

## Smith & Smith Services

### Direct Sales Competency Profile

Date 01/20/2010  
 Selling Company: Smith & Smith Services  
 Sales Person Donna Wyatt  
 Assessing Executive Martha Anderson  
 Prospect Company Procea Corporation  
 Prospect Contact Martin Torbert



**Remarks:** Ms. Wyatt was formerly employed by TRP Associates as a sales representative and left that company when they shut down their regional offices.

Sales Skill Areas	Score/Possible	Percentile	Rating
1. Creating a Favorable First Impression	15 / 15	100.00	Excellent
2. Conversational and Listening Skills	23 / 30	76.67	Very Good
3. Presentation Skills	17 / 20	85.00	Excellent
4. Communication of Credentials, Products and Services	13 / 20	65.00	Good
5. Identification of Buyer's Needs & Objectives	13 / 15	86.67	Excellent
6. Qualifying the Buyer	14 / 15	93.33	Excellent
7. Communicating a Total Value Proposition	8 / 15	53.33	Good
8. Handling Objections	9 / 15	60.00	Good
9. Handling Questions	15 / 15	100.00	Excellent
10. Preparation & Organization of Presentation	9 / 15	60.00	Good
<b>Total Score</b>	<b>136 / 175</b>	<b>77.71</b>	<b>Very Good</b>
<b>Donna Wyatt has better than average sales skills</b>			

Percentile Range	Rating
20.0 - 34.9	Poor - Lacks fundamental sales skills
35.0 - 49.9	Fair - Requires developmental sales training
50.0 - 66.9	Good - Has adequate sales skills
67.0 - 82.9	Very Good - Has better than average sales skills
83.0 - 100.0	Excellent - Has superior sales skills

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## Developmental Comments:

### **Sales Skill Area 1: Creating a Favorable First Impression**

Donna creates a highly professional and competent first impression

### **Sales Skill Area 2: Conversational and Listening Skills**

Donna has very strong interpersonal communication skills. At times she tends to lower her voice to the point where the prospect asks her to repeat a phrase.

### **Sales Skill Area 3: Presentation Skills**

Overall Donna has very strong presentation skills. One area of suggested improvement would be to turn some of the buyer's comments into sales points.

### **Sales Skill Area 4: Communication of Credentials, Products and Services**

Donna will gain the necessary information in training to become more conversant with Smith & Smith and the benefits of our services.

### **Sales Skill Area 5: Identification of Buyer's Needs & Objectives**

Donna's previous sales experience clearly shows in her ability to probe and identify the prospect's needs and objectives.

### **Sales Skill Area 6: Qualifying the Buyer**

Donna was effective and forthright in clarifying how a decision to retain a consulting company will be reached.

### **Sales Skill Area 7: Communicating a Total Value Proposition**

Donna needs specific information in order to better address cost savings and intangible benefits of doing business with Smith & Smith.

### **Sales Skill Area 8: Handling Objections**

Donna needs information and mentoring in order to be more effective in responding to pricing and financial questions.

### **Sales Skill Area 9: Handling Questions**

Donna was able to secure the prospect's assurance that Smith & Smith is a leading contender for management consulting services.

### **Sales Skill Area 10: Preparation & Organization of Presentation**

Donna will benefit from our executive training program in terms of a deeper knowledge of Smith & Smith and of the industry.