

# **Interview Success Profile - Sales <sup>TM</sup>**

Innermetrix, Inc.  
Innermetrix Talent Profile of John Dough

# Interview Success Profile - Sales Summary

## Report Summary

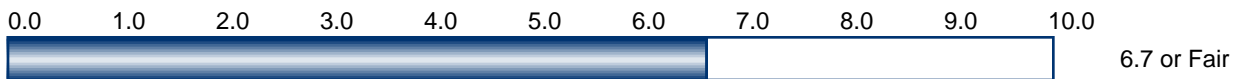
Assessment Confidence Level: Average

Along with assessing over seventy specific characteristics and capacities, the Innermetrix Talent Profile also measures the reliability of those results (the Assessment Confidence Level or ACL) and determines whether the profile is a true representation of John. The results of this report have an average reliability score and are true to John's nature and abilities.

This Innermetrix Talent Profile is scaled, Very Poor to Excellent, from 0 to 10. This graph summarizes the 6 categories that comprise this Innermetrix Talent Profile. A description and mean score for each category is on the following page. This Interview Success Profile will show you your greatest soft skills and strengths so you can show them off in the interview, and make you aware of some of your weaker areas so you are prepared to show how they are not an issue. It is meant to be used in conjunction with the IMX Interview Success Guide. If you do not have a copy of this FREE guide visit ([www.innermetrix.com/interviewing](http://www.innermetrix.com/interviewing)) to download your copy now.

## Report Component Graphs

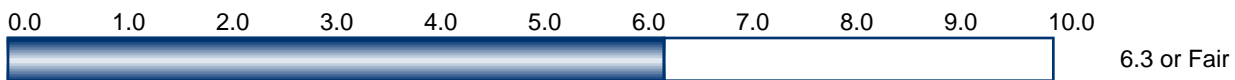
### A. PROSPECTING



### B. GREETING



### C. QUALIFYING



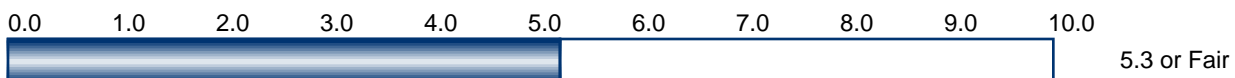
### D. DEMONSTRATING



### E. INFLUENCING



### F. CLOSING



John Dough

## Category Overviews

### A. PROSPECTING (6.7 or Fair)

This is the first step of any sale. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

### B. GREETING (8.9 or Excellent)

The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

### C. QUALIFYING (6.3 or Fair)

The detailed needs analysis phase of the face-to-face sale. This step of the sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

### D. DEMONSTRATING (7.6 or Good)

This step allows the salesperson to present his product knowledge in such a way that it fulfills the stated or implied wants, needs or intentions of the prospect as identified and verbalized in the qualifying phase of the sale.

### E. INFLUENCING (8.2 or Very Good)

What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

### F. CLOSING (5.3 or Fair)

The final phase is closing. This phase of the sale is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

# A. PROSPECTING

## Category Description

This is the first step of any sale. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

## Category Component Graphs

### Initiative



### Intuitive Decision Making



### Persistence



### Role Confidence



### Self Starting Ability



## Category Component Descriptions

### Initiative (7.4 or Good)

evaluates John's ability to direct his energy toward the completion of a goal without an external catalyst.

### Intuitive Decision Making (6.9 or Good)

evaluates John's ability to accurately compile intuitive perceptions about a situation into a decision or action.

### Persistence (7.5 or Good)

evaluates John's ability to stay on course in times of difficulty.

### Role Confidence (6.2 or Fair)

evaluates John's ability to develop and to maintain an inner strength based on the belief that he will succeed.

### Self Starting Ability (5.5 or Fair)

evaluates John's ability to find his own motivation for accomplishing a task and the degree to which he will maintain that course in the face of adversity.

John Dough

## B. GREETING

### Category Description

The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

### Category Component Graphs

#### Attitude Toward Others



#### Initiative



#### Relating To Others



#### Sensitivity To Others



### Category Component Descriptions

#### Attitude Toward Others (9.3 or Excellent)

evaluates John's ability to maintain a positive, open and objective attitude towards others.

#### Initiative (7.4 or Good)

evaluates John's ability to direct his energy toward the completion of a goal without an external catalyst.

#### Relating To Others (9.3 or Excellent)

evaluates John's ability to coordinate personal insights and knowledge of others into effective interactions.

#### Sensitivity To Others (9.6 or Excellent)

evaluates John's ability to be sensitive and aware of the feelings of others but not to allow this awareness to get in his way when faced with making objective decisions.

John Dough

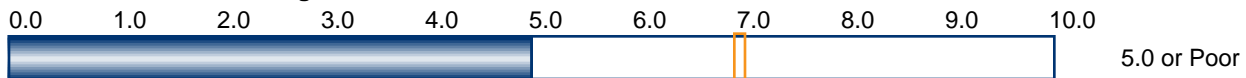
## C. QUALIFYING

### Category Description

The detailed needs analysis phase of the face-to-face sale. This step of the sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

### Category Component Graphs

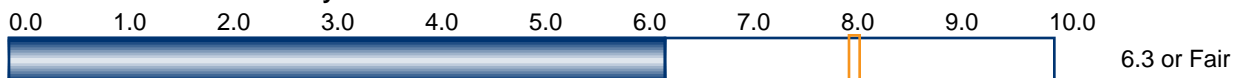
#### Balanced Decision Making



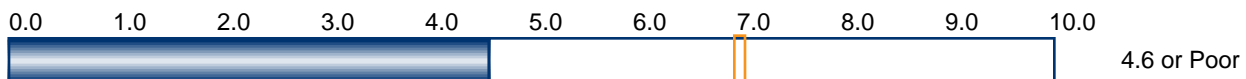
#### Empathetic Outlook



#### Problem and Situation Analysis



#### Self Confidence



### Category Component Descriptions

#### Balanced Decision Making (5.0 or Poor)

evaluates John's ability to be objective and to evaluate fairly the different aspects (people and other) of a situation; and his ability to make an ethical decision that takes into account all aspects and components.

#### Empathetic Outlook (9.3 or Excellent)

evaluates John's capacity to perceive and understand the feelings and attitudes of others or to place himself in the shoes of another.

#### Problem and Situation Analysis (6.3 or Fair)

evaluates John's ability to identify the elements of a problematic situation and to understand which components are critical.

#### Self Confidence (4.6 or Poor)

evaluates John's ability to develop and to maintain inner strength based on the desire to succeed and on his belief that he possesses the capabilities to succeed.

John Dough

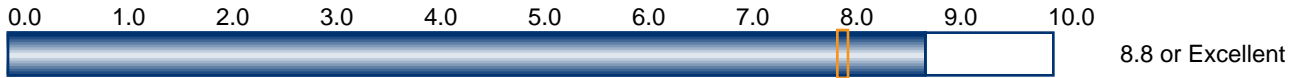
# D. DEMONSTRATING

## Category Description

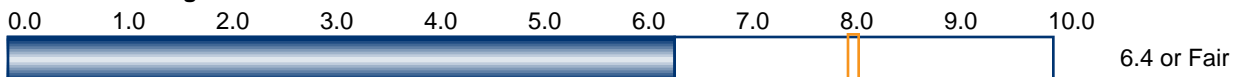
This step allows the salesperson to present his product knowledge in such a way that it fulfills the stated or implied wants, needs or intentions of the prospect as identified and verbalized in the qualifying phase of the sale.

## Category Component Graphs

### Concrete Organization



### Problem Solving



### Project Scheduling



### Sense of Timing



## Category Component Descriptions

### Concrete Organization (8.8 or Excellent)

evaluates John's understanding of the immediate, concrete needs of a situation and to establish an effective plan of action for meeting those needs.

### Problem Solving (6.4 or Fair)

evaluates John's ability to identify alternative solutions to a problem and to select the best option.

### Project Scheduling (7.9 or Very Good)

evaluates John's ability to understand the proper allocation of resources for the purpose of getting things done within a defined timeframe.

### Sense of Timing (7.4 or Good)

evaluates John's ability to evaluate a situation in such a way that statements, decisions, and actions are the most effective, accurate, and timely.

John Dough

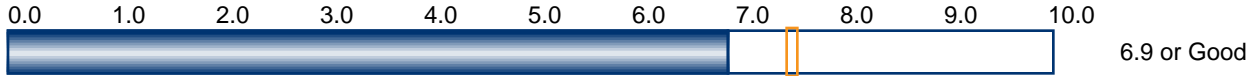
# E. INFLUENCING

## Category Description

What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

## Category Component Graphs

### Flexibility



### Persuading Others



### Understanding Attitude



### Understanding Motivational Needs



## Category Component Descriptions

### Flexibility (6.9 or Good)

evaluates John's ability to readily integrate, modify, and respond to changes with minimal personal resistance.

### Persuading Others (7.6 or Good)

evaluates John's ability to present his viewpoint in such a way that it is accepted by others.

### Understanding Attitude (9.3 or Excellent)

evaluates John's ability to read between the lines and to understand body language, reticence, stress, and emotions.

### Understanding Motivational Needs (9.0 or Excellent)

evaluates John's ability to understand the needs and desires of employees and to use this knowledge to motivate them to succeed.

John Dough

## F. CLOSING

### Category Description

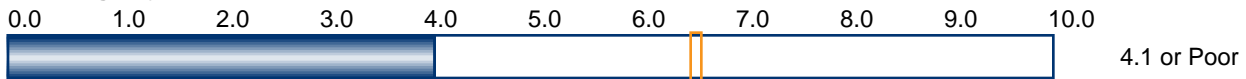
The final phase is closing. This phase of the sale is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

### Category Component Graphs

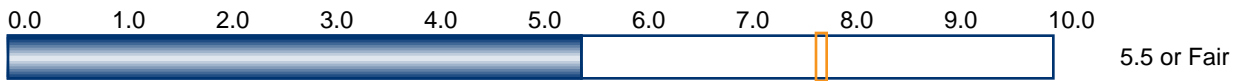
#### Attention To Detail



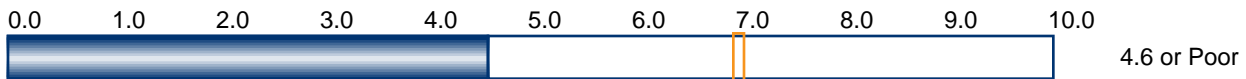
#### Handling Rejection



#### Results Orientation



#### Self Confidence



### Category Component Descriptions

**Attention To Detail (7.1 or Good)**  
evaluates John's ability to see and to pay attention to details.

**Handling Rejection (4.1 or Poor)**  
evaluates John's ability to avoid taking rejection or criticism in an overly personal manner.

**Results Orientation (5.5 or Fair)**  
evaluates John's ability to identify the actions necessary to complete tasks and to obtain results.

**Self Confidence (4.6 or Poor)**  
evaluates John's ability to develop and to maintain inner strength based on the desire to succeed and on his belief that he possesses the capabilities to succeed.

John Dough