



Bridge Report

Sales Report



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Introduction

! The information in this report is confidential. So keep this report in a safe place!

This sales reports provides insight in Peter Sample's match with a position in sales. This report can be used to identify strong points and development issues for Peter Sample. This report can be used for any sales position.

TestGroup has done a research project among thousands of sales employees to determine which personality traits are important for performance in sales jobs. Although all these traits are important to determine a match with a sales job, you are most suited to determine the most important traits for a specific sales job.

This report is based on the assessment with the Bridge Personality. In this assessment, candidates are asked 240 questions, in which they assess themselves in a work situation. Why was this formulation chosen? Because years of research have shown that the self-image is a good guideline for future employment behavior. Besides information about employment behavior, the Bridge Personality provides insight into the personality. It also makes clear in which environment candidates function well, or not so well. The results are compared to those of a norm group of 500 people who filled in this instrument earlier. A score from 1 to 10 is given for each dimension. The Bridge Personality is particularly suited to candidates within a working environment. As working environments are dynamic, we recommend using the instrument again after a period of two years.

This report has been electronically compiled and produced by the software system of TestGroup Consulting. It provides information about the person who has filled in the test. TestGroup Consulting accepts no responsibility for problems that may arise from using this report. The Bridge Personality and all the other tests of TestGroup Consulting, as well as the reports, may only be used by employees of TestGroup Consulting, representatives or resellers of TestGroup Consulting, or clients of TestGroup Consulting who are authorized and trained to do so.

Sales Theory

Sales Report	This report prodives insight in the personality and behavior of the candidate within a work environment. The report is based on the cadidate's self evaluation.
The Six Steps of Sales	This part of the sales report provides insight in the scores of the candidate on each of the 6 steps of sales. The scores are given in both the score bars as the Six Step Sales Wheel.
De Four Sales Types	Your candidate is scored on each of the four sales types: The Hunter, The Farmer, The Consultant and The Negotiator. The scores are also given in the Sales Type Wheel.

The Six Steps of Sales

1 2 3 4 5 6 7 8 9 10

1. Planning & Preperation

Analysing the market thouroughly, analyzing the positioning of the products and the sales activities.



2. Making contact

Contacting potential client and leads to business, taking a pro active attitude towards making contact, 'breaking the ice' and make potential clients feel comfortable.



3. Building desire

Engaging the consumer emotionally, creating a feel of fondness about the product, efficiently communicating the unique selling point of the product or service.



4. Presenting the options

Understanding the needs of the client and translating these in presentable options. Presenting the products in an engaging and enthousiastic manner. Feeling comfortable with presenting to a client audience.



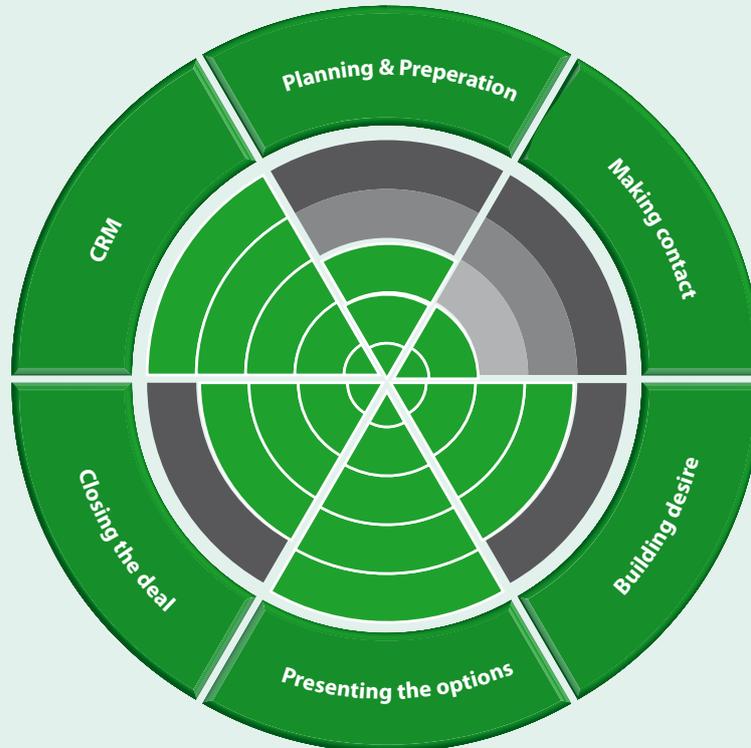
5. Closing the deal

Getting the contract signed and closing the sale. Managing the customer in making a decision and dealing with objections. Ne-gotiating the final price and creating a feel of urgency to sign the contract.



6. Managing client relationships

Managing and maintaining the relationship with the client after the deal is closed. Actively looking for opportunities to 'cross' sell at cur-rent clients. Identifying new business leads at existing customers.



The Four Sales Types 1 2 3 4 5 6 7 8 9 10



Hunter

Is very pro active in contacting leads. Takes charge in identifying promising prospects. Does not wait and see but picks up the phone. Shows a large drive to score deals.



Consultant

Designs solutions for clients. Takes the advisor role and coaches prospects and clients into the right direction. Actively tries to understand the clients business.



Farmer

Has a sharp eye for unhappy clients and knows what the clients needs are. Grows relationships. Understands client problems and solves them.



Negotiator

Is convincing in presenting solutions, services and products. Has a sharp eye for win-win solutions. Takes a critical stand towards information and takes a firm stand during negotiations.

