

# THE SALES ATTRIBUTE INDEX™

**John Doe**

Sales Representative

XYZ Corporation

7-22-2003

# CRITICAL SALES SUCCESS ATTRIBUTES

## COMPONENT ANALYSIS FOR : John Doe

**COMMITMENT TO THE JOB:** To what degree does John usually stay focused and committed to a task? Does this motivation come from within or does he require more external motivation or supervision?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.1 VG

**ENJOYMENT OF THE JOB:** To what degree does John feel that his current job or role in life is fulfilling, rewarding and results in a positive and useful benefit?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9 VG

**GOAL DIRECTEDNESS:** How well does John tend to stay on target regardless of circumstances, or does he easily become distracted, losing focus on the task at hand?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9 VG

**HANDLING REJECTION:** How well is John able to not take rejection or criticism in an overly personal way?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.6 GOOD

**RESULTS ORIENTATION:** What is John's ability to identify the actions necessary to complete tasks and to obtain results?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.6 VG

**SELF STARTING ABILITY:** How likely is John to find his own motivation for accomplishing a task and what is the degree to which he will maintain that course in the face of adversity?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9 VG

The following scale is used throughout the report.

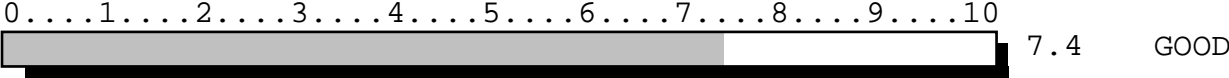
- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

Rev: 0.94-0.90

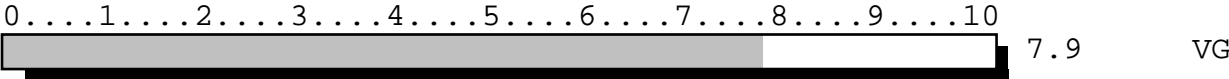
# CRITICAL SALES SUCCESS ATTRIBUTES

## COMPONENT ANALYSIS FOR : John Doe

**HANDLING STRESS:** What is John's ability to balance and defuse inner tensions and stress? Such tensions, if allowed to build up, might interfere with his ability to perform up to his potential.



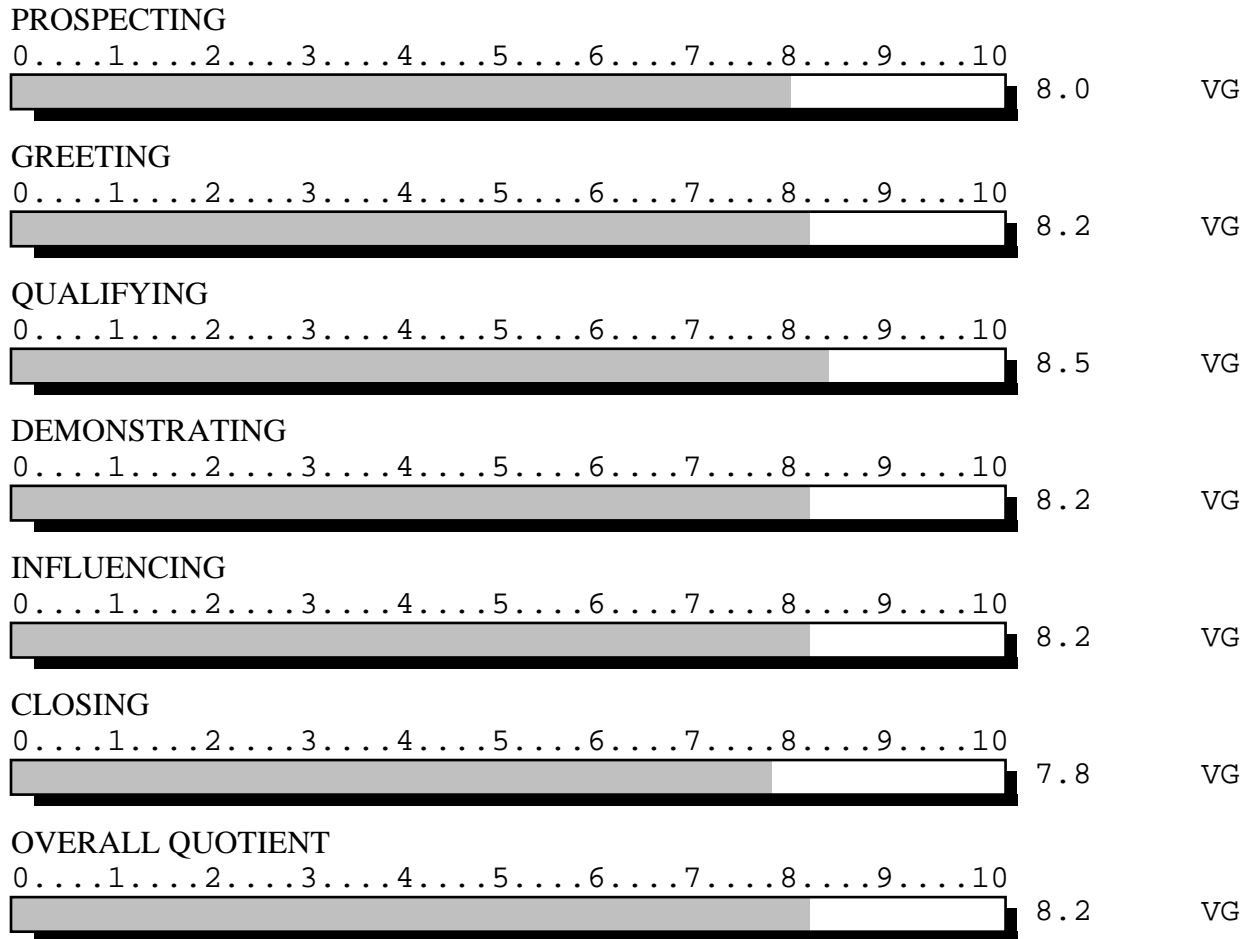
**SELF DISCIPLINE AND SENSE OF DUTY:** How strongly does John feel the need to be consistent and true to himself in his actions? Can he rule his own conduct and remain true to his ideals?



# THE SALES ATTRIBUTE INDEX™ SUMMARY

*This summary is of the information presented in the remaining pages of the report. We've placed it here, ahead of the supporting information, to give you an overall picture and provide a quick glance at the individual strengths and weaknesses of the respondent.*

## COMPONENT ANALYSIS FOR : John Doe



The following scale is used throughout the report.

- 0 to 5.0 = POOR
- 5.1 to 6.6 = FAIR
- 6.7 to 7.6 = GOOD
- 7.7 to 8.8 = VG
- 8.9 to 10 = EX

Rev: 0.94-0.90

# PROSPECTING

*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.*

## COMPONENT ANALYSIS FOR : John Doe

**EVALUATING OTHERS:** How realistic and accurate are the judgments that John tends to make about others? Does John clearly see their strengths and weaknesses and understand their manner of thinking, acting, and behaving?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3

VG

**ROLE CONFIDENCE:** How clearly does John see his role in the world or at work? Does he view it as being positive, practical and functional, and does he see himself as valuable in that role?

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9

VG

**PERSISTENCE:** The capacity to stay the course in times of difficulty.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.0

VG

**INTUITIVE DECISION MAKING:** The ability to accurately compile intuitive perceptions about a situation into a decision or action.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9

VG

# GREETING

*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.*

## COMPONENT ANALYSIS FOR : John Doe

**ATTITUDE TOWARD OTHERS:** The ability to maintain a positive, open and objective attitude toward others.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

**RELATING TO OTHERS:** The ability to effectively coordinate personal insights and knowledge of others into effective interactions.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

**INITIATIVE:** The ability to direct one's energies toward the completion of a goal without an external catalyst.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9 VG

**SENSITIVITY TOWARD OTHERS:** The ability a person has to be sensitive and aware of the feelings of others, without allowing this awareness to get in the way of making objective decisions.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

# QUALIFYING

*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.*

## COMPONENT ANALYSIS FOR : John Doe

**SELF CONFIDENCE:** The ability to develop and maintain inner strength based upon the desire to succeed and a belief that they possesses the capabilities to succeed.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.1 VG

**ACCURATE LISTENING:** An individual's openness to people and the willingness to hear what others are saying and not what they think they should say, or are going to say.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.2 VG

**EMPATHETIC OUTLOOK:** The capacity to perceive and understand the feelings, attitudes, needs and concerns of prospects.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

**PROBLEM/SITUATION ANALYSIS:** The capacity to identify the elements of a problem situation and to understand which components are critical.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



9.6 EX

# DEMONSTRATING

*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.*

## COMPONENT ANALYSIS FOR : John Doe

**PROBLEM SOLVING ABILITY:** A measure of the capacity to identify alternative solutions to a problem and to select the best option.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.9

EX

**USING COMMON SENSE:** A focus on practical thinking and the ability to see the world clearly and make common sense decisions.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.2

VG

**CONCRETE ORGANIZATION:** The ability to understand the immediate, concrete needs of a situation, and to establish an effective action plan for meeting those needs.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.6

GOOD

**SENSE OF TIMING:** The ability to accurately evaluate what is happening in such a way that statements, decisions and actions are the most effective, accurate and timely.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.2

VG

# INFLUENCING

*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.*

## COMPONENT ANALYSIS FOR : John Doe

**INTUITIVE DECISION MAKING:** The ability to accurately compile intuitive perceptions about a situation into a decision or action.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.9 VG

**PERSUADING OTHERS:** The ability to convince others and to present a given viewpoint in such a way that it is accepted by others.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.0 VG

**PEOPLE READING:** The ability to "read between the lines" in such things as the body language, reticence, stress and emotions of others.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.3 VG

**UNDERSTANDING PROSPECT'S MOTIVATIONS:** The ability to understand the needs and desires of prospects and to use this knowledge to help them sustain an emotional connection and motivate them to take action.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.8 VG

# CLOSING

*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.*

## COMPONENT ANALYSIS FOR : John Doe

**SELF CONFIDENCE:** The ability to develop and maintain an inner strength based upon the desire to succeed and a belief that one possesses the capabilities to succeed.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.1 VG

**PERSONAL ACCOUNTABILITY:** The ability to be responsible for the consequences of their own decisions and actions and not shift focus or blame on poor performance somewhere else or onto others.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.2 GOOD

**EMOTIONAL CONTROL:** The ability to maintain a rational and objective demeanor when faced with a stressful or emotional situation, to act objectively, rather than impulsively and emotionally.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



7.8 VG

**ATTENTION TO DETAIL:** The ability to see and pay attention to details which are vital to successful selling.

0 . . . . 1 . . . . 2 . . . . 3 . . . . 4 . . . . 5 . . . . 6 . . . . 7 . . . . 8 . . . . 9 . . . . 10



8.1 VG

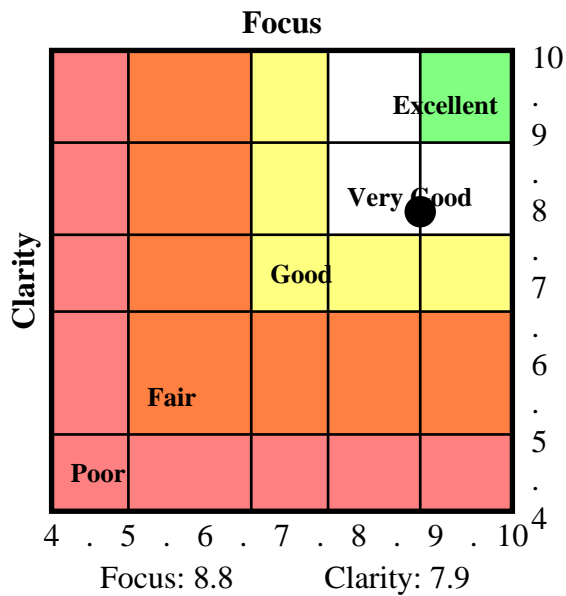
# CLARITY AND FOCUS

*For consulting and coaching*

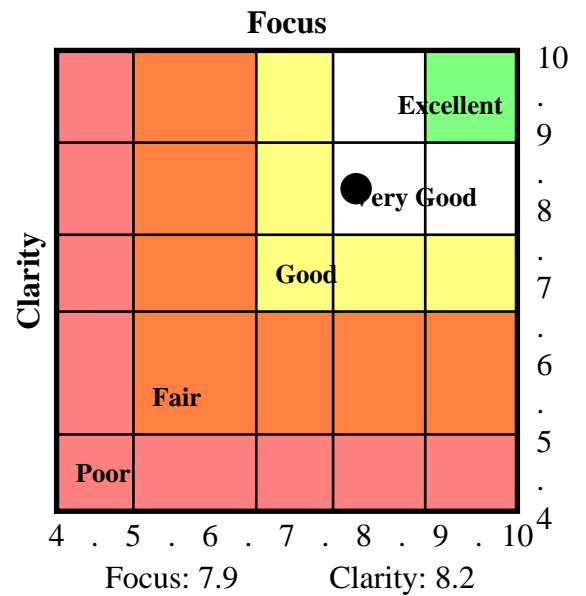
*CLARITY: The degree to which one can discern patterns, order and relationships related to specific dimensions.  
FOCUS: The degree to which one maintains targeted attention toward a specific factor or set of factors.*

John Doe

## INTERNAL



## EXTERNAL



# SALES-DIMENSIONAL BALANCE

*For consulting and coaching*

## **EXTERNAL FACTORS (Part 1)**

### **\* Intrinsic Dimension**

Empathetic Outlook 8.3

#### **How do you value others?**

Attitude Toward Others  
Evaluating Others  
Relating To Others  
Sensitivity To Others  
People Reading

### **\* Extrinsic Dimension**

Practical Thinking 7.6

#### **How practically do you see the world?**

Attention To Detail  
Concrete Organization

### **\* Systemic Dimension**

Systems Judgment 8.6

#### **How do you value systems and order?**

Problem Solving  
Results Orientation

## **INTERNAL FACTORS (Part 2)**

### **\* Intrinsic Dimension**

Self Esteem 7.4

#### **How do you value yourself?**

Emotional Control  
Handling Rejection  
Handling Stress

### **\* Extrinsic Dimension**

Role Awareness 8.3

#### **How do you value what you do?**

Persistence  
Commitment To The Job

### **\* Systemic Dimension**

Self Direction 7.9

#### **What guides or drives your actions?**

Self Discipline And Sense Of Duty  
Goal Directedness

# POSITIONAL SELF-ANALYSIS SHEET

Based on what you learned from Step 1, choose the 5 most highly scored capacities from your Attribute Index which you feel play a significant role in your daily activities, and write the name and score below under “Maximizers”. Repeat this process with the 5 most poorly scored capacities and record them under “Minimizers” below.

Next, to the right of each list under “Real-World Impact”, give as many real-world examples as you can of how these Maximizers benefit your endeavors. Repeat this process for the Minimizers you’ve listed as well.

<p><b>Example:</b> Title (Sales Representative) <u>Maximizers:</u> <i>Handling Rejection (9.6) Very Good</i></p>	<p><u>Real-World Impact:</u> <i>Because I don't take rejection as a personal affront to my self esteem I am able to keep going in the face of lots of adversity.</i></p>
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**Maximizers:**

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**Real-World Impact:**

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**Minimizers:**

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**Real-World Impact:**

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# CORE ATTRIBUTE LIST

*For consulting and coaching*

- Following Directions (10.0)
- Problem And Situation Analysis (9.6)
- Seeing Potential Problems (9.2)
- Problem Solving (8.9)
- Theoretical Problem Solving (8.8)
- Freedom From Prejudices (8.8)
- Developing Others (8.8)
- Realistic Goal Setting For Others (8.8)
- Understanding Prospect's Motivations (8.8)  
*see Understanding Motivational Needs*
- Understanding Motivational Needs (8.8)
- Integrative Ability (8.8)
- Correcting Others (8.7)
- Conceptual Thinking (8.6)
- Results Orientation (8.6)
- Respect For Policies (8.6)
- Systems Judgment (8.6)
- Sense Of Belonging (8.6)
- Balanced Decision Making (8.4)
- Attitude Toward Others (8.3)
- Realistic Expectations (8.3)
- Evaluating Others (8.3)
- Project Scheduling (8.3)
- Human Awareness (8.3)
- Relating To Others (8.3)
- Sensitivity To Others (8.3)
- Understanding Attitude (8.3)
- People Reading (8.3) *see Understanding Attitude*
- Empathetic Outlook (8.3)
- Monitoring Others (8.3)
- Personal Relationships (8.3)
- Material Possessions (8.3)
- Attitude Toward Honesty (8.3)
- Role Awareness (8.3)
- Proactive Thinking (8.2)
- Using Common Sense (8.2)
- Evaluating What Is Said (8.2)
- Accurate Listening (8.2) *see Evaluating What Is Said*
- Sense Of Timing (8.2)
- Attention To Detail (8.1)
- Personal Commitment (8.1)
- Commitment To The Job (8.1) *see Personal Commitment*
- Self Confidence (8.1)
- Quality Orientation (8.1)
- Gaining Commitment (8.1)
- Meeting Standards (8.1)
- Consistency And Reliability (8.0)
- Realistic Personal Goal Setting (8.0)
- Leading Others (8.0)
- Long Range Planning (8.0)
- Job Ethic (8.0)
- Persuading Others (8.0)
- Persistence (8.0)
- Intuitive Decision Making (7.9)
- Project And Goal Focus (7.9)
- Goal Directedness (7.9) *see Project And Goal Focus*
- Surrendering Control (7.9)
- Personal Drive (7.9)
- Self Discipline And Sense Of Duty (7.9)
- Conveying Role Value (7.9)
- Role Confidence (7.9)
- Initiative (7.9)
- Self Direction (7.9)
- Sense Of Mission (7.9)
- Enjoyment Of The Job (7.9)
- Self Starting Ability (7.9)
- Creativity (7.9)
- Emotional Control (7.8)
- Accountability For Others (7.7)
- Problem Management (7.7)
- Concrete Organization (7.6)
- Handling Rejection (7.6)
- Respect For Property (7.6)
- Status And Recognition (7.6)
- Practical Thinking (7.6)
- Handling Stress (7.4)
- Self Esteem (7.4)
- Self Improvement (7.4)
- Self Management (7.4)
- Personal Accountability (7.2)
- Taking Responsibility (7.2) *see Personal Accountability*
- Self Assessment (7.1)
- Internal Self Control (6.4)