

# SSQ – Sales Skills Questionnaire

## SSQ Candidate Report for: Oliver Sample

**Requested by: HR Manager**

**Company: Sales Are Us**

### Interpreting the SSQ scores

This report is based on the responses provided by the candidate to questions on Technical, Managerial and Behavioural Sales Skills. The scores have been used to grade the candidate into one of three bands within each skillset. The adjacent coloured apples define the band and its meaning is provided in the report below.



The overall SSQ score is an average of the three skillset scores and used to identify the candidate's sales ability and likely performance in a suitable sales role. For the purposes of this report, the overall score has been graded into one of six bands (1 being the highest). This is shown on the Apple-graph below with the meaning for that band next to it.

### Overall SSQ score report for Oliver Sample

The candidate's overall score is in the top band and displays a well-developed understanding of sales principles and s/he has the ability to undertake most sales roles successfully. S/he has indicated comfort in face-to-face selling and has the ability to close sales using sales processes in conjunction with people's behaviour. S/he also displays other skills suitable for leading sales in complex business-to-business environments.

The candidate shows the ability to manage multiple sales at a time with relative ease. S/he is likely to position and manage sales of products or services with complex sales cycles, to a high standard. S/he should be able to lead partnerships with commercial organisations in pursuing common business goals.

The candidate has the ability to formulate strategic account plans to win business or defend hostile competitive threats, as well as protecting business relationships and sales pipelines. S/he also shows the ability to manage sales relationships well.

Further sales training will probably benefit the candidate and this could be targeted around further improving his/her understanding of sales management principles. S/he has also displayed skills for managing sales people directly or possibly through other people, although this should be investigated further.



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## Technical Sales Skills report for Oliver Sample

This score places the candidate in the High-Band within this category and displays a well-developed understanding of Technical Sales Skills. People learn Technical Sales Skills in order to satisfy their need to succeed. They are typically good at dealing with obstacles and value a structured approach to Selling. Technical Sales Skills are used when people are engaged directly with customers. This could be face-to-face, over the phone or other types of contact through messaging or email.



This score indicates expertise and experience typically found in people who are successful in Sales roles and are naturally competitive, as well as liking to prove that they are winners. The strong sense of urgency and their desire to win encourages them to make the right decisions quickly, based on prior knowledge of winning sales by having had the necessary Technical Sales Skills.

This score shows that the candidate values process and prefers to work in a methodical way suggesting that s/he is more likely to meet sales targets. Technical Sales Skills enable people to use process so that they know what to do in interactions with other people during sales situations. The candidate has indicated that his/her Technical Sales Skills will readily enable him/her to qualify customer needs and rapidly evaluate how and where his/her products or services fit the customer's needs; as well as closing the sales.

This score indicates a high level of resourcefulness and the ability to manage resources, especially his/her own time, so that they are able to manage different types of sales effectively.

The sales skills specifically measured by the SSQ, as part of this group are: *Commercial Awareness, Positioning Features, Advantages and Benefits, Targeting Buyers, Building a Sales Pipeline, Closing Sales in your Timeframe, Effective Questioning Techniques, Discovering Customer Needs, Selling Solutions, Sales Account Planning, Matching the Sales Cycle and the Buying Cycle*. Further Training will assist the candidate to improve sales performance.

## Managerial Sales Skills report for Oliver Sample

This score places the candidate in the High-Band within this category and displays a sound knowledge of Managerial Sales Skills, signifying the understanding and experience to succeed in Sales. Managerial Sales Skills help sales people to carry out activities behind-the-scenes so that they keep winning more deals and more customers. They are required by everyone who is successful in selling and are very different from Management Skills.



The candidate understands the bigger picture including customer objectives and desires as well as how they want to achieve those aims. S/he prefers adopting a consultative-style of selling and

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values building effective relationships. A high level of Managerial Sales Skills indicates that s/he should be comfortable in securing complex sales and that s/he will probably work well in acquiring deals that require multiple contacts with different people.

The candidate is most likely to be a proficient problem solver and use resourcefulness to see an objective through, even if that means being unpopular from time to time. S/he is not deterred by taking risks and invariably believes in his/her ability to make things happen. S/he should take care as this style can sometimes be intimidating for some team members, and this could lead to them not inputting as much as they would otherwise.

This score suggests that the candidate should be able to plan sales campaigns and activities to a high standard as well as having the ability to steer events and people. S/he is in all likelihood able to position value propositions well and should be able to meet sales targets regularly.

The sales skills specifically measured by the SSQ, as part of this group are: *Understanding Business Strategies, Using Value Propositions Effectively, Marketing your Products and Services, Delivering Effective Presentations and Building Business Relationships*. Further Training will assist the candidate to improve sales performance.

## Behavioural Sales Skills report for Oliver Sample

This score places the candidate in the Mid-Band within this category and indicates a reasonably good understanding of Behavioural Sales Skills for succeeding in the majority of Sales roles. The candidate has already learnt the value of Behavioural Sales Skills and this knowledge will enable him/her to win more deals than s/he loses. A greater understanding of these skills will further increase confidence and this would enable him/her to ask for orders earlier in the sales cycle.



The candidate can work with other people but does not require a lot of stimulation and is equally comfortable working alone. S/he will typically follow a predominately logical and activity-orientated approach to his/her work. The candidate's development should include balancing his/her preferred approach with a more definitive understanding of other people's requirements and styles, particularly customers. The candidate's knowledge indicates that s/he values providing good customer service and developing a good customer following.

The candidate may occasionally require support in demonstrating the expertise or experience required to succeed in complex Sales. That aside, his/her present level of confidence will enable him/her to ask for the business. S/he is not afraid to ask for orders repeatedly and try new approaches if rejected; which is an asset in a Sales role. There may be an occasional propensity to lack of attention to detail, resulting in post-sale issues.

The candidate may occasionally require support in dealing with hostile customers with care; ensuring that s/he remains inoffensive. Further development should verify the candidate's ability to appreciate the big picture and delivering bad news diplomatically.

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The sales skills specifically measured by the SSQ, as part of this group are: *Planning, Time Management, Influencing, Negotiating, Listening, Motivating and Using Body Language in Selling*. Further Training will assist the candidate to improve sales performance.

## Using the SSQ – Sales Skills Questionnaire

This report is based on the responses provided by the candidate to the Sales Skills Questionnaire (SSQ). The report helps you understand a candidate's knowledge of sales principles and their skill levels in order to assist you in assessing how well they fit into your sales roles. The information is also suitable for identifying strengths and areas of development for the candidate, in relation to sales effectiveness.

SOCA Management Consultants researched many corporate sales teams in a variety of industries to validate that the more experienced and generally more successful candidates achieved higher scores throughout the questionnaire. These findings have been used to interpret how the Overall, Technical, Managerial and Behavioural SSQ scores may be used to indicate likely sales performance of candidates taking the SSQ.

When used for Recruiting, this report requires an appropriate knowledge of effective selection techniques and details of the job. Further evidence from interviews and other relevant assessments (particularly Behavioural) should be sought during the selection process to determine other areas of suitability.

When used for Development, this report requires an appropriate understanding of development techniques. Candidates are able to improve their knowledge of sales, by taking sales courses and assessments at [www.SalesTrainingOnline.com](http://www.SalesTrainingOnline.com). The courses map onto the Technical, Managerial and Behavioural skill groups referred to in this report.

## About this Report

This report was generated using SOCA Management Consultants' Online Assessment System. It uses information from the Sales Skills Questionnaire (SSQ Version Number: 2.0). The use of this questionnaire is limited to those people who have received training in its use and interpretation. The report herein is generated from the results of a questionnaire answered by the candidate and substantially reflects the answers made by them. Due consideration must be given to the subjective nature of questionnaire-based ratings in the interpretation of this data. This report has been generated electronically enabling the user of the software to make amendments and additions to the text of the report.

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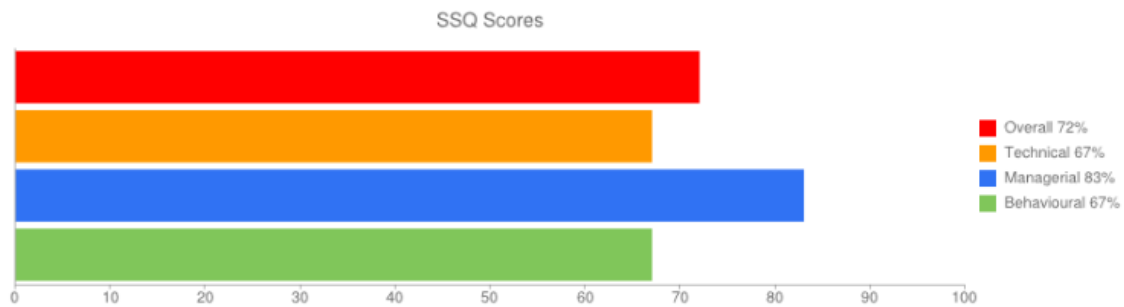
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For further information or assistance, please email us on [support@soca.co.uk](mailto:support@soca.co.uk) quoting the Report Reference number below or call 01923 842200.

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This report was calculated using the following candidate scores:



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