

# Sample Company SSAT Results

Selling Skills Assessment Tool™

## Benchmark Results

January 1, 2016

Certified Partner

Contact Information

# Executive Summary

## Highlights

- At Sample Company, the Selling Skills Assessment Tool was administered to 26 employees with representative distribution across all groups. All surveys were returned to PI Worldwide for centralized scoring
- This assessment process effectively differentiates selling skills based on how the respondent currently deals with specific selling situations (versus how they think they should respond). Individual scores ranged from 36.0% to 92.0%, with an average of 63.8% and a standard deviation of 15.7
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For the Sample Company, results indicate strength in Presenting and Opening. For the Sample Company, results indicate an opportunity for improvement in Positioning, Investigating, and Confirming. Rank ordered results for sales process area are (high to low):

1.Presenting ( 3.7 out of 5 )  
2.Opening ( 3.5 out of 5 )  
3.Positioning ( 3.2 out of 5 )  
4.Investigating ( 2.8 out of 5 )  
5.Confirming ( 2.7 out of 5 )

Above 4.5	Excellent (Role Model)
4.0 to 4.4	Strong
3.5 to 3.9	Acceptable
3.0 to 3.4	Need focused skill enhancement
Below 3.0	Need broad skill development

# Executive Summary

## Highlights

- Results vary by group, displayed below are the group rankings (high to low) based on total scores::

1.	North America	69.7%
2.	Europe	63.5%
3.	Asia	60.4%

85 – 100	Highly Effective Customer Oriented Selling Skills
70 – 84	Adequate Skill Level for Moderate Growth
55 – 69	In Need of Targeted Training to Maintain Growth
< 55	Critical Situation for Immediate Capability Development

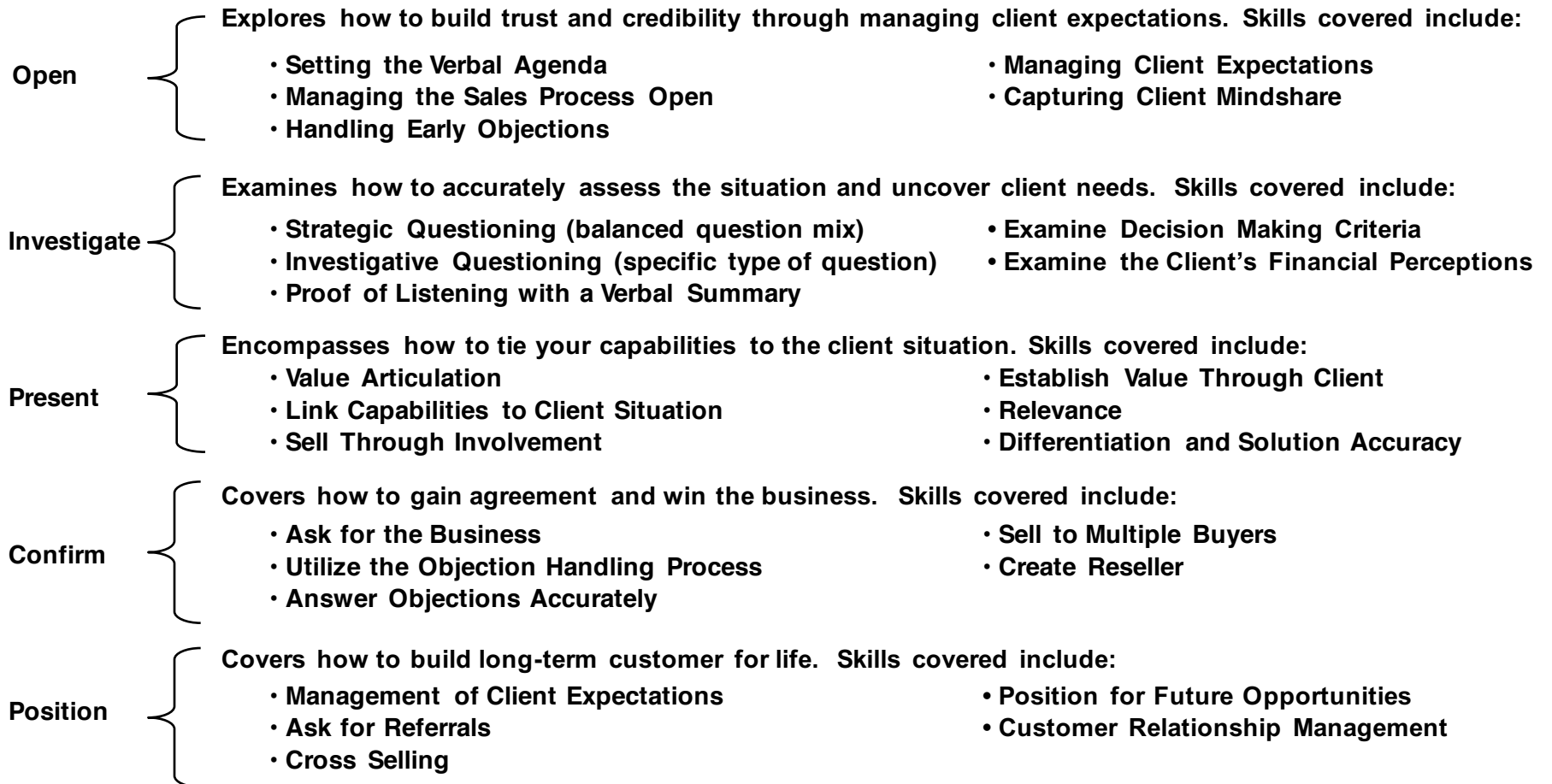
- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

# Executive Summary

## Highlights

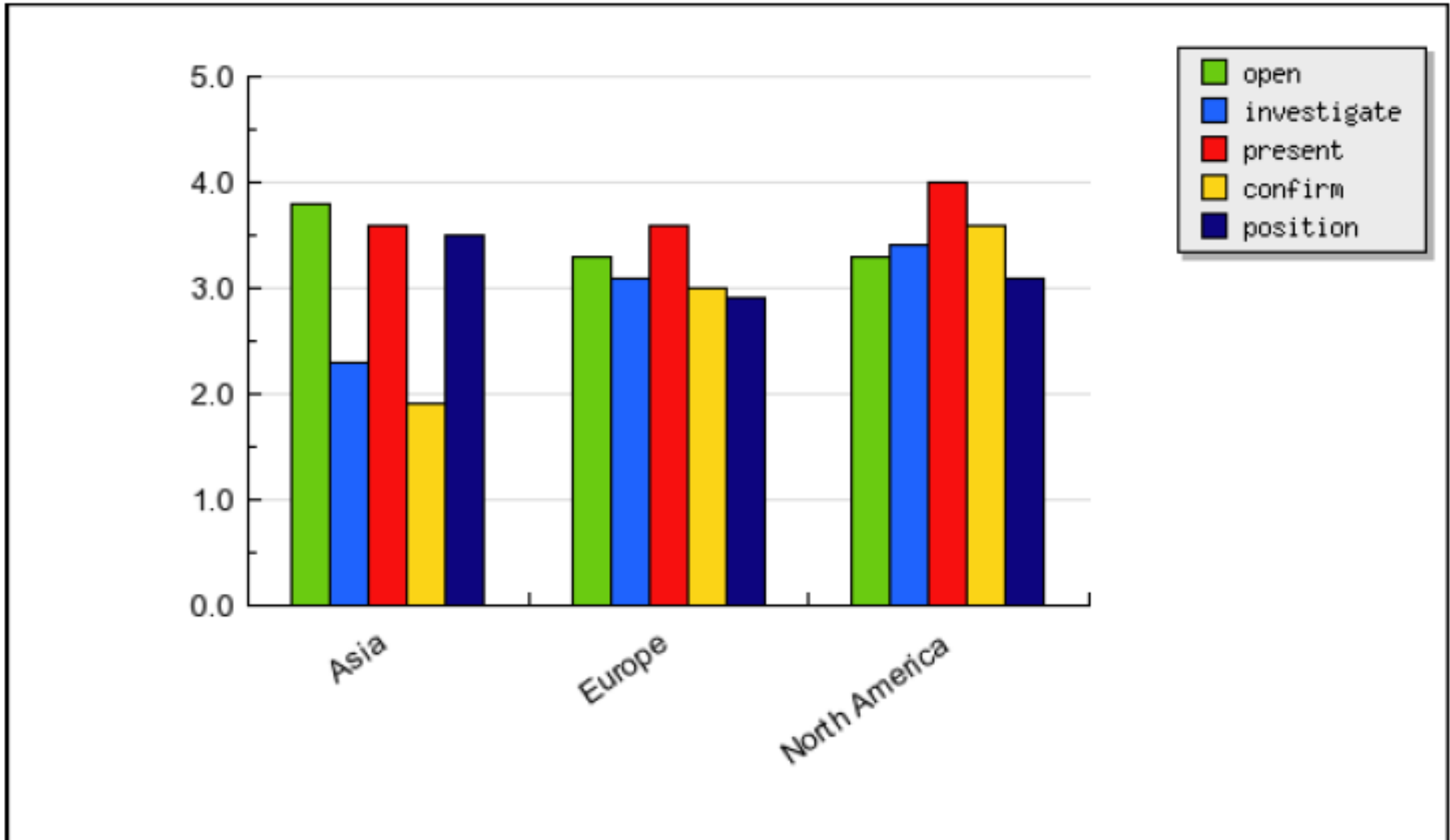
### What is SSAT Measuring?

The SSAT is measuring the core sales skills required for a customer-focused and consultative sales process. Listed in order, the five areas and what they include are:



# Executive Summary

## Highlights



# Executive Summary

## Detailed Matrix

		Open	Investigate	Present	Confirm	Position	Total %
Asia	Mary Brewer	3.0	3.0	5.0	2.0	3.0	64.0 %
	John Chase	4.0	1.0	4.0	3.0	3.0	60.0 %
	Jonathan Fitzgerald	5.0	4.0	5.0	2.0	4.0	80.0 %
	Anita Lang	5.0	2.0	4.0	3.0	4.0	72.0 %
	Rick Lee	2.0	1.0	3.0	1.0	4.0	44.0 %
	Victoria Norton	5.0	2.0	2.0	1.0	4.0	56.0 %
	Kelley Peterson	2.0	1.0	3.0	1.0	3.0	40.0 %
	Melody Trent	5.0	2.0	2.0	1.0	4.0	56.0 %
	Duncan Ward	2.0	1.0	4.0	2.0	2.0	44.0 %
	Patricia Waters	4.0	4.0	5.0	3.0	4.0	80.0 %
	Diana Wilson	5.0	4.0	3.0	2.0	3.0	68.0 %
Europe	Dennis Cox	4.0	3.0	1.0	2.0	4.0	56.0 %
	Mary Francis	5.0	3.0	4.0	2.0	2.0	64.0 %
	Allison Grimes	2.0	5.0	4.0	3.0	2.0	64.0 %
	Tony Josephs	2.0	1.0	4.0	2.0	2.0	44.0 %

# Executive Summary

## Detailed Matrix – Continued

		Open	Investigate	Present	Confirm	Position	Total %
Europe	Darla King	3.0	3.0	4.0	4.0	4.0	72.0 %
	Patrick Lords	2.0	1.0	3.0	1.0	2.0	36.0 %
	Anne Lynch	4.0	5.0	4.0	5.0	4.0	88.0 %
	Sonia Marks	4.0	4.0	5.0	5.0	3.0	84.0 %
North America	Stephanie Armstrong	2.0	2.0	4.0	4.0	4.0	64.0 %
	Grace Bruno	2.0	2.0	2.0	3.0	1.0	40.0 %
	Mark Cosgrove	5.0	5.0	4.0	4.0	5.0	92.0 %
	Elizabeth Gould	3.0	3.0	4.0	4.0	4.0	72.0 %
	Catherine Thompson	4.0	5.0	4.0	5.0	4.0	88.0 %
	Marie Williams	5.0	3.0	5.0	2.0	2.0	68.0 %
	Erick Woods	2.0	4.0	5.0	3.0	2.0	64.0 %
<b>Asia</b>		3.8	2.3	3.6	1.9	3.5	60.4 %
<b>Europe</b>		3.3	3.1	3.6	3.0	2.9	63.5 %
<b>North America</b>		3.3	3.4	4.0	3.6	3.1	69.7 %
<b>All Participant Summary</b>		3.5	2.8	3.7	2.7	3.2	63.8 %

# Executive Summary

## Comparative Group Results

	HDCT	Open	Investigate	Present	Confirm	Position	Total %
Asia	11	3.8	2.3	3.6	1.9	3.5	60.4 %
Europe	8	3.3	3.1	3.6	3.0	2.9	63.5 %
North America	7	3.3	3.4	4.0	3.6	3.1	69.7 %
All Participant Summary	26	3.5	2.8	3.7	2.7	3.2	63.8 %



# Sample Company SSAT Results

Selling Skills Assessment Tool

## Benchmark Group Results North America

January 1, 2016

Licensee / Associate

Contact Information

# Group Summary: North America

- Seven responses were received from the North America Group. Individual scores ranged from 40.0% to 92.0%, suggesting opportunities for focused development for those with the lower scores. The North America Group ranked first among the three groups with an average of 69.7%.
- Results vary by group, displayed below are the group rankings (high to low) based on total scores:

1.	North America	69.7%
2.	Europe	63.5%
3.	Asia	60.4%

85 – 100	Highly Effective Customer Oriented Selling Skills
70 – 84	Adequate Skill Level for Moderate Growth
55 – 69	In Need of Targeted Training to Maintain Growth
< 55	Critical Situation for Immediate Capability Development

# Group Summary: North America

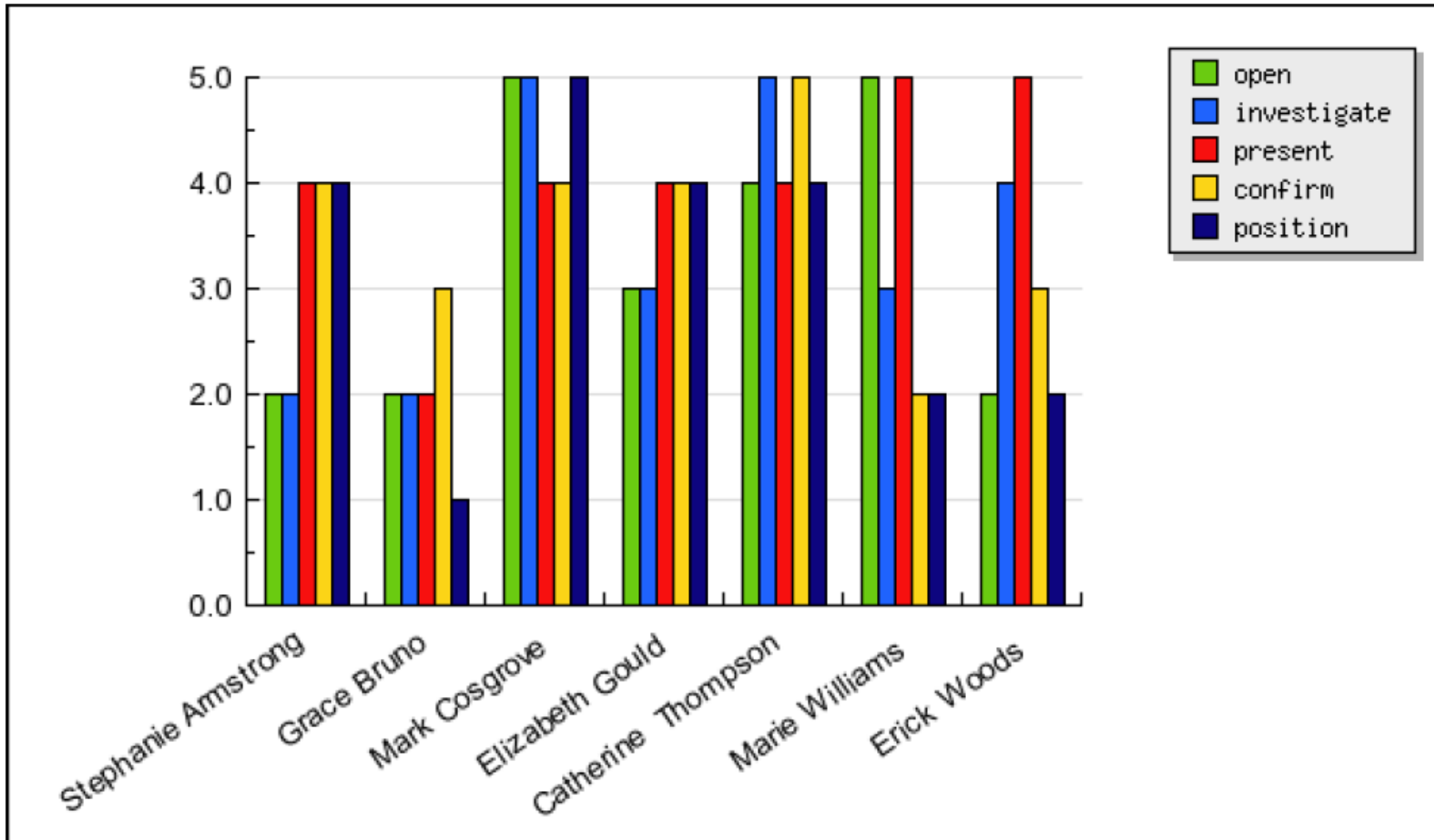
- The tool consists of 25 questions, broken down into groups of five for each of the five areas of the sales process. For the North America, results indicate strength in Presenting and Confirming. For the North America, results indicate an opportunity for improvement in Investigating, Opening and Positioning. Rank-ordered results for sales process area are (high to low):

1. Presenting ( 4.0 out of 5 compared to the company average of 3.7)
2. Confirming ( 3.6 out of 5 compared to the company average of 2.7)
3. Investigating ( 3.4 out of 5 compared to the company average of 2.8)
4. Opening ( 3.3 out of 5 compared to the company average of 3.5)
5. Positioning ( 3.1 out of 5 compared to the company average of 3.2)

Above 4.5	Excellent (Role Model)
4.0 to 4.4	Strong
3.5 to 3.9	Acceptable
3.0 to 3.4	Need focused skill enhancement
Below 3.0	Need broad skill development

- This report contains comparative Group and Individual detail with reflections on strengths and weakness for each respondent, based on their scoring pattern

# Group Summary: North America



# Group Summary: North America

## Detailed Matrix

	Open	Investigate	Present	Confirm	Position	Total %
Stephanie Armstrong	2.0	2.0	4.0	4.0	4.0	64.0 %
Grace Bruno	2.0	2.0	2.0	3.0	1.0	40.0 %
Mark Cosgrove	5.0	5.0	4.0	4.0	5.0	92.0 %
Elizabeth Gould	3.0	3.0	4.0	4.0	4.0	72.0 %
Catherine Thompson	4.0	5.0	4.0	5.0	4.0	88.0 %
Marie Williams	5.0	3.0	5.0	2.0	2.0	68.0 %
Erick Woods	2.0	4.0	5.0	3.0	2.0	64.0 %
<b>North America</b>	<b>3.3</b>	<b>3.4</b>	<b>4.0</b>	<b>3.6</b>	<b>3.1</b>	<b>69.7 %</b>
<b>All Participant Summary</b>	<b>3.5</b>	<b>2.8</b>	<b>3.7</b>	<b>2.7</b>	<b>3.2</b>	<b>63.8 %</b>

# Individual Results: Stephanie Armstrong

	Total Hdct	Open	Investigate	Present	Confirm	Position	Total %
Stephanie Armstrong	1	2.0	2.0	4.0	4.0	4.0	64.0 %
North America	7	3.3	3.4	4.0	3.6	3.1	69.7 %
All Participant Summary	26	3.5	2.8	3.7	2.7	3.2	63.8 %

## Reflection Guide

Results in Line with Your Expectations:

Surprises You See in the Data:

Potential Explanation of Surprises:

Actions:

# Individual Results: Stephanie Armstrong

## Comments and Observations

Open (2 of 5 correct): These results indicate a need for improvement. This area is focused on building trust and credibility. You have room for improvement in this area and the results suggest that you review the sales skills of adapting to social styles and how to utilize a verbal agenda to manage client expectations.

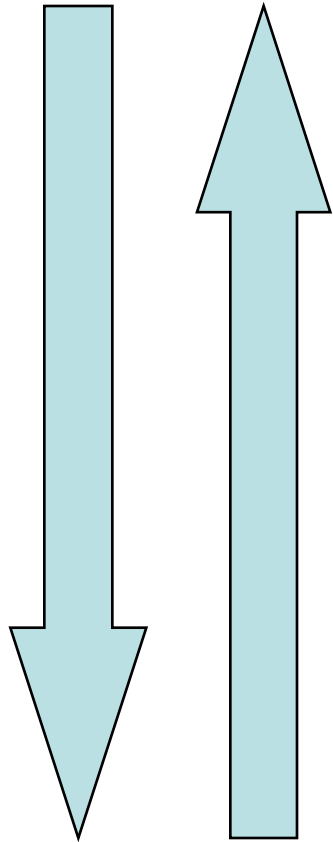
Investigate (2 of 5 correct): These results indicate a need for improvement in this area. The key sales skills to review are strategic questioning, effective listening, and summarizing. Increasing these skills will improve your sales accuracy and efficiency.

Present (4 of 5 correct): This area shows you have a strength in value articulation, presentation skills, and selling to multiple buyers. These strengths establish client perception of value and contribute to linking your capabilities with the client situation. These strengths will help build the long-term customer perception of value.

Confirm (4 of 5 correct): These results display a strength in this area. The key sales skills to review include understanding objections, utilizing an objection handling process, and getting a yes. Increasing these skills will help you to win more business.

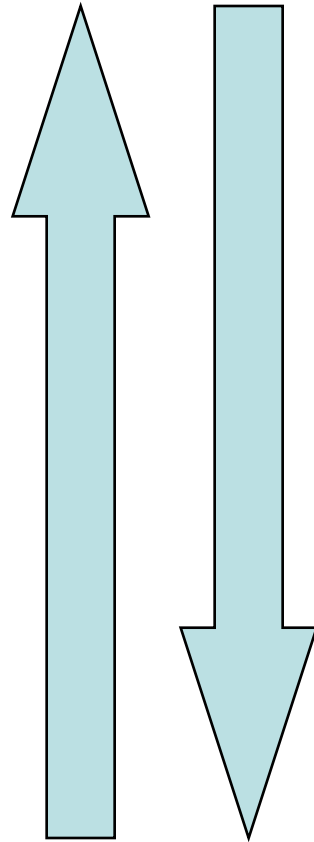
Position (4 of 5 correct): Your scores show that you have a strength in the core sales skills of building long-term client relationships, networking, and gaining referrals. These skills are essential for creating clients for life, repeat business, and cross selling.

# SSAT Diagnostic Tool: Sales Volume Relationship



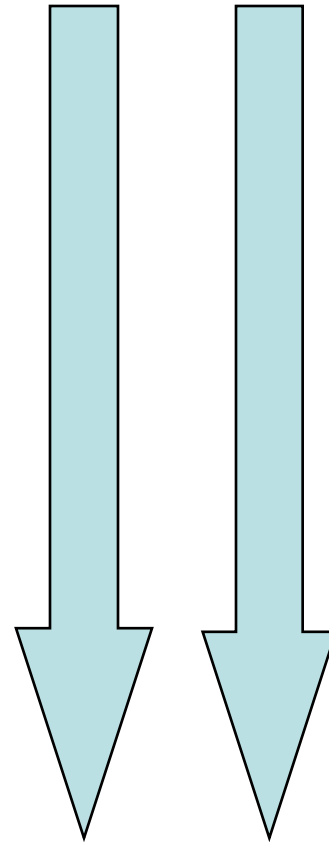
**SSAT Sales**  
**MUSCLE**

(identifies strength)



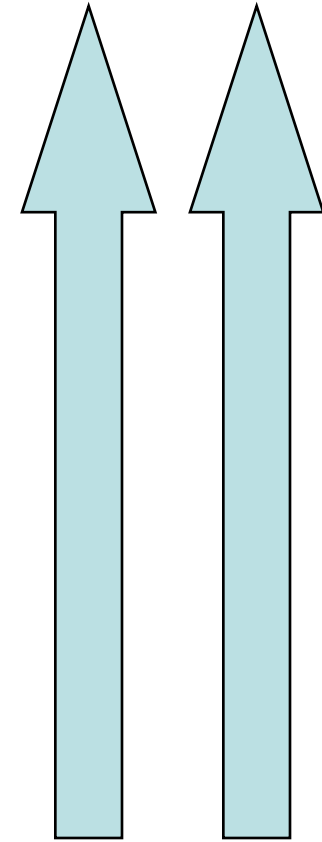
**SSAT Sales**  
**EXECUTION**

(knowing-doing gap)



**SSAT Sales**  
**KNOWLEDGE**

(skills development)



**SSAT Sales**  
**LEVERAGE**

(remove obstacles)



# SSAT Works Hard for Your Organization

**Flexible Data View** – Client defined groups

**Data Levels Value** – Sales force, group, individual

**No Strings** – Data with or without Training

**Easy Administration** – Web-based

**Efficient to Take** – 20-25 minutes

**Centralized Processing** – quality assurance

**Cost Efficient** - \$150 per person