



## SALES AUDIT: Thomas Sample

08/06/2012

Private & Confidential

### OPENING AND COMMUNICATION

Thomas Sample is a good natural opener. He has the ability to develop relationships quickly. Thomas Sample's assertive, persuasive and informed approach provide for first class communication ability. If there is any danger, it is that of appearing slightly over familiar too early in the encounter. However, we feel that his natural people orientated approach will allow him to successfully open across the whole sales spectrum. There may be a tendency for him to spend too much time on detail and specifics, but this is will not necessary detract from his overall ability.

### CLOSING

A reasonably good closer, who will attempt to carry people with him and obtain willing agreement or approval for his product. There may be occasions when he will attempt to maintain the relationship at the expense of discounts or special offers, but he is unlikely to willingly leave without an order.

### CUSTOMER SERVICING

Thomas Sample is not by nature service orientated. He can do it but is more likely to provide details of the service requirement for others to follow than to do so himself. Certainly, a routine and repetitive service call requirement will bore him. There is also a possibility that Thomas Sample will have his favourite customers and these he will, of course, service.

### PRESENTATION

A good, enthusiastic presenter, who is likely to have a full knowledge of his product. Indeed, without it he could falter. There may be a tendency for Thomas Sample to be somewhat too quick in both his general and technical communication. He may present facts at a pace that the uninformed may not be able to cope with. However, Thomas Sample's overall communicative ability is well suited to a sales role.

### ADMINISTRATION

Thomas Sample is not an administrator by nature. He can absorb detail but has a low boredom threshold, and may well become irritated with routine, repetitive and administrative tasks. Certainly, he can do and may well enjoy a variety of analytical tasks but the emphasis here is on variety. Whilst he may well be able to set up administrative systems and procedures, the implementation and fulfilment of them will, whenever possible, be left to others.

This report relates only to behavioural characteristics within a work situation and should always be used with a structured interview. Success in the role will also depend on further assessment which ensures the person has the appropriate intelligence, education, experience, knowledge and competence.

The "Strengths & Limitations" report, which can be obtained regarding Thomas Sample, may provide additional information which will enhance the use of the above data.