

Profile Interpretation Manual

Transactional Product Sales Benchmark



Signature Profile

Benchmark Profile Description

The Transactional Product Sales role is responsible for selling discretionary products on a transactional basis. They are tasked with handling a high volume of calls/face-to-face interactions and being resilient in the face of rejection and short sales cycles. Key activities include identifying customer needs, gauging the customer's readiness to buy, and closing the transaction by personalizing product benefits.

Predictive Competencies

- Achieves Results by Tailoring Message to Resonate with Buyer Motivations
- Qualifies Prospects by Assessing Interest Level
- Closes Through Emotional Appeal
- Takes Initiative to Improve Personal Productivity and Achieve Career Goals
- Demonstrates Perseverance

Predictive Competencies

Achieves Results by Tailoring Message to Resonate with Buyer Motivations

Produces above-average results selling relatively new products or discretionary purchases which have several alternatives vying for the same budget dollars by working to understand customer buying motivations and matching the sales proposition to them; has the ability to identify hot buttons to appeal to a specific buyer without appearing insincere or heavy-handed

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Impatient or uncomfortable with needs analysis ▪ May focus on own objectives without really understanding what the customer needs ▪ May try to force an immediate match of the product to the customer's need, then quickly move on if unsuccessful ▪ May use a standard benefit message regardless of the prospect's motivation to buy 	<ul style="list-style-type: none"> ▪ Is driven to understand prospects' and customers' needs so the product offering can be properly positioned with the appropriate group of features and options ▪ Enjoys the challenge of exploring a unique set of needs ▪ Varies the benefit message to fit the buyer even though the product offering is fairly fixed ▪ Works to identify the approach or product offering that is most appealing to a prospect

Lower scores may indicate:

- A tendency to promote a product offering with a consistent benefit message regardless of the prospect's specific buying motivation
- A need to quickly make a sale or move on to greener pastures
- A discomfort with networking and needs analysis

Qualifies Prospects by Assessing Interest Level

Capitalizes on the moment in a closing market; recognizes that there is limited opportunity to find an indifferent or ambiguous response; spends time with those prospects who clearly want or need the products; immediately targets a prospect’s hot buttons; discontinues pursuit of a purchase decision if interest is cooling; swiftly assesses a readiness to buy and quickly eliminates questionable prospects

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Uncovers a prospect’s need and readiness to buy using more concrete benefits and features than emotional appeal ▪ Becomes too involved in any one prospect to quickly and objectively sort potential buyers from the crowd ▪ Lengthens the qualifying process to the extent that prospect enthusiasm and excitement begin to wane ▪ Diverts time and resources from ‘hot’ prospects by trying to generate increased interest from lukewarm prospects ▪ Takes losing a prospect as a personal failure and cannot easily disengage when there is limited sales opportunity 	<ul style="list-style-type: none"> ▪ Excites trailblazers or gate swingers with the vision of a unique opportunity ▪ Emphasizes dramatic benefits to attract attention and to pique a prospect’s interest ▪ Recognizes that there is a very narrow window of opportunity to capitalize on a prospect’s enthusiasm and emotional desire for the product or service ▪ Focuses questions on the ability to use/pay for and the readiness or urgency to buy ▪ Is willing to “cut loose” an indecisive prospect and focus limited resources on those prospects closer to a buying decision

Lower scores may indicate:

- A tendency to believe that everyone is a valid prospect who just needs to be convinced or educated
- An inclination to use comfort level with the prospect as the criterion for how much time to spend in the selling process
- A preference for maintaining a somewhat superficial understanding of the products and applications which can limit the quality of the qualifying assessment
- A tendency to let the number of leads determine the time spent with each of them

Closes Through Emotional Appeal

Makes an immediate request for a purchase decision; uses emotional appeal to gain an agreement to buy, such as the risk of losing the opportunity to gain an advantage or to be on the cutting edge; takes pride in a readiness to sell and runs at full throttle, looking for opportunities to trial close; trial closes on features; gives the customer permission to buy and provides the emotional 'push' to make an intuitive decision

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Tends to push or 'coerce' prospects into buying rather than draw them into anticipating the use of the product ▪ Concentrates on reinforcing logical benefits when it is the emotional benefits that will attract a prospect to cutting edge technology ▪ May seek a purchase decision without completely removing barriers, causing the customer to feel pushed into a quick choice ▪ Is distracted from the primary goal of asking for the order by becoming too involved in the personal interaction or getting into an in-depth discussion of features and options 	<ul style="list-style-type: none"> ▪ Uses a persuasive sales style to motivate a purchase decision ▪ Builds customers' prospect's enthusiasm to the point where they are more concerned about not getting the benefit as quickly as possible ▪ Emphasizes the risk associated with lost opportunity or giving up ground to the competition who may get the benefit first ▪ Gives permission to buy with 'good' reasons why the purchase is justified ▪ Notes restricted availability and offers a limited time period to buy ▪ Makes an immediate request for the order while the prospect is still excited ▪ Stays focused and is always prepared to take advantage of every opportunity for a trial close

Lower scores may indicate:

- An overly aggressive approach which can foster doubt or concerns after the purchase
- A tendency to be distracted from the goal of gaining agreement and focus on the enjoyment of the personal interaction and discussion of product features and options

Takes Initiative to Improve Personal Productivity and Achieve Career Goals

Champions an area or project; does not depend on or require direction from others to take advantage of opportunities for constructive change; stays aware and informed to avoid missing opportunities; willing to change the present status in order to improve own productivity or further personal goals

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Uncomfortable developing a solution to a problem or trying a different approach without positive directives from a higher authority ▪ Hesitates to develop own ideas for personal productivity improvement or to set aggressive career goals ▪ Prefers to wait for a negative situation to resolve itself or for a solution to a problem to present itself ▪ May be more comfortable conforming to established policies or implementing time-tested methods for accomplishing personal goals than trying to find more effective approaches 	<ul style="list-style-type: none"> ▪ Champions own effort and results to further career goals ▪ Is willing to take action without direct supervision ▪ Finds and implements a solution when barriers to goal accomplishment are encountered ▪ Takes personal responsibility for developing own career potential ▪ Actively draws upon available resources to make improvements in personal productivity ▪ Unwilling to leave well enough alone when personal achievement is at risk

Lower scores may indicate:

- Being more patient in allowing things time to settle or to correct themselves in a more natural fashion
- A willingness to develop a solution once the problem is articulated and they are asked to champion the design and implementation

Demonstrates Perseverance

Stays on task despite setbacks or distractions; unwilling to abandon or change a goal without first increasing the level of effort or commitment to reach it; remains undaunted in the face of rejection or failure; looks for steady and consistent progress in meeting objectives versus proceeding in spurts; unwilling to allow the level of personal enjoyment to dictate the level of commitment to a task or directive

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Tends to lose focus when distractions or roadblocks are encountered ▪ Prefers to change or modify objective if the path to accomplishment is blocked or too complex for early success or immediate gratification ▪ May not persist through seemingly insurmountable odds or repeated failure ▪ Becomes frustrated with a steady effort that eventually leads to success, preferring the path to achievement to be free of delays and obstacles ▪ Tends to adjust level of commitment to a task or directive in accordance with how much the steps involved are enjoyed 	<ul style="list-style-type: none"> ▪ Remains focused on goals despite setbacks or distractions ▪ Does not change the goal to accommodate difficult or challenging circumstances, but puts greater effort into reaching the goal if that is what's required ▪ Will not shortcut a process because it would be easier or more convenient ▪ Capable of staying on track if the benefits from endeavors are long term and results are not immediate ▪ Will persist through failure or rejection ▪ Does not allow enjoyment, or lack thereof, dictate the time committed to the time and effort to accomplishing a goal

Lower scores may indicate:

- A preference for changing the objective in the face of prolonged adversity so that progress can be more forthcoming
- A tendency to look for the homerun opportunity versus a series of singles
- A strong need to enjoy the intermediate steps to the goal in order to stay motivated to persist



937.259.1200 | 800.254.5995

ChallyAssessment@chally.com | www.chally.com