

Profile Interpretation Manual

Inbound Inside Sales Benchmark



*Signature Profile*

## Benchmark Profile Description

The Inbound Inside Sales role responds to contact initiated by customers over the phone or via electronic communication. Sellers in these roles are tasked with gaining an understanding of the caller's needs or requirements and quickly identifying the appropriate actions to move the opportunity towards a sale, meeting, or other relevant outcome. In some cases, they may be responsible for taking orders and maximizing sales of products by up-selling and cross-selling and may have a quota.

## Predictive Competencies

- Tailors Style to Fit Customer Expectations
- Analyzes and Resolves Customer Problems
- Identifies and Addresses Customer Needs
- Achieves Results by Prioritizing Customer Satisfaction
- Makes Profitable and Pragmatic Recommendations

## Predictive Competencies

### Tailors Style to Fit Customer Expectations

Tailors image to fit customer expectations; adapts to different situations with sincerity and realism, taking care to avoid obvious role-playing or acting; recognizes the value of first impressions; studies the image or style with which customers are most comfortable and adopts the conversational style and language most trusted by them

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> <li>▪ May blatantly promote company or self without anticipating how the customer will respond</li> <li>▪ Fails to do the homework on a prospect or customer that would identify or verify the image that would be consistent with customer expectations</li> <li>▪ By focusing so intently on own style and objectives, fails to make it a priority to establish and reinforce credibility with the customer</li> <li>▪ May ignore or fail to be concerned with the image projected to others</li> <li>▪ May be inflexible about changing personal style to accommodate a customer who would be more comfortable with or impressed by something different</li> </ul>	<ul style="list-style-type: none"> <li>▪ Exhibits interest and commitment through involvement in industry activities</li> <li>▪ Quietly promotes self and company in a manner that is respected by and gains credibility with the customer</li> <li>▪ Before the first impression is made, becomes familiar with customers, their business, and how success has been achieved with similar customers in the past</li> <li>▪ Recognizes the business etiquette (such as dress and speech) appropriate to a situation</li> <li>▪ Has the ability to read people and react to individual needs</li> <li>▪ Assumes the appropriate professional level to match the customer</li> <li>▪ Adjusts own communication style to ensure that the message is heard and to encourage dialogue</li> </ul>

#### Lower scores may indicate:

- Concentrating on building an image they consider to be a positive, professional, business-like or other constructive definition without much reflection about others' potential varied expectations
- Trying to be consistent versus varying style to adapt to the expectations of different constituencies
- Lacking understanding about "first impressions" or the need to establish credibility when the product/service has significant intangible components or benefits

## Analyzes and Resolves Customer Problems

Objectively analyzes a problem situation and takes steps to provide a solution; identifies the root of the problem before pressing for a resolution; remains engaged until a solution is reached; tries to see all sides of the problem and thus understand others' assessment of the issue or response; takes personal responsibility for identifying a resolution

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> <li>▪ Can be biased and make judgmental or inappropriate assumptions without analyzing the situation objectively</li> <li>▪ May press toward resolution without identifying the root of the problem</li> <li>▪ Becomes wrapped up in own views and loses sight of how others may see the problem or response</li> <li>▪ Becomes frustrated with solving the same or similar problems over and over again</li> <li>▪ Tends to take complaints and problems personally and feel oppressed by them</li> <li>▪ Sees problem resolution as an inconvenience and a distraction</li> <li>▪ May oversimplify a problem and its solution and disengage efforts before identifying a satisfactory solution</li> <li>▪ Resists taking ownership of the solution</li> </ul>	<ul style="list-style-type: none"> <li>▪ Objectively isolates and defines problem areas clearly</li> <li>▪ Determines the true nature of the problem rather than deal with its symptoms</li> <li>▪ Willing to 'think outside the box' to find a solution</li> <li>▪ Displays sensitivity and genuine interest in understanding others' perspectives and will not ignore their concerns</li> <li>▪ Regards any problem as a challenge to be met with eagerness and enthusiasm</li> <li>▪ Remains engaged until a problem has been resolved</li> <li>▪ Takes personal accountability for the result</li> </ul>

### Lower scores may indicate:

- A frustration with seemingly solving the same problem over and over again
- A press toward resolution before the root of the problem has been identified
- A tendency to take complaints and problems personally and feel oppressed by them
- A tendency to rigidly follow procedures or pass the problem on to another to close the loop with the customer

## Identifies and Addresses Customer Needs

Seeks to provide an appropriate solution by understanding what the customer is trying to accomplish; spends time in a needs analysis process that identifies key objectives specific to an individual customer; gives the customer's agenda priority over a standard response; changes the sales approach or solution to accommodate the customer versus force fit the customer to an existing model

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> <li>▪ Lacks a thorough approach to a customer needs analysis, preferring to move immediately to an existing solution</li> <li>▪ Can be distracted from learning customer requirements by the personalities or politics of a situation</li> <li>▪ Tries to fit the customer's methods or goals into a standard model or solution</li> <li>▪ Takes it as personal criticism when suggestions are challenged</li> <li>▪ Can be too invested in own agenda to comfortably yield to the customer's agenda</li> </ul>	<ul style="list-style-type: none"> <li>▪ Asks questions and studies the customer's key priorities</li> <li>▪ Incorporates the customer's responses and input into a business plan tailored to fit that customer's needs</li> <li>▪ Takes the time to explore options or alternatives for helping the customer to achieve key objectives</li> <li>▪ Accepts the rejection or modification of suggestions in an effort to best understand and help the customer</li> </ul>

### Lower scores may indicate:

- A tendency to try to get the customer to change their methods or goals in order to better fit the sellers' model or solutions
- A frustration with having suggestions challenged
- A tendency to gloss over the needs analysis process and move quickly to proposing a fairly standard solution

## Achieves Results by Prioritizing Customer Satisfaction

Prioritizes customer satisfaction as a major objective in order to succeed in a sales role; works to establish rapport and concentrates on building a trusting relationship with customers; demonstrates this commitment with a hardworking approach and a sense of urgency in the face of problems

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> <li>▪ May put forth a diminishing effort over an extended period of time, particularly if it is difficult to please a customer</li> <li>▪ Focuses on those customers who are less demanding or where there is a long-standing relationship</li> <li>▪ Tends to 'let sleeping dogs lie' and is reticent to search for problems that may be in the early stage of development</li> <li>▪ Wants to impress customers with what can be accomplished for them, turning their attention from being pleased with the solution to being pleased with the efforts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Understands that success depends upon a willingness and ability to provide a genuine benefit to customers</li> <li>▪ Sets high expectations for the level of customer satisfaction provided and is unwilling to settle for anything less</li> <li>▪ Dismisses the length or strength of the customer relationship as a factor in making the effort to ensure customer satisfaction</li> <li>▪ Steers customer conversations and interactions to be sure to get the information needed to produce the desired results</li> <li>▪ Concentrates on effectively executing the basics of customer care rather than the appearance or impression that is created in the process; unconcerned with impressing others</li> </ul>

### Lower scores may indicate:

- A desire to please without the willingness to put forth the required effort over an extended period
- A tendency to rely on the customer to articulate a problem or request and then respond
- A focus on those customers who are less demanding or difficult to please

## Makes Profitable and Pragmatic Recommendations

Proactively weighs decisions, recommendations, and actions against their impact on the bottom-line; looks for options that accomplish what needs to be done without compromising profitability; understands the economics of the processes of their own organization and those of customers; leverages knowledge of the business and the customer to provide recommendations that are efficient and practical

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> <li>▪ Cannot effectively formulate a more profitable approach when historically, things have always been done a certain way</li> <li>▪ Does not anticipate potential threats to profitability or identify alternatives to circumvent those threats</li> <li>▪ Focuses on an isolated piece of the solution without understanding and evaluating its overall economic impact</li> <li>▪ May judge the quality of a recommendation or solution by its 'sizzle' or pizzazz than by its impact on the bottom-line</li> </ul>	<ul style="list-style-type: none"> <li>▪ Makes a proactive effort to choose the most profitable options and will not be surprised by budgets that run over or profits that don't materialize</li> <li>▪ Evaluates own actions and decisions against the need to contribute to the organization's profitability</li> <li>▪ Manages resources wisely, and makes decisions that enhance the organization's financial position</li> <li>▪ Values practicality in getting the job done and will not add unnecessary frills or extras that could compromise the bottom-line</li> <li>▪ Keeps an eye on profitability when solving a problem or implementing a plan</li> <li>▪ Sufficiently involved in all areas of the business to know key performance criteria</li> <li>▪ Uses own knowledge of the business and the market to weigh options so the desired results can be accomplished most profitably</li> <li>▪ Knowledgeable of methodologies to control assets and ensures they are applied</li> </ul>

### Lower scores may indicate:

- A tendency to judge the quality of a solution by its degree of elegance or pizzazz
- A tendency to focus on a piece of the solution without judging its overall economic impact, e.g., saving the time of a lower-paid person at the expense of generating more work for one who is higher paid
- A reticence to suggest changes to accepted products or procedures



937.259.1200 | 800.254.5995

ChallyAssessment@chally.com | [www.chally.com](http://www.chally.com)