



## SALES AUDIT: Thomas Sample

01/01/0001

Private & Confidential

### OPENING AND COMMUNICATION

Thomas is a fair opener and communicator with an ability to be friendly at first contact, provided that he does not feel threatened by the buyer. In this respect, there could be some minor problems in dealing with particularly dominant, aggressive individuals.

He tries not to antagonise people in communication but may not recognise the effect that he can have on some people, because of his stubborn independence. This may at times cause others to find it difficult to communicate freely with Thomas.

In terms of communication Thomas is rather deliberate. He would usually be methodical and thorough in detailing the services or products which he has to offer.

There may be a tendency for Thomas not to draw out the opinions of others, and some may perceive him as lacking in enthusiasm.

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### CLOSING

A moderate closer, who will certainly be willing to compete in areas where he feels confident, but who will also deliberate before asking for an order.

There may be a tendency for Thomas not to push hard enough in attempting to close the sale. He may be too willing to listen to objections and could become insecure and demotivated by rejection.

Our view is that Thomas's ability to push for the sale would be enhanced by a good training course in assertiveness.

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### CUSTOMER SERVICING

Customer servicing is certainly a strong aspect of Thomas's characteristics. He may well take the customer's side in any problems with delivery etc., as a result of his desire to render service.

Thomas is always willing to help his customer, and will show more accommodating signs

with the client, than he will to his own organisation.

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## PRESENTATION

Thomas's method of presentation is detailed, analytical and thorough.

He will evaluate situations most carefully, but in so doing may cause frustration when presenting to people who are more "pacy" than himself. To this end, it is important that Thomas recognises his own strengths and weaknesses, as well as those of others, modifying his characteristics in presentation to gain an optimum result.

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## ADMINISTRATION

Thomas is certainly a very good administrator, organised, logical and determined to get the detail right.

He does not however like being pressurised in providing administrative information and may, in pressure situations, become rigid in demanding time to complete administrative aspects properly.

There may be a tendency for Thomas to spend too much time on administration rather than searching for new accounts. Equally, he may appear somewhat pessimistic when providing detail on what can or should be achieved with new accounts.

This report relates only to behavioural characteristics within a work situation and should always be used with a structured interview. Success in the role will also depend on further assessment which ensures the person has the appropriate intelligence, education, experience, knowledge and competence.

The "Strengths & Limitations" report, which can be obtained regarding Thomas, may provide additional information which will enhance the use of the above data.