

Lisa Harman

Business Development Manager Report

Self Assessment & Line Manager

Report Generated 7th January 2019



Making Sense Of Your Feedback

This report has been generated from the responses that you and your sales manager/coach gave about certain aspects of your performance across 96 statements.

This report is based upon feedback returned from the following:

Role	Responses
Self Assessment	1
Sales Manager / Coach	1

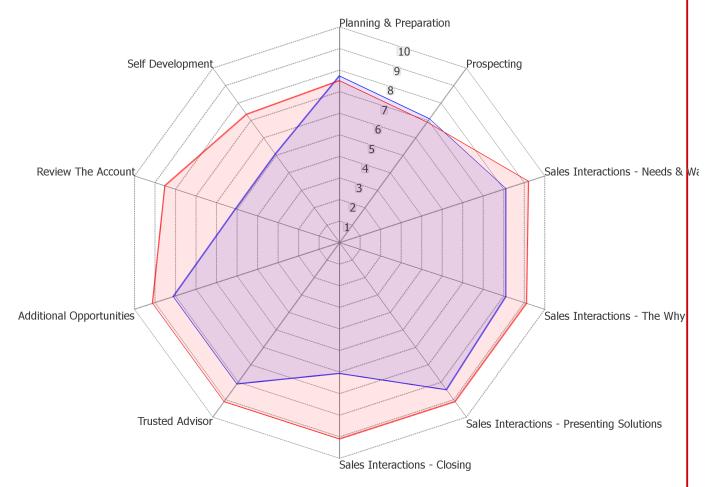
The following shows the competency/skills areas used and the number of statements in each:

Area	Statements
Planning & Preparation	17
Prospecting	11
Sales Interactions - Needs & Wants	11
Sales Interactions - The Why	6
Sales Interactions - Presenting Solutions	18
Sales Interactions - Closing	11
Trusted Advisor	7
Additional Opportunities	6
Review The Account	5
Self Development	4



Overview

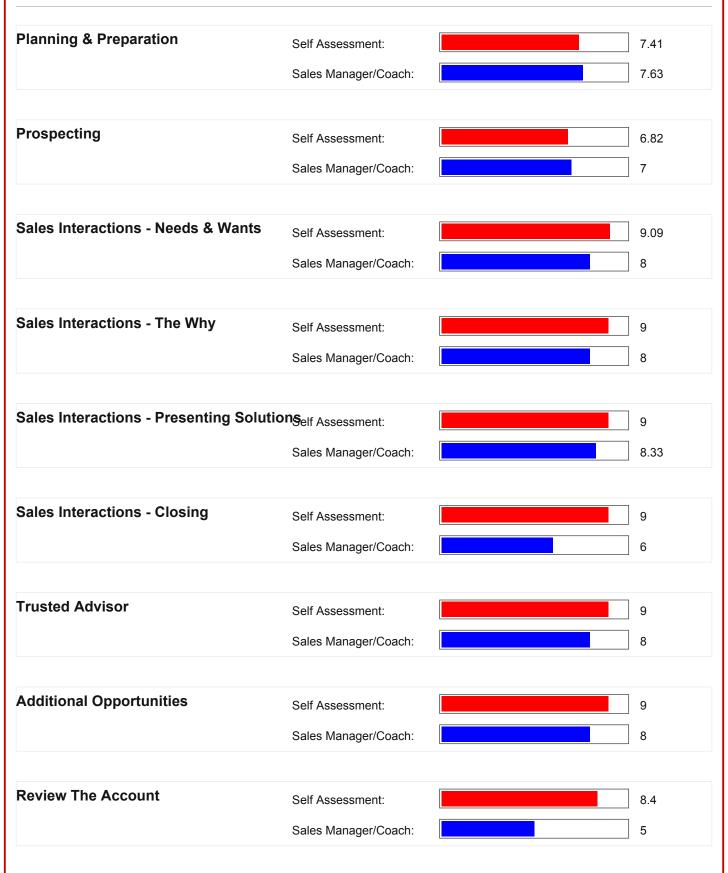
This diagram summarises your own scores and compares them to your sales manager/coach.



Self
Sales Manager/Coach

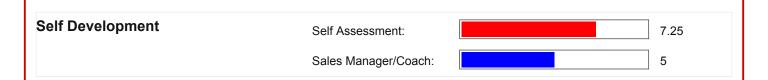


Summary Of Areas





Summary Of Areas





Percentage Scores By Area

Area	Self Score	Sales Manager/Coach	Difference (Manager – Self)
Planning & Preparation	74%	76%	2%
Prospecting	68%	70%	2%
Sales Interactions - Needs & Wants	91%	80%	-11%
Sales Interactions - The Why	90%	80%	-10%
Sales Interactions - Presenting Solutions	90%	83%	-7%
Sales Interactions - Closing	90%	60%	-30%
Trusted Advisor	90%	80%	-10%
Additional Opportunities	90%	80%	-10%
Review The Account	84%	50%	-34%
Self Development	73%	50%	-23%

The purpose of this report is to illustrate the differences between how you scored yourself and the feedback that your Sales Manager/Coach provided.

The table above highlights the areas where your Sales Manager/Coach scored you LESS than your own self-assessment and also those areas where they marked you HIGHER than your own self- assessment.

Key:

Positive Difference represents where your Sales Manager/Coach has marked you higher than your own score.

Negative Difference represents where you have marked yourself higher than your Sales Manager/Coach.

All scores have been rounded to the nearest whole number.



High & Low

5 High

Below are the 5 areas with the highest average score from your Sales Manager/Coach.

	Score
I completely understand how purchasing decisions are made within my industry	Average - 10 Own Answer - 10
Part of : Planning & Preparation	Sales Manager / Coach - 10
	Score
I understand the issues and trigger events that are most likely to cause my potential prospects to become dissatisfied which causes them to start searching for new solutions	Average - 10 Own Answer - 10 Sales Manager / Coach - 10
Part of : Planning & Preparation	Score
I have a system in place to understand and document the most important market trends affecting my prospects and clients Part of : Planning & Preparation	Average - 10 Own Answer - 10 Sales Manager / Coach - 10
	Score
l establish key info/define the scope of their requirements - budget, authority, timeframe, competition, business objectives, future plans, campaigns, launches etc	Average - 9.5 Own Answer - 9 Sales Manager / Coach - 10
Part of : Sales Interactions - Needs & Wants	Score
I regularly suggest ideas about products and services to get them involved Part of : Sales Interactions - Needs & Wants	Average - 9.5 Own Answer - 9 Sales Manager / Coach - 10



High & Low

5 Low

Below are the 5 areas with the lowest average score from your Sales Manager/Coach.

	Score
I have systems in place to listen out ☐ for leads online (automatically) Part of : Planning & Preparation	Average - 4.5 Own Answer - 4 Sales Manager / Coach - 5
	Score
I set specific prospecting targets and goals and review my progress against each	Average - 4.5 Own Answer - 4
Part of : Planning & Preparation	Sales Manager / Coach - 5
	Score
I have a prospecting strategy in place that I work through each week Part of : Planning & Preparation	Average - 4.5 Own Answer - 4 Sales Manager / Coach - 5
	Score
I have a 1 page summary of my key achievements and how I help my prospects ready to be sent to my prospects before I meet with them Part of : Planning & Preparation	Average - 4.5 Own Answer - 4 Sales Manager / Coach - 5 Score
I regularly listen to sales and personal development CDs in my car Part of : Self Development	Average - 4.5 Own Answer - 4 Sales Manager / Coach - 5



Percentage Scores By Area

This section illustrates an overview of	the results for e	ach area.		
Planning & Preparation				
				Score
Self				74%
Sales Manager / Coach				76%
Prospecting				
Self				Score 68%
Sales Manager / Coach				70%
Sales Interactions - Needs & Want	re			7 0 70
Sales Interactions - Needs & Want	3			
				Score
Self				91%
Sales Manager / Coach				80%
Sales Interactions - The Why				
				Score
Self				90%
Sales Manager / Coach				80%
Sales Interactions - Presenting				
Solutions				
				Score
Self				90%
Sales Manager / Coach				83%
Sales Interactions - Closing				
				Score
Self				90%
Sales Manager / Coach				60%
Trusted Advisor				
0-14				Score
Self Salos Managor / Coach				90%
Sales Manager / Coach				80%



Percentage Scores By Area

Additional Opportunities			
			Score
Self			90%
Sales Manager / Coach			 80%
Review The Account			
			Score
Self			84%
Sales Manager / Coach			 50%
Self Development		,	
			Score
Self			 73%

Sales Manager /

Coach



Scores Per Statement

Key: 0% - Never Ν 50% - Sometimes S 100% - Always Α Area: Planning & Preparation 1.1 I have a prospecting strategy in place that I work through each week Score n Self 40% 1 Sales Manager / 50% 1 Coach 1.2 I set specific prospecting targets and goals and review my progress against each Score Ν S Α n Self 40% 1 Sales Manager / 50% Coach 1.3 I regularly sit down and thoroughly plan out the who, when, where, what and how Score Ν S Α n Self 70% 1 Sales Manager / 70% Coach 1.4 I complete a "hit list" of companies I need to prospect to and I have a plan of how to "get in" and build a relationship with each Score S Α Ν n Self 70% 1

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, CV3 2TQ Web: www.mtdsalestraining.com Phone: 0333 320 2883

70%



Scores Per Statement

Area: Planning & Preparation .. Contd

1.5 I regularly review and analyse my business sector, understanding their needs, wants and desires

						Score	N		s		A n	
Self						100%					1	
Sales Manager /						80%				1		
Coach												_

1.6 I have a system in place to understand and document the most important market trends affecting my prospects and clients

						Score	N		s		A n
Self						100%					1
Sales Manager /						100%					1
Coach											

1.7 I understand the issues and trigger events that are most likely to cause my potential prospects to become dissatisfied which causes them to start searching for new solutions

						Score	N		,	S		A	A n
Self						100%							
Sales Manager /						100%							
Coach											 		

1.8 I work to a well defined, universally implemented and continually refined documented sales process that reflects sales practices within my company

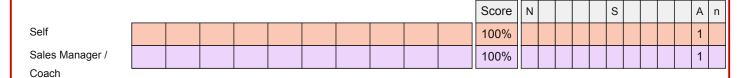
						Score	N		s			A n	1
Self						80%					1		
Sales Manager /						70%				,			
Coach								 				 	_



Scores Per Statement

Area: Planning & Preparation .. Contd

1.9 I completely understand how purchasing decisions are made within my industry



1.10 I know exactly how many qualified prospects I need to engage with to set up 1 appointment

						Score	N			s		A	n
Self						40%			1				
Sales Manager /						100%						1	
Coach								_					

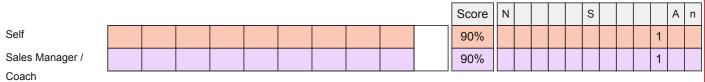
1.11 I know exactly how many appointments I need to have to achieve 1 sale

						Score	N		s			A	\ n
Self						80%					1		
Sales Manager /						80%					1		
Coach								_		_			

1.12 I have automated systems in place that monitor and track the latest goings on in my industry, with my competitors and my clients

						Score	N		s			A	A n
Self						100%						,	ı
Sales Manager /						80%					1		
Coach										-			

1.13 I understand and know all of the possible objections that may arise either in the prospecting phase or during the meeting and I know exactly how to handle each one





Scores Per Statement

Area: Planning & Preparation .. Contd

1.14 I use social media to look up decision makers and to notice any commonalities □ before I call/meet

						Score	N		s			A	\ n
Self						90%					1		
Sales Manager /						80%					1		
Coach													

1.15 I use the internet to position myself as an expert

						Score	N		s			А	n
Self						80%					1		
Sales Manager /						0%							1
Coach								 					

1.16 I have systems in place to listen out ☐ for leads online (automatically)

						Score	N			s			Α	n
Self						40%			1					
Sales Manager /						50%				1				
Coach												-		_

1.17 I have a 1 page summary of my key achievements and how I help my prospects ready to be sent to my prospects before I meet with them

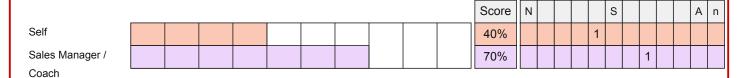
						Score	N			s		A	n
Self						40%			1				
Sales Manager /						50%				1			
Coach			-						•			-	



Scores Per Statement

Area: Prospecting

2.1 I can easily get through to the person I need to communicate my message with cold calls



2.2 I can easily get through to the person I need to communicate my message with email

						Score	N			s		Α	n
Self						40%			1				
Sales Manager /						70%					1		
Coach								_				_	

2.3 I set aside and plan out specific times when I prospect on the telephone

						Score	N			s		Α	n
Self						40%			1				
Sales Manager /						70%		T			1	T	
Coach									-	_			

2.4 I use social media to activity engage in discussions where my target market hang out

						Score	N			s			F	A n
Self						80%						1		
Sales Manager /						70%					1			
Coach								 	-				-	

2.5 I actively network with decision makers on social media

						Score	N			s		А	n
Self						80%					1		
Sales Manager /						70%					1		
Coach									_				



Scores Per Statement

Area: Prospecting .. Contd

2.6 I know when I am being faced with a gatekeeper screen

						Score	N		S			- -	A	n
Self						90%				Ì		1		
Sales Manager /						70%					1			
Coach								 	 			 		_

2.7 I know how to reply to different types of gatekeeper screens to get me through

						Score	N		S			A	n
Self						80%					1		
Sales Manager /						70%				1			
Coach													

2.8 I set aside and plan out specific times when I prospect on the internet/social media

	Self								Score	N		s		Α	n	
Self										70%				1		
Sales Manager /										70%				1		
Coach											ш					-1

2.9 I have criteria that I rate each prospect against to make them a qualified prospect

						Score	N			s			Α	n
Self						80%						1		
Sales Manager /						70%					1			
Coach									-				_	

2.10 I can easily set up meetings and appointments with the prospects I engage with

						Score	N		s		А	n
Self						70%				1		
Sales Manager /						70%				1	П	
Coach											 	



Scores Per Statement

Area: Prospecting .. Contd

2.11 For those prospects that are not interested now I have secondary objectives in place for each call/visit and make detailed notes and diarise when to contact them in the future and what for

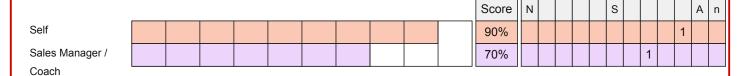
						Score	N		3			Α	n
Self						80%					1		
Sales Manager /						70%			T	1			
Coach													_



Scores Per Statement

Area: Sales Interactions - Needs & Wants

3.1 Before the meeting I check out the prospect's website for latest news, their profile etc



3.2 Before the meeting I check out the prospect's social media profile on the internet

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						70%				1			
Coach													_

3.3 Before the meeting I write out specific objectives for what I want to cover and achieve

						Score	N		S		А	n
Self						100%					1	
Sales Manager /						70%				1		
Coach											-	_

3.4 At the start of the meeting I have a pre-planned (not canned) opening that covers the objectives for the meeting and what they can expect

						Score	N			s					А	n
Self						90%						Ì		1		
Sales Manager /						80%							1			
Coach								 	_		_					_

3.5 I have a set of questions in my mind that will start the flow of the interaction

						Score	N		S				Α	n
Self						90%						1		
Sales Manager /						80%					1		T	
Coach								 		 				—



Scores Per Statement

Area: Sales Interactions - Needs & Wants .. Contd

3.6 I find it easy to understand the prospect's current issues and challenges

						Score	N		S					Α	n
Self						90%				Ì			1		
Sales Manager /						80%						1			
Coach									 		-				_

3.7 I can easily show awareness of their business issues

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						90%					1		
Coach													_

3.8 I have market data/research to hand that backs up their pain/challenges

						Score	N			s			Α	n
Self						90%						1		
Sales Manager /						90%						1		
Coach									-		 _	_	-	

3.9 I regularly suggest ideas about products and services to get them involved

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						100%						1	
Coach										 		•	_

3.10 I establish key info/define the scope of their requirements - budget, authority, timeframe, competition, business objectives, future plans, campaigns, launches etc

						Score	N		S			A	n
Self						90%					1		
Sales Manager /						100%						1	
Coach										 			



Scores Per Statement

Area: Sales Interactions - Needs & Wants .. Contd

3.11 My prospects do 70% of the talking or above

						Score	N		s		1	A l	n
Self						90%					1		
Sales Manager /						50%			1				
Coach								 	 		 		_



Scores Per Statement

Area: Sales Interactions - The Why

4.1 I unearth what problems the current situation is causing

							Score	N		S				ı A	n
Self							90%						1		
Sales Manager /							80%					1			
Coach		•	-							 	 				_

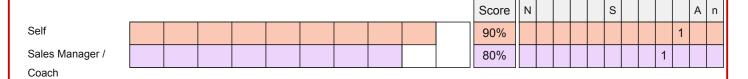
4.2 I can help the prospect to quantify what the current situation is costing (tangible and intangibles)

						Score	N			s			1	A n	
Self						90%							1		
Sales Manager /						80%						1			
Coach									•						٦

4.3 I can easily find out what motivates my prospects in terms of moving towards goals or away from pain

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						80%				1			
Coach													

4.4 I understand how my prospect thinks and therefore how I need to present information to them to match their individual style



4.5 I discuss the implications of doing nothing

						Score	N		S				Α	n
Self						90%						1		
Sales Manager /						80%					1		T	
Coach								 		 				—



Scores Per Statement

Area: Sales Interactions - The Why .. Contd

4.6 I ask about what they have tried in the past and the impacts of this

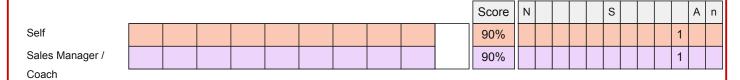
						Score	N		s			А	n
Self						90%					1		
Sales Manager /						80%				1			
Coach											-		



Scores Per Statement

Area: Sales Interactions - Presenting Solutions

5.1 I act as an advisor and consultant interested in their problems rather than a sales person wanting to achieve their quota



5.2 I demonstrate my expertise and how I have helped others in the past

						Score	N			s			Α	n
Self						90%						1		
Sales Manager /						90%						1		
Coach								-	 					

5.3 I can always summarise their current position and what it is costing them

						Score	N		S				Α	n
Self						90%						1		
Sales Manager /						80%					1			
Coach		•												_

5.4 I initially suggest solutions in concept eg - If we had something which..?

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						80%				•	1		
Coach									_	 			-1

5.5 I talk in terms of benefits rather than techno waffle

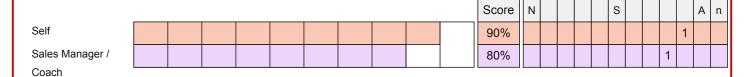
						Score	N			S			Α	n
Self						90%						1		
Sales Manager /						90%						1		
Coach									-		 			_



Scores Per Statement

Area: Sales Interactions - Presenting Solutions .. Contd

5.6 I use relevant case studies and answer "What's in it for me?"



5.7 I know how to increase the value of the product/service so that it far outweighs the cost

						Score	N			S			Α	n
Self						90%						1		
Sales Manager /						90%						1		
Coach								_	•					_

5.8 I build up the value before revealing the price

						Score	N			s			Α	n
Self						90%						1		
Sales Manager /						90%						1		
Coach									-		 _	_	-	

5.9 I effectively deflect questions about pricing before I have covered the value

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						80%					1		
Coach								 	 	 			—

5.10 I cover off all possible objections upfront within my sales interaction

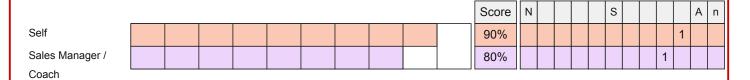
						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						80%				1			
Coach													



Scores Per Statement

Area: Sales Interactions - Presenting Solutions .. Contd

5.11 When presenting our solutions I focus on their key requirements and really go into detail to whats important to them



5.12 I make sure that my proposals/quotes (written docs) cover all of the prospects needs and wants

						Score	N			s				Α	n
Self						90%							1		
Sales Manager /						80%						1	ı		
Coach									-		-			•	

5.13 I know how to match up the prospects situation and how to propose the exact solution

						Score	N			s			1	A n	
Self						90%			Г				1		
Sales Manager /						80%						1			
Coach								 						_	٦

5.14 I keep the prospect involved when presenting my solutions

						Score	N		S			A n
Self						90%					1	
Sales Manager /						80%				1		
Coach												

5.15 I use real case studies and examples in presenting evidence of past successful solutions

						Score	N		s				Α	n
Self						90%						1		
Sales Manager /						80%					1			
Coach										 				_



Scores Per Statement

Area: Sales Interactions - Presenting Solutions .. Contd

5.16 I clearly reiterate the issues and objectives of the prospect before moving to the solution

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						80%				1	ı		
Coach										 			

5.17 I can demonstrate thorough knowledge and understanding of our products and services and how they benefit the prospect

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						90%					1		
Coach								 _					

5.18 I can easily work out if my ideas are receptive from the body language of the audience

						Score	N		s			4	A n	
Self						90%						1		\prod
Sales Manager /						80%					1			1
Coach														1



Scores Per Statement

Area: Sales Interactions - Closing

6.1 I summarise what I am offering - referring to their shopping list

						Score	N		S			A n
Self						90%					1	
Sales Manager /						60%				1		
Coach								 				

6.2 I can spot buying-signals and know how to follow up on these

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						60%				1			
Coach													_

6.3 I know how to build up the commitment on the buyers side

						Score	N		s			A n
Self						90%					1	
Sales Manager /						60%				1		
Coach											 	

6.4 I ask for the business with confidence

						Score	N		S		1	4 n
Self						90%					1	
Sales Manager /						60%				1		
Coach								_			 	

6.5 I hold firm when faced with discount requests

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						60%				1			
Coach													



Scores Per Statement

Area: Sales Interactions - Closing .. Contd

6.6 I effectively negotiate with my prospects and instead of just lowering the price I repackage the solution

						Score	N		s				Α	n
Self						90%					Ì	1		
Sales Manager /						60%				1				
Coach														_

6.7 I make it easy for the prospect to buy from me

						Score	N			s			Α	n
Self						90%						1		
Sales Manager /						60%					1			
Coach									_					

6.8 I know exactly how I will respond if faced with ANY objection

						Score	N		S				Α	n
Self						90%				Ì	Ì	1		
Sales Manager /						60%		T		1			П	
Coach														

6.9 I use trial closes prior to asking for the business

						Score	N			s				Α	n
Self						90%							1		
Sales Manager /						60%					1				
Coach									_			-	'		_

6.10 If faced with an objection I isolate it to ensure it's the only one I have to cover

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						60%		T		1			
Coach									_				



Scores Per Statement

Area: Sales Interactions - Closing .. Contd

6.11 When closing I know how to control the conversation yet allow the prospect the feeling of being in control

						Score	N		S				Α	n
Self						90%						1		
Sales Manager /						60%				1				
Coach		!						 	 		-	•		_

Coach



Scores Per Statement

Area: Trusted Advisor 7.1 I don't just take their money and run - I develop trust after the order and put plans in place in order to do this Score Ν S Α n Self 90% 1 Sales Manager / 80% Coach 7.2 I continue to position my company and our products and services with the customer in a "non hard sell" way Score Α n Self 90% Sales Manager / 80% Coach 7.3 I add my existing and new clients into my social media funnel to drip feed them with content, helpful articles and information Score S Α n Self 90% Sales Manager / 80% Coach 7.4 I maintain ongoing customer involvement and communication Score S Α n Self 90% Sales Manager / 80% Coach 7.5 I develop the relationship with the customer Score Ν S Α n Self 90% 1 Sales Manager / 80%



Scores Per Statement

Area: Trusted Advisor .. Contd

7.6 I develop relationships with others in their organization through them

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						80%					1		
Coach								 					—

7.7 I keep watch to ensure that everything I promised is made true

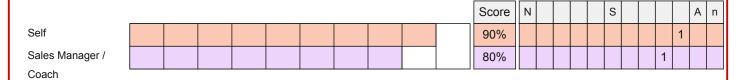
						Score	N		s			Α	. n
Self						90%					1		
Sales Manager /						80%					1		
Coach													



Scores Per Statement

Area: Additional Opportunities

8.1 I regularly keep in touch with my customers to get feedback on the product/service and to establish further opportunities



8.2 I regularly offer new ideas and solutions to my existing customers

						Score	N		s				Α	n
Self						90%						1		
Sales Manager /						80%					1			
Coach									 	_				_

8.3 I have a plan in place to develop more contacts within the company

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						80%					1		
Coach								_					

8.4 I keep an ongoing interest in their business - keep in contact - send interesting articles, information, regular emails, phone calls

						Score	N		s			Α	n
Self						90%					1		
Sales Manager /						80%					1		
Coach													



Scores Per Statement

Area: Additional Opportunities .. Contd

8.5 I develop the relationship to build a referral base from them

						Score	N		5	3			A n	
Self						90%						1		1
Sales Manager /						80%					1			1
Coach											 			-

8.6 I ask satisfied clients for referrals

						Score	N		s			Α	. n
Self						90%					1		
Sales Manager /						80%					1		
Coach													

Coach



Scores Per Statement

Area: Review The Account 9.1 I review each of my accounts at least twice a year Score S Ν Α n Self 60% Sales Manager / 50% Coach 9.2 I formally review the success of the products and services that I have "sold" with the client Score Α n Self 90% Sales Manager / 50% 1 Coach 9.3 I formulate a strategic revenue plan for each account Score S Ν n Self 90% Sales Manager / 50% Coach 9.4 I am "There" when future needs and wants are identified Score S Α n Self 90% 1 Sales Manager / 50% Coach 9.5 I recommend other products and services to my clients S Score Ν Α n Self 90% 1 Sales Manager / 50% 1



Scores Per Statement

Area: Self Development

10.1 I go out of my way each week to learn something new about selling

						Score	N		S		A	n
Self						100%					1	
Sales Manager /						50%			1			
Coach												-1

10.2 I regularly listen to sales and personal development CDs in my car

						Score	N			s		P	\ n
Self						40%		Т	1				
Sales Manager /						50%				1			
Coach													

10.3 I am fully aware of what I need to improve to make more sales

						Score	N		S			Α	n
Self						90%					1		
Sales Manager /						50%			1				
Coach									_				-

10.4 I have a self development plan in place to improve the areas that need improvement

						Score	N		s			ı A	n
Self						60%				1			
Sales Manager /						50%			1				
Coach								 _	 		-	 	_



Open Ended Question Responses

Your Sales Manager/Coach had the opportunity to write some comments about what you do well and should continue to do as well as what they'd like you to do differently. (Please note that spelling and grammar is not checked and is provided as it was typed into the system)

What you should start doing...

Self

- Forecasts

Sales Manager / Coach

- Closing deals



Open Ended Question Responses

Your Sales Manager/Coach had the opportunity to write some comments about what you do well and should continue to do as well as what they'd like you to do differently. (Please note that spelling and grammar is not checked and is provided as it was typed into the system)

What you should stop doing...

Self

- Worrying about my perception in the company

Sales Manager / Coach

- new to the business so still in learning process of how PLM Work



Open Ended Question Responses

Your Sales Manager/Coach had the opportunity to write some comments about what you do well and should continue to do as well as what they'd like you to do differently. (Please note that spelling and grammar is not checked and is provided as it was typed into the system)

What you should continue doing...

Self

- Learning about latest key service providers

Sales Manager / Coach

- Keep doing what they are doing however think more on personal development and sales strategies