



Sales Force Assessment Report (SFCA) for Generic

XXXX Sector Egyptian Manager 1

STS-KEMET SFCA

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Definitions:

This section documents the definitions we use along SFCA report. The first section states the traits of hunters, farmers and prevailing sub-traits.

Following is a definition of three competencies that define the sales professional's attitude and complements his style (need for achievement, competitiveness, and persistence/optimism)

- **Hunter** (general traits)

- High emotional control
- Optimist
- Multitasking
- Self-motivating
- Better at communicating value
- More skilled at managing multiple stakeholders
- More opportunistic

- Challenger** (hunter with prevailing sub-trait)

- Always has a different view of the world
- Understands the customer business
- Loves to debate
- Pushes the customer

- **Farmer** (general traits)

- Team player
- Eye for detail
- Monotasking
- Solid
- Dependable
- Problems with explaining the value of their services to a client

- Problem Solver** (farmer with prevailing sub-trait)

- Responds Reliably
- Ensures all problems are solved
- Detail oriented

- Relationship Builder** (farmer with prevailing sub-trait)

- Builds strong customer advocates
- Generous in giving time to help others
- Gets along with everyone

Need for achievement (high in hunters):

Defined as the desire to continuously win and taking No for an answer. It is discovered by asking the individual questions such as:

- What kinds of sacrifices have you had to make to be successful?
- Tell me about a few times where you exceeded expectations or went beyond the call of duty
- How do you know when you've truly succeeded?
- What's the toughest goal you've ever set for yourself? How do you plan to top it?
- Tell me about your last success at work.
- What is the hardest you have ever worked to succeed in your job? How did you feel about having to work that hard?

People with high need for achievement will have MANY stories in answering those questions, he will remember vividly his losses and his feelings when he lost. He will show that he takes the loss personally and fights to change the course of events to turn a loss into a win.

Competitiveness (high in both)

Being competitive is a vital trait and is high in "elite" sales professionals. Questions such as the following, show how far he wants to be the best when compared to his peers and competitors in the marketplace.

- When was the last time you were competitive? Another time?
- What is the most fun you have ever had winning a customer over?
- How would your manager rank your competitiveness compared to your peers? What makes your manager see you as competitive?
- Tell me about the most competitive situation you have ever been in at work?

The sales professional with high competitiveness will have MANY stories in answering those questions.

Optimism and persistence (high in farmers and very high in hunters)

Great sales professionals never give up, they are optimistic (see the positive) and persistence (never give up).

Questions such as the following show the level of optimism and persistence:

- Describe a sale where your persistence really paid off. Another time?
- Think back to the last time you lost a deal. What did you do to recover?
- Tell me about a sale that went wrong. What did you attribute it to?
- Tell me about the worst customer problem you ever faced. How did you recover?

Sales professional with high optimism and persistence will have MANY stories

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Summary of findings

The following table sums up the three indicators:

Name	Need for achievement	Competitiveness	Optimism & persistence
1. Egyptian Sales person 1	High	Medium	High
2. Egyptian Sales person 2	Medium	Medium	Medium
1. Egyptian Sales person 3	High	Medium	Medium
2. Egyptian Sales person 4	High	Medium	Medium

Name	Style
1. Egyptian Sales person 1	Farmer (Problem solver)
2. Egyptian Sales person 2	Hunter (Challenger)
3. Egyptian Sales person 3	Hunter & farmer
4. Egyptian Sales person 4	Farmer (Relationship builder)

Sales Force Competency Assessment SFCA

Candidate Name: Egyptian Sales Person I

Date: February 5-8, 2018

Name	Egyptian Sales person 1	
Title	Senior Account Manager	
Date	Feb. 5, 2018	
Employment History	2007- 2012 2012-2014 2014-2017 June 2017	
Comments	Talkative, bubbly, contagious enthusiasm, a bit opinionated, requires control and guidance in following the sales process. Problem solver and hunter	

Need for achievement

HIGH

Competitiveness

MEDIUM

Optimism and persistence

HIGH

Sales style: Farmer (Problem solver)

MOST SUITABLE SALES POSITIONS

Technical, structured, established customer base, consultative.

LEAST SUITABLE SALES POSITIONS

Requiring high assertiveness, closing/prospecting oriented, unstructured.

STRENGTHS

Organized/well prepared, hard-working, follows up well, conscientious.

WEAKNESSES

Prospecting, too detailed at times, reserved/people orientation, overly structured.

PERSONALITY TRAITS

Assertiveness



Moderately assertive, somewhat incentive and results oriented, assertiveness within parameters of training and guidelines, lower assertiveness outside of these parameters.

Sociability



Introverted, task oriented, skeptical, technically oriented, analytical, quite shy with new contacts, could be too direct, to the point, formal and factual communicator.

Patience



Impatient, pro-active, multiple-tasks, sense of urgency, needs quick results, change/variety, lots of nervous energy, very restless.

Dependence



Very structured, a fear of failure, prefers rules/procedures/guidelines, needs to be 'right', security oriented, risk averse, conservative, compliant, co-operative.

Emotional Control



Logical and well thought out decisions. Calculated and analytical decision maker. Sometimes prone to over analysis. Conservative decisions.

Stamina



This person has a below average energy capacity, which means that he can invest normal hours in his work, but could have difficulty if expected to invest extra hours on a frequent basis.

WORK TENDENCIES

Prospecting



Has some of the assertiveness found in successful prospectors but lacks the people orientation.

Closing



Lacks the risk orientation and much of the assertiveness found in successful closers.

Organization/Attention to Detail



Very organized. Very detail oriented. Perfectionistic. Accurate. Thorough.

Response to incentives/commissions



Somewhat incentive oriented. Is responsive to incentives/commissions but is also risk averse, so prefers some guarantees.

Need for Direction



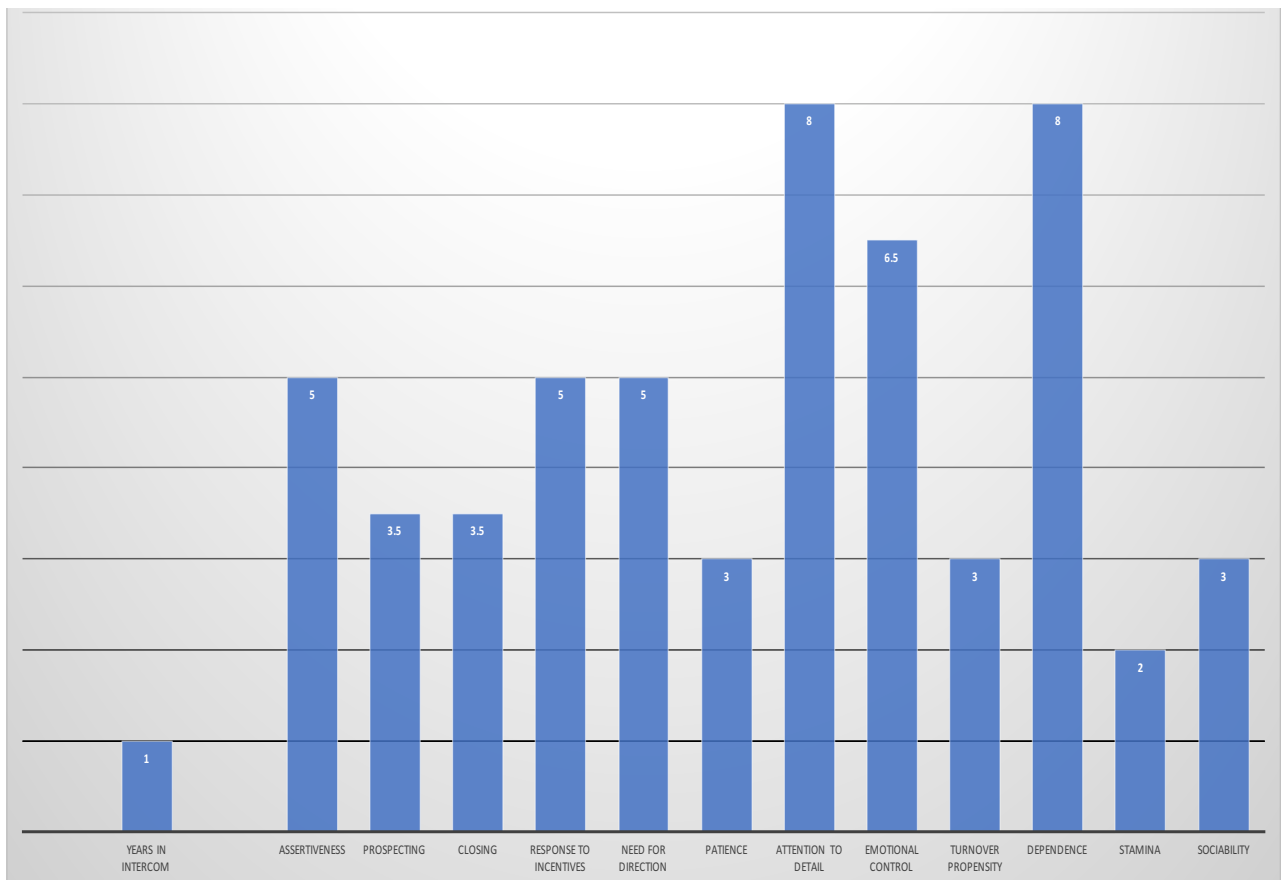
Need for direction is moderate. Self motivated but likes the structure of procedures and guidelines initially.

Turnover Propensity



Not prone to job turnover (job-hopping).

Egyptian Sales person 1



Areas to train, areas to develop, how to manage and motivate:

- If necessary provide training to enhance people orientation. He may need help with prospecting and closing.
- Provide a structure and access to his manager. Be aware that he may spend too much time on the planning and details.

Individual development plan:

Egyptian Sales person 1 development shall include the following competencies that are based on CPSA sales professions competencies (listed in detail on Appendix A)

Sales productivity cluster:	Effective listening
	Questioning techniques
	Providing continuous feedback
	Communicate according to customer type
	Delivering sales presentations
	Writing sales letters
	Writing proposals
	Delivering training to customers
	Educating others
	Conducting telephone sales calls
	Facilitation

	Self-Development
	Fundamentals of sales
	Business Acumen
Sales effectiveness cluster:	Relationship Building
	Consultative Selling Process
	Customer Value Creation
	Time and Territory Management
	Strategic Sales Planning

	Self-Development
	Relationship Building
	Business Acumen
	Customer Value Creation
Account management cluster	Consultative Selling Process
	Account Management
	Strategic Sales Planning
	Time and Territory Management

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Candidate Name: Egyptian Sales Person 2

Date: November February 5, 2018

Name	Egyptian Sales Person 2	
Title	Senior account manager, banking	
Date	February 5, 2018	
Employment History	2002-2003 2003-2004 2004-2005 2005-2011 2011-2012 2012-2016 2016- Present	
Comments	Likes to acquire new information mildly competitive, a bit opinionated Does not like confrontation Potential for challenger	

Need for achievement **MEDIUM**

Competitiveness **MEDIUM**

Optimism and persistence **MEDIUM**

Sales style: Hunter (Challenger)

MOST SUITABLE SALES POSITIONS

Consultative, technical, fast-paced, lots of authority.

LEAST SUITABLE SALES POSITIONS

Heavily prospecting-oriented, routine, slow-paced.

STRENGTHS

Very hard working, results orientation, organized/well prepared, disciplined.

WEAKNESSES

Reserved, prospecting, may be a little direct, too detailed at times, prone to over planning.

PERSONALITY TRAITS

Assertiveness



Assertive, take-charge, risk-taker, ego, competitive, need to win, incentive oriented, entrepreneurial, outspoken, results and goal oriented.

Sociability



Introverted, task oriented, skeptical, technically oriented, analytical, quite shy with new contacts, a little too direct, to the point, formal and factual communicator.

Patience



Impatient, pro-active, multiple-tasks, sense of urgency, change/variety.

Dependence



Structured, a fear of failure, prefers rules/procedures/guidelines, needs to be 'right', security oriented, risk averse.

Emotional Control



Very logical and very disciplined. Analytical. Conservative but well thought out decisions. Can be prone to analysis-paralysis, procrastination.

Stamina



This person has an above average energy capacity, which means that he can invest normal hours, and if he decides to do so, extra hours in his work without difficulty.

WORK TENDENCIES

Prospecting



Has the high level of assertiveness found in successful prospectors but lacks the people orientation.

Closing



Has the high level of assertiveness found in successful closers but lacks risk orientation.

Organization/Attention to Detail



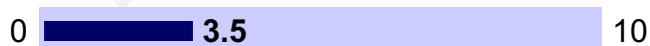
Organized. Detail oriented. Perfectionistic. Accurate. Thorough.

Response to incentives/commissions



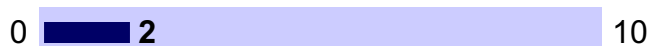
Will respond well to incentives/commissions; is incentive oriented but also prefers some guarantees.

Need for Direction

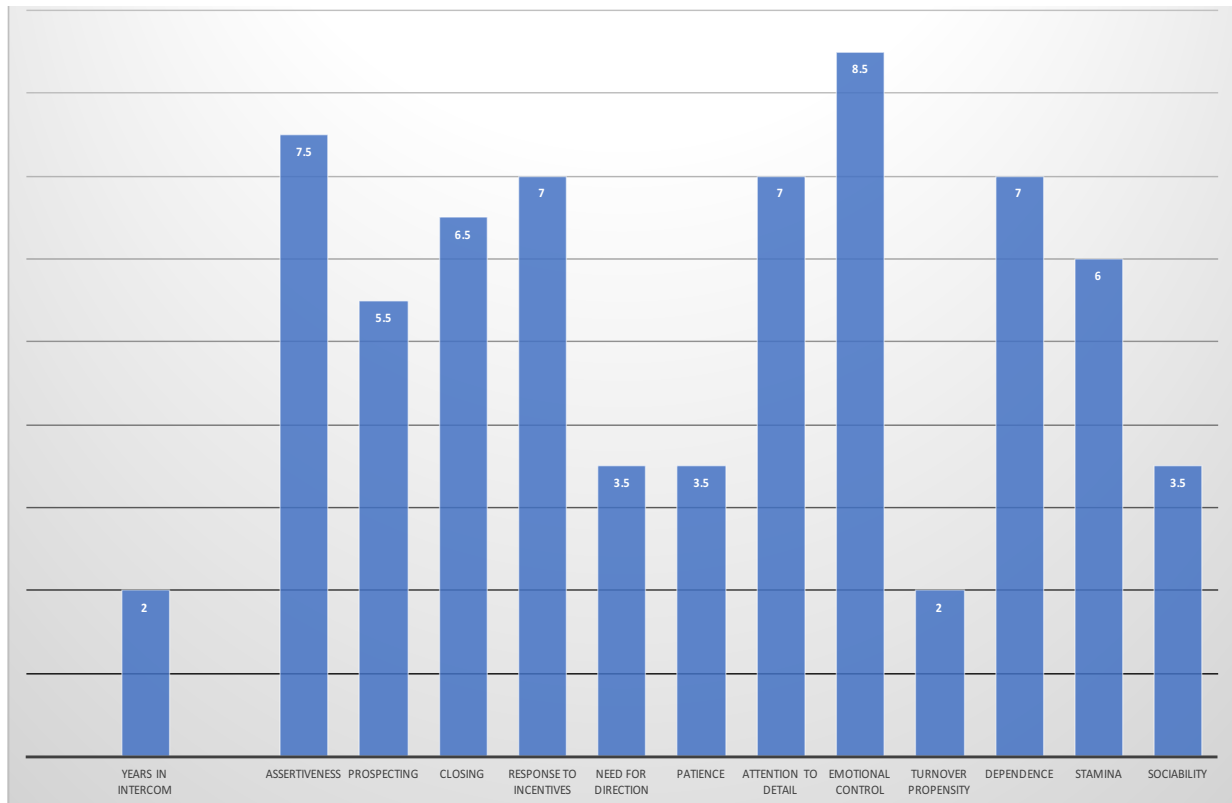


Need for direction is low. Self-motivated but likes the structure of procedures and guidelines initially.

Turnover Propensity



Not prone to job turnover (job-hopping).



Areas to train, areas to develop, how to manage and motivate:

- If necessary provide training to enhance people orientation. He may need help if the position requires much prospecting.
- Provide a structure initially, then let him work independently. Give him authority and responsibility and make the position fast-paced.

Individual development plan:

Egyptian Sales Person 2 development shall include the following competencies that are based on CPSA sales professions competencies (listed in detail on Appendix A)

Sales productivity cluster:	Effective listening
	Questioning techniques
	Providing continuous feedback
	Communicate according to customer type
	Delivering sales presentations
	Writing sales letters
	Writing proposals
	Delivering training to customers
	Educating others
	Conducting telephone sales calls
	Facilitation

	Self-Development
	Fundamentals of sales
	Business Acumen
Sales effectiveness cluster:	Relationship Building
	Consultative Selling Process
	Customer Value Creation
	Time and Territory Management
	Strategic Sales Planning

	Self-Development
	Relationship Building
	Business Acumen
	Customer Value Creation
	Insight selling
Greenfield development cluster (hunters/challengers)	Consultative Selling Process
	Local Area/Regional Marketing
	Territory planning
	Time and Territory Management

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