaining an understanding of the customer's needs.



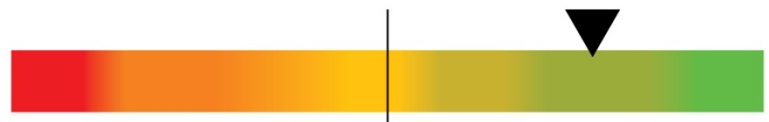
3.0. Awareness of competitors



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

3.1. 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

3.2. 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

3.3. 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.

- ✖✖ A ready assimilation of new products, features and technology
- ✓✓ Understanding the benefits to the customer of new features and products

3.4. 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 on an opportunity
- Probing and questioning identified assumptions with the customer to gain clarity

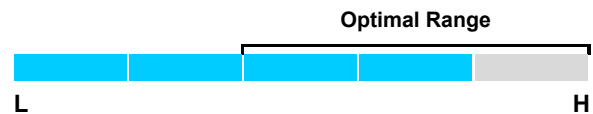


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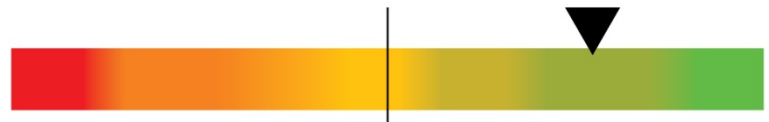
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4. Information and Activity Management

This section covers the skills required to work effectively and in an organised manner, with clear plans and reports, with the purpose of facilitating the achievement of goals and targets.



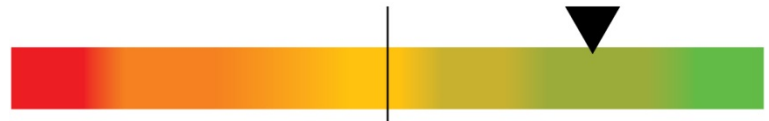
4.0. Paperwork management





This is the ability to complete paperwork accurately and in a timely manner and according to the company's policies and guidelines. This requires organisation and quality orientation.

- ✓ Timely completion of paperwork
- ✓ Accurate maintenance of paperwork

4.1. Achieving goals, objectives and targets



This is the ability to recognize specific goals, objectives and targets and take all steps necessary to achieve them. This requires the ability to assimilate and understand the implications of a set of goals, targets or objectives and interpreting their significance.

- 
 Understanding of own targets, goals and objectives and how to achieve them
- 
 Knowledge and understanding of department's financial metrics and drivers

4.2. Planning and managing activities

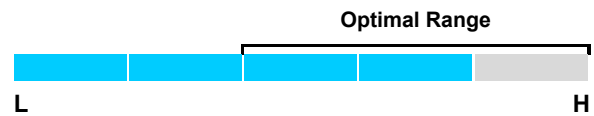


This is the ability to build appropriate plans to support the day to day activities associated with a person's work. It involves identifying critical paths and milestones to delivery, sourcing appropriate inputs, establishing and communicating a coherent plan, explaining the rationale and assumptions, and reviewing and adjusting plans as required

- Ability to plan activities to achieve objectives or solve problems
- Managing paperwork

5. 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.



5.0. 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

5.1. 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

5.2. 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



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:: About This Report

This report was generated using information from a SalesAssessment.com USSA Skills 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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