



Bridge Report    Fred Example

Sales Report



## Content

Introduction.....	2
Sales Theory.....	2
The Six Steps of Sales .....	3
The Four Sales Types.....	4

## Introduction

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

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

TestGroup Consulting 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 the specific sales job in question.

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 format 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 out 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 out 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

<b>Sales Report</b>	This report provides insight in the personality and behavior of the candidate within a work environment. The report is based on the candidate's self evaluation.
<b>The Six Steps of Sales</b>	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.
<b>The Four Sales Types</b>	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 & Preparation**

Is eager about analysing the market. Often organises the schedule in order to meet goals. Pays attention to product positioning and effective sales activities.



**2. Making Contact**

Is sometimes focused on "breaking the ice" and making potential clients feel comfortable. Is able to contact potential clients and business leads. Does not mind taking a proactive attitude towards making contact.



**3. Building Desire**

Communicates the unique selling point of the product or service to an average degree. Sometimes engages the consumer emotionally. Creates a feeling of enthusiasm about the product now and then.



**4. Presenting the Options**

Is unable to present options. Is unable to understand the needs of the client. Does not feel comfortable presenting to a client audience in an engaging and enthusiastic manner.



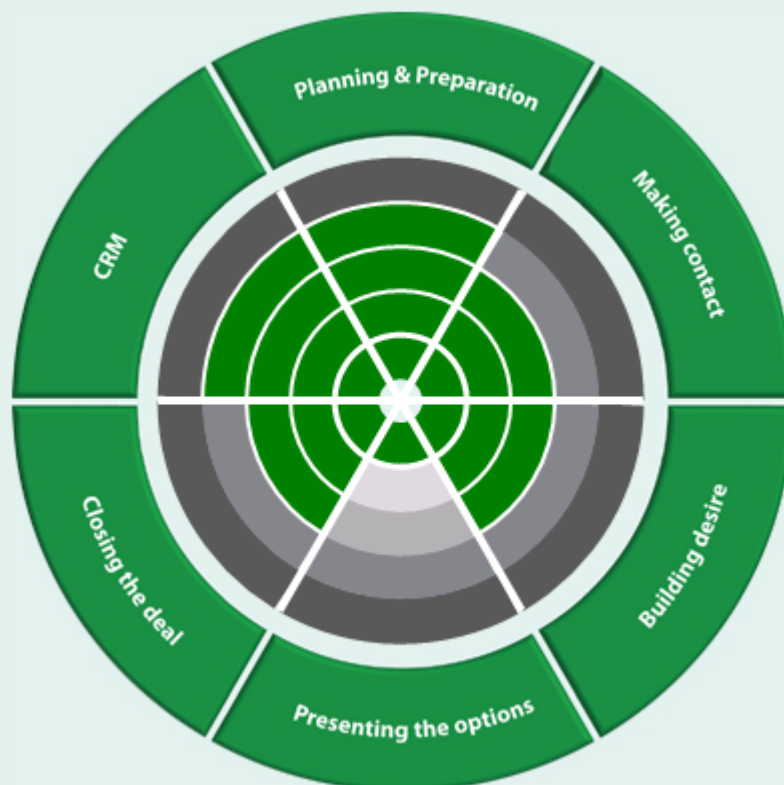
**5. Closing the Deal**

Negotiates the final price and creates a sense of urgency to sign the contract to an average degree. Performs fairly well in dealing with objections and in steering the customer towards making a decision. Gets the contract signed to an average degree.



**6. Managing Client Relationships**

Performs well in identifying new business leads at existing customers. Often manages and maintains the relationship with the client after the deal is closed. Often looks actively for opportunities and business leads at current clients.



## The Four Sales Types

1 2 3 4 5 6 7 8 9 10



### Hunter

Is sometimes proactive in contacting leads. Does not mind taking charge in identifying promising prospects. Sometimes waits and sees instead of picking up the phone, and shows average drive for scoring deals.



### Consultant

Sometimes designs solutions for clients. Sometimes takes the role of adviser and coaches prospects and clients in the right direction now and then. Tries to understand the client's business to an average degree.



### Farmer

Heeds unhappy clients and often knows what the client's needs are. Develops client relationships more often than other people. Is able to understand the client's problems and to solve them.



### Negotiator

Is slightly convincing in presenting solutions, services and products. Occasionally has a keen eye for win-win solutions. Takes a less critical stand towards information and a less firm stand during negotiations than most people.

