

Profile Interpretation Manual

Outbound Inside Sales Benchmark



Signature Profile

Benchmark Profile Description

The Outbound Inside Sales role is responsible for initiating phone/email contact with prospects and customers to sell assigned products/services, and often have a quota. In some organizations, there may be levels of specialization where inside sales may work with small customers that cannot be profitably serviced by the field sales force. Alternatively, other organizations may use these types of roles for cold-calling and scheduling appointments for outside salespeople.

Predictive Competencies

- Makes Persuasive Presentations
- Builds Business by Proactive Customer Contact
- Maintains Active Pace
- Highlights Standard Benefits when Addressing Buyer Concerns
- Updates Working Knowledge of Offerings to Provide Recommendations
- Commits Extra Effort to Ensure Success

Predictive Competencies

Makes Persuasive Presentations

Excites the customer with an enthusiastic presentation style; demonstrates value and actively promotes products and services by making an emotional appeal; holds the customer’s attention and interest by keeping the presentation content relevant; varies style to build toward a buying decision

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ May be more comfortable with establishing a dialogue that emphasizes listening and an exchange of ideas than with making an impact on the audience ▪ Uses presentations to entertain rather than inform or persuade ▪ Sticks too closely to a script and does not vary the content or emphasis to address the needs of each audience ▪ Too focused on the mechanics of the presentation itself to pay attention to audience understanding and concurrence ▪ Cannot easily adjust to a nonsupportive audience response and may rush an ineffective presentation just to finish it rather than alter the presentation to change that response 	<ul style="list-style-type: none"> ▪ Makes formal presentations that focus on creating an impact while communicating information ▪ Has the potential to capture and hold the audience's attention ▪ Takes charge and keeps control of the information being communicated through a presentation that is polished and rehearsed ▪ Varies style and content to appeal to the audience ▪ Projects enthusiasm about a solution to the audience, moving them closer to a buying decision ▪ Monitors audience response and adjusts presentation to stay on target

Lower scores may indicate:

- Relying on a script or set presentation too much and not varying the content and/or emphasis to match the needs of the audience
- Gives equal emphasis to each benefit even if those listening are only interested in one or two
- Focusing more on speaking and technique than determining if audience understands and is motivated to agree
- May be technically good at "public speaking" to inform or entertain
- May be effective only in situations where the focus is on the product/service rather than the salesperson as the major benefit

Builds Business by Proactive Customer Contact

Takes a proactive approach to finding additional business opportunities; comfortable with the networking and cold calling needed to find new prospects and customers; takes the lead in meeting people and building a contact base for new business development

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Becomes discouraged by rejection and waits for prospects to raise their hands in interest ▪ Treats prospecting as an activity to occupy slow periods ▪ Lacks persistence in seeking new business opportunities ▪ Timid about meeting people with the intent to interest them in the product offering ▪ Uncomfortable with the personal interactions required to build the network of contacts needed to continually supply additional business leads 	<ul style="list-style-type: none"> ▪ Investigates all possibilities in a quest for additional business ▪ Remains focused on the objective of expanding the customer base ▪ Gives priority to building a contact base for new business development ▪ Comfortable cold calling on prospects and building a network of contacts to find new leads ▪ Keeps a high profile in organizations or activities that attract the interest of prospective customers

Lower scores may indicate:

- A need to vary activity if the tasks at hand are unpleasant and a reluctance to initiate customer contact unless specifically requested
- A strong reliance on policy or procedures for the methods to satisfy customers
- A preference to remain responsive to requests rather than actively uncover the customer requirements

Maintains Active Pace

Keeps up a brisk pace without becoming fatigued; pushes physical resources to the limit during periods of peak demand; takes pride in the amount of work accomplished; approaches work with considerable energy and stamina despite distractions or unreasonable demands

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Adopts a methodical and deliberate pace that minimizes the potential for making mistakes ▪ Experiences reduced physical capacity when pushed to meet significant physical challenges or faced with external pressures and may require an extended period of recuperation before tackling that volume of work again ▪ May physically burn out too quickly by trying to do too much (tends to burn the candle at both ends) 	<ul style="list-style-type: none"> ▪ Shows the capacity to work rapidly and efficiently, completing a considerable volume of work within tight deadlines, often in the midst of continuous change and shifting priorities ▪ Tends to be highly energized and keeps up a brisk pace without becoming fatigued ▪ Takes pride in being a hard worker and accomplishing a significant amount of work ▪ Continues to push during periods of peak demand, exhausting physical resources, then resuming an active pace after immediately replenishing energy and endurance

Lower scores may indicate:

- A concern about making a mistake which prompts the person to take a methodical and somewhat slower paced approach
- A temporarily reduced physical capacity as a result of significant, prolonged emotional and physical challenges
- A tendency to push beyond one’s physical limits (burning the candle at both ends) and require breaks to recoup

Highlights Standard Benefits when Addressing Buyer Concerns

Recognizes that the limited opportunity for negotiation requires a questioning of customer objections to uncover the 'hot button' that established or standard features and benefits will address; actively listens and clarifies benefits; is well-informed of features and benefits; helps the prospect/customer understand why the proposed product offering is the best alternative

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Misinterprets unspoken objections as nonexistent objections ▪ Dismisses objections without validating the customer's concerns ▪ Is argumentative in an effort to overcome versus resolve objections ▪ Responds emotionally to objections or resistance perceived to be a personal attack ▪ Overcomes concerns with textbook answers versus understanding and resolving them ▪ Lacks information about the product/benefits, giving inconclusive answers that leave objections unresolved ▪ Gives a long-winded explanation with more information than is required to gain the customer's cooperation and commitment, clouding the issue and possibly exerting pressure for an answer ▪ Promises more than the product can reasonably deliver 	<ul style="list-style-type: none"> ▪ Brings objections to the surface and tackles them head-on ▪ Chips away at objections rather than sidestep or give up on them ▪ Listens to and agrees with the validity of the customer's concern ▪ Familiar with a wide variety of products, along with their features and benefits ▪ Understands the benefits that can pull a customer out of an established buying habit and into a better solution ▪ Convinces the customer that the seller offers the best buy ▪ Presents relevant information that will dispose of the objection, keeping the answer complete and concise

Lower scores may indicate:

- Jumping in to problem solving before investigating the full extent of the objection
- Appearing to be too aggressive in their questioning and listening to uncover deeper levels of objections; if prospects feel pushed, they tend to resist or withdraw
- Appearing to be defensive and trying to overcome the objection versus understanding and resolving it; taking it personally if communication was not clear in the prospect's mind

Updates Working Knowledge of Offerings to Provide Recommendations

Possesses a working knowledge of products and applications as the backbone for understanding customers' needs and making suggestions for solutions; keeps abreast of (or contributes to) product/service developments, changes, and improvements designed to enhance competitiveness and achieve market preeminence; concentrates on acquiring knowledge that is less comprehensive and more focused on what specifically impacts the customer; builds knowledge base through real-world applications; uses product knowledge as a means to an end in providing appropriate suggestions to meet specific customer needs

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Prefers to focus on the big picture and may not develop an awareness of product modifications at a more detailed level ▪ Thinks they can stay ahead of the customer with only a superficial understanding of products and applications ▪ Believes that most recent developments are cosmetic and do not require investigation ▪ Embarrassed to admit when something is not known, and rather than ask for help, can inefficiently invest time poring over written materials or waiting for a formal training opportunity ▪ Absorbs information more effectively through a structured learning process than by listening to and learning from others in a less formal manner 	<ul style="list-style-type: none"> ▪ Acquires the necessary knowledge of products and product sales strategies required to keep on target with customer needs ▪ Has the confidence in expertise to be seen as an effective resource ▪ Believes that there is always something new to learn ▪ Recognizes that credibility as a resource to customers is dependent upon the frequency and thoroughness with which product and applications knowledge are updated ▪ Prefers to acquire knowledge through a personal sharing of information and hands-on observation ▪ Taps a variety of individuals as resources and builds pool of knowledge from the knowledge and experiences of others

Lower scores may indicate:

- A tendency to rely on an overview of the information and remain a big-picture person
- A belief that recent developments are only cosmetic and don't require in-depth investigation
- A tendency to think that a superficial understanding of products and applications will be enough to meet the customer's requirements

Commits Extra Effort to Ensure Success

Thrives on working; tends to achieve higher results in direct proportion to the time they are willing to commit to their work; remains focused on the goal and not easily discouraged or distracted; uses work as an opportunity for interaction and incorporates interpersonal contacts into task accomplishment; sees work as a major source of personal satisfaction

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ May embrace a somewhat rigid separation of professional and personal commitments that limits flexibility in balancing the time and resources devoted to work and leisure ▪ More inclined to work a set schedule of hours than to commit resources as required by the objective ▪ Distinguishes personal time from work and career commitments and not likely to make consistent sacrifices in their personal lives to accommodate extraordinary advancements in their work objectives ▪ Becomes distracted by unexpected obstacles or may not effectively plan to deal with job demands ▪ May not recognize that opportunities to advance goals can be present in the personal interactions that occur in the workplace 	<ul style="list-style-type: none"> ▪ Seeks to balance work and life priorities while committing time and resources to results accomplishment that surpasses what is just acceptable or expected ▪ Dedicated to achieving business results, even at some personal sacrifice ▪ Defines themselves to a great extent by their work and derives personal satisfaction from success and accomplishments in their career ▪ Builds into the schedule the time required to lay the groundwork and develop the plans for achieving work objectives ▪ Retains control of objectives by preparing action steps and evaluating progress ▪ Remains focused when the commitment to their work is threatened by internal or external distractions ▪ Enjoys finding opportunities to mix personal interaction with goal accomplishment

Lower scores may indicate:

- A desire for balance in one's life with sufficient personal and family time
- A preference for a 40-hour work week with stable and predictable time requirements
- Career advancement is not a strong priority



937.259.1200 | 800.254.5995

ChallyAssessment@chally.com | www.chally.com