Behavioral Competency Analysis

Report for Andrew Jones
Compared to: Sales - High Cost to Business Overview #SA15

REPORT FOR
Andrew Jones

DATE OF COMPLETION
04/20/2021

RELIABILITY - 99.2%
Answers were very likely accurate and truthful

ORGANIZATION
Harrison Assessments Int'l Limited

VIEW INSTRUCTIONAL VIDEO
public.harrisonassessments.com/BCvideo/Package_en_US.html

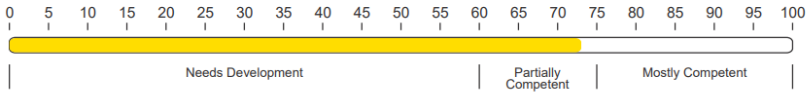
Sales - High Cost to Business Summary Overview

This overview shows how the employee scores for each behavioral competency within the Sales - High Cost to Business set.

Overall Score

Andrew scores 73 against the Sales - High Cost to Business competency set. This indicates a need for development for some of the competencies below.

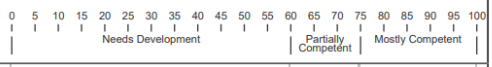
Total Competency Percentage = 73%



Essential competencies

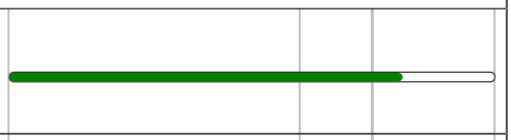
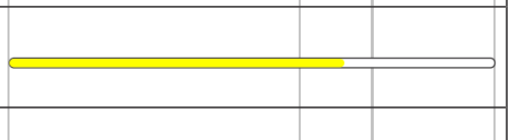
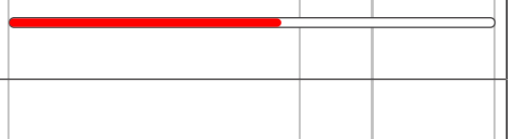
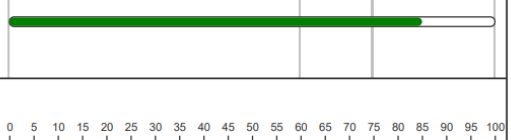
(in order of importance)

	Importance	Score
Builds Relationships: *Demonstrates empathy, trustworthiness, and a willingness to go above and beyond to meet their customers' or prospects' needs. Builds relationships by adapting their communication style to the specific needs and ensuring mutual needs are met.*	Extremely Essential	79%
Effectively Negotiates and Closes: *Effectively negotiates price and features with customers. Finds win-win solutions in order to close sales.*	Extremely Essential	57%
Exhibits Grit: *Takes the initiative to achieve challenging goals and is resilient in handling rejection. Has a positive attitude and is enthusiastic about achieving sales goals.*	Extremely Essential	81%
Explores Needs and Tailors Pitch: *Explores customers' needs, pain points, and interests. Asks relevant questions to gather important information. Analyzes information to tailor their sales pitch.*	Extremely Essential	63%
Handles Objections: *Effectively handles objections with empathy, candor and creative solutions that facilitate a decision to buy.*	Extremely Essential	75%
Learns the Product, Industry, and Competition: *Stays up to date with product, industry, and competition knowledge enabling effective explanations of features, benefits, and how value propositions compare to competitors' offerings.*	Extremely Essential	71%

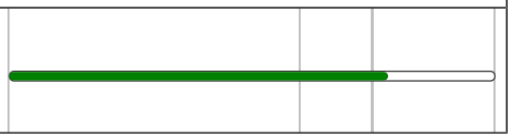


Essential competencies

(in order of importance)

	Importance	Score	0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 Needs Development | Partially Competent | Mostly Competent
Presents Effectively: *Delivers compelling and persuasive presentations that capture the attention of customers and effectively communicate the benefits of the product or service.*	Extremely Essential	81%	
Growth Mindset: *Elicits and embraces feedback, listens objectively, and continuously seeks self-improvement.*	Essential	69%	
Hunts and Qualifies: *Hunts for new sales opportunities and qualifies prospects to determine where to best prioritize efforts.*	Essential	81%	
Manages Time: *Meet sales targets by having a systematic plan, staying organized, prioritizing tasks, and using technology for efficiency.*	Essential	56%	
Networks: *Builds and maintains a strong professional network that supports identifying new prospects or acquiring new customers.*	Essential	85%	

Desirable competencies

(in order of importance)

	Importance	Score	0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 Needs Development | Partially Competent | Mostly Competent
Follows Up After Sales: *Reliably follows up with customers after a sale to ensure their satisfaction, build loyalty and respond to any emerging customer needs.*	Very Important	78%