

Sales Effectiveness Survey

Overall Results


















Sample Report

May 2019



Competency Summary Average

Participant Count = 91

	Mean	1	2	3	4	5	6
Confidence	5.10						
Communication	4.67						
Motivation	3.91						
Enthusiasm	4.97						
Coping Abilities	3.96						
Product/Service Knowledge	4.95						
Presence of a Selling Process	4.35						
Goal Setting	4.33						
Builds Rapport	5.04						
Questioning Skills	4.59						
Credibility/Trustworthiness	5.35						
Creating Solutions	5.07						
Resolving Objections	4.10						
Gaining Commitment	5.00						
Follow-Through	4.52						
Support System	4.61						
Sales Training	3.61						













The scale below was used for all engagement competency items:
 1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree

Competency Item Average

Question	Mean	1	2	3	4	5	6
Confidence							
1. I am known as a confident salesperson.	5.09						
2. I am as confident about selling as my colleagues are.	5.04						
3. Compared to other salespeople, I believe I am a confident person when selling.	5.16						
4. When presented with a challenge, people in this organization have the confidence to move forward.	5.10						
Communication							
5. My customers have an easy time telling me what they want.	5.20						
6. Clarifying a client's needs is never challenging.	4.11						
7. The majority of my coworkers can clearly describe their client's needs to me.	4.50						
8. I would describe my coworkers as superior communicators.	4.15						
9. Most of my coworkers listen effectively.	4.30						
10. Summarizing a conversation to a client is a good practice to follow.	5.30						
11. My clients would find that summarizing our conversations is valuable.	5.11						
Motivation							
12. My supervisor has a big effect on my motivation to work harder.	4.76						
13. There are incentives to sell more at this organization.	3.66						
14. Compared to other sales organizations, the incentives at this organization are fair and equitable.	3.84						
15. A person can earn a lucrative income based on the incentives at this organization.	3.38						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Competency Item Average

Question	Mean	1	2	3	4	5	6
Enthusiasm							
16. Enthusiastic salespeople seem genuine.	4.65						
17. Most people would describe me as enthusiastic.	4.73						
18. I firmly believe that taking a positive attitude into a sale will positively impact that sale.	5.54						
Coping Abilities							
19. It is rarely difficult to get over a missed sale.	3.46						
20. The majority of my colleagues quickly get over missed opportunities.	3.65						
21. Most of the sales force at this organization set fair and realistic targets.	4.43						
22. When I miss a sale, I don't question my ability to sell.	4.31						
Product/Service Knowledge							
23. I know the products/services I sell very well.	5.11						
24. My customers would consider me an expert in the products/services I sell.	5.04						
25. My co-workers are well versed in our products & services.	4.65						
26. I don't worry that a customer will question a service/product that I am not aware of.	4.34						
27. I believe in the products and services that we sell.	5.60						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Competency Item Average

Question	Mean	1	2	3	4	5	6
Presence of a Selling Process							
28. My associates follow a strict sales process.	3.76						
29. I clearly understand a predetermined sales process.	4.35						
30. Most of my associates have a sound selling process.	4.44						
31. I have a sound selling process that produces results.	4.85						
Goal Setting							
32. Setting goals is a common practice among my colleagues.	4.21						
33. Most of my associates pay attention to their sales goals.	4.28						
34. The sales goals that are set for sales people are realistic and attainable.	4.53						
35. Most sales people clearly know what sales targets the company has set for them.	4.29						
Builds Rapport							
36. My coworkers find it easy to build rapport with their customers.	4.80						
37. People who know me say that I easily connect with those around me.	5.21						
38. It is easy for me to relate with new prospects.	5.11						









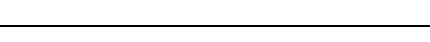



*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Competency Item Average

Question	Mean	1	2	3	4	5	6
Questioning Skills							
39. Sales people here spend enough time and effort trying to find out what the customer really wants.	4.65						
40. Most sales people ask the client appropriate questions to determine their motivation to buy.	4.59						
41. My sales associates listen and understand the needs of the client before trying to make the sale.	4.58						
42. Sales people here customize their presentations for each client to help meet their specific needs.	4.54						
Credibility/Trustworthiness							
43. I have an easy time building credibility when selling to my customers.	5.29						
44. My customers trust my recommendations.	5.35						
45. My customers have described me as a trustworthy salesperson.	5.40						
Creating Solutions							
46. My coworkers can easily adapt what we sell to fit the clients needs.	4.88						
47. When I develop a solution, I am confident that it will satisfy the specific needs of my clients.	5.13						
48. Sales people here account for customer need when developing solutions.	4.95						
49. Customizing the products/services is always worth the extra effort.	5.33						

The scale below was used for all engagement competency items:
 1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree

Competency Item Average

Question	Mean	1	2	3	4	5	6
Resolving Objections							
50. My coworkers have an easy time overcoming rejection.	3.54						
51. There are times when I see opportunities for a sale, when my coworkers have accepted “no” for the answer.	3.86						
52. I am comfortable with turning customer objections into a sale.	4.60						
53. If a customer says “no” to a sale, there is still a chance of getting their business.	4.39						
Gaining Commitment							
54. My sales associates effectively gain commitment from their customers.	4.74						
55. It's important to ask a potential customer for the sale, rather than waiting for the customer to make a decision.	5.23						
56. In order to get the customer to buy, you must ask for the business.	4.88						
57. Asking for commitment from the buyer is important for closing the sale.	5.18						
Follow-Through							
58. After a sale is made, my associates follow up to find out whether or not the customer was satisfied with the product.	4.40						
59. This company has good procedures for providing customer support after a sale is made.	4.75						
60. We regularly collect information from our customers to improve our products.	4.13						
61. Our job would benefit if our company improved its customer support after the sale.	4.79						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Competency Item Average

Question	Mean	1	2	3	4	5	6
Support System							
62. We have the resources to get detailed information about a potential customer before making a sales call.	4.83	<div></div>					
63. Our sales people prepare for sales calls by ensuring they have enough information about the particular individual with whom they will be meeting.	4.50	<div></div>					
64. My associates are well prepared with information about a customer and the company when they make a sales call.	4.51	<div></div>					
Sales Training							
65. The training program which we have prepares new sales people to perform well on the job.	3.45	<div></div>					
66. The sales of my sales people could be increased if they would participate in the right kind of sales training program.	4.65	<div></div>					
67. We have a good training program for keeping everyone up-to-date and fully trained.	2.78	<div></div>					
68. Our sales training program helps us to become better sales people.	3.75	<div></div>					
69. Compared to other companies I know, this organization has a very effective sales training program.	3.44	<div></div>					

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Competency Item Ranking

Question	Mean	1	2	3	4	5	6
27. I believe in the products and services that we sell.	5.60						
18. I firmly believe that taking a positive attitude into a sale will positively impact that sale.	5.54						
45. My customers have described me as a trustworthy salesperson.	5.40						
44. My customers trust my recommendations.	5.35						
49. Customizing the products/services is always worth the extra effort.	5.33						
10. Summarizing a conversation to a client is a good practice to follow.	5.30						
43. I have an easy time building credibility when selling to my customers.	5.29						
55. It's important to ask a potential customer for the sale, rather than waiting for the customer to make a decision.	5.23						
37. People who know me say that I easily connect with those around me.	5.21						
5. My customers have an easy time telling me what they want.	5.20						
57. Asking for commitment from the buyer is important for closing the sale.	5.18						
3. Compared to other salespeople, I believe I am a confident person when selling.	5.16						
47. When I develop a solution, I am confident that it will satisfy the specific needs of my clients.	5.13						
11. My clients would find that summarizing our conversations is valuable.	5.11						
23. I know the products/services I sell very well.	5.11						
38. It is easy for me to relate with new prospects.	5.11						
4. When presented with a challenge, people in this organization have the confidence to move forward.	5.10						
1. I am known as a confident salesperson.	5.09						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Question	Mean	1	2	3	4	5	6
2. I am as confident about selling as my colleagues are.	5.04						
24. My customers would consider me an expert in the products/services I sell.	5.04						
48. Sales people here account for customer need when developing solutions.	4.95						
46. My coworkers can easily adapt what we sell to fit the clients needs.	4.88						
56. In order to get the customer to buy, you must ask for the business.	4.88						
31. I have a sound selling process that produces results.	4.85						
62. We have the resources to get detailed information about a potential customer before making a sales call.	4.83						
36. My coworkers find it easy to build rapport with their customers.	4.80						
61. Our job would benefit if our company improved its customer support after the sale.	4.79						
12. My supervisor has a big effect on my motivation to work harder.	4.76						
59. This company has good procedures for providing customer support after a sale is made.	4.75						
54. My sales associates effectively gain commitment from their customers.	4.74						
17. Most people would describe me as enthusiastic.	4.73						
16. Enthusiastic salespeople seem genuine.	4.65						
25. My co-workers are well versed in our products & services.	4.65						
39. Sales people here spend enough time and effort trying to find out what the customer really wants.	4.65						
66. The sales of my sales people could be increased if they would participate in the right kind of sales training program.	4.65						
52. I am comfortable with turning customer objections into a sale.	4.60						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Question	Mean	1	2	3	4	5	6
40. Most sales people ask the client appropriate questions to determine their motivation to buy.	4.59						
41. My sales associates listen and understand the needs of the client before trying to make the sale.	4.58						
42. Sales people here customize their presentations for each client to help meet their specific needs.	4.54						
34. The sales goals that are set for sales people are realistic and attainable.	4.53						
64. My associates are well prepared with information about a customer and the company when they make a sales call.	4.51						
63. Our sales people prepare for sales calls by ensuring they have enough information about the particular individual with whom they will be meeting.	4.50						
7. The majority of my coworkers can clearly describe their client's needs to me.	4.50						
30. Most of my associates have a sound selling process.	4.44						
21. Most of the sales force at this organization set fair and realistic targets.	4.43						
58. After a sale is made, my associates follow up to find out whether or not the customer was satisfied with the product.	4.40						
53. If a customer says "no" to a sale, there is still a chance of getting their business.	4.39						
29. I clearly understand a predetermined sales process.	4.35						
26. I don't worry that a customer will question a service/product that I am not aware of.	4.34						
22. When I miss a sale, I don't question my ability to sell.	4.31						
9. Most of my coworkers listen effectively.	4.30						
35. Most sales people clearly know what sales targets the company has set for them.	4.29						
33. Most of my associates pay attention to their sales goals.	4.28						
32. Setting goals is a common practice among my colleagues.	4.21						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*

Question	Mean	1	2	3	4	5	6
8. I would describe my coworkers as superior communicators.	4.15						
60. We regularly collect information from our customers to improve our products.	4.13						
6. Clarifying a client's needs is never challenging.	4.11						
51. There are times when I see opportunities for a sale, when my coworkers have accepted "no" for the answer.	3.86						
14. Compared to other sales organizations, the incentives at this organization are fair and equitable.	3.84						
28. My associates follow a strict sales process.	3.76						
68. Our sales training program helps us to become better sales people.	3.75						
13. There are incentives to sell more at this organization.	3.66						
20. The majority of my colleagues quickly get over missed opportunities.	3.65						
50. My coworkers have an easy time overcoming rejection.	3.54						
19. It is rarely difficult to get over a missed sale.	3.46						
65. The training program which we have prepares new sales people to perform well on the job.	3.45						
69. Compared to other companies I know, this organization has a very effective sales training program.	3.44						
15. A person can earn a lucrative income based on the incentives at this organization.	3.38						
67. We have a good training program for keeping everyone up-to-date and fully trained.	2.78						

*The scale below was used for all engagement competency items:
1 = Strongly Disagree; 2 = Disagree; 3 = Slightly Disagree; 4 = Slightly Agree; 5 = Agree; 6 = Strongly Agree*