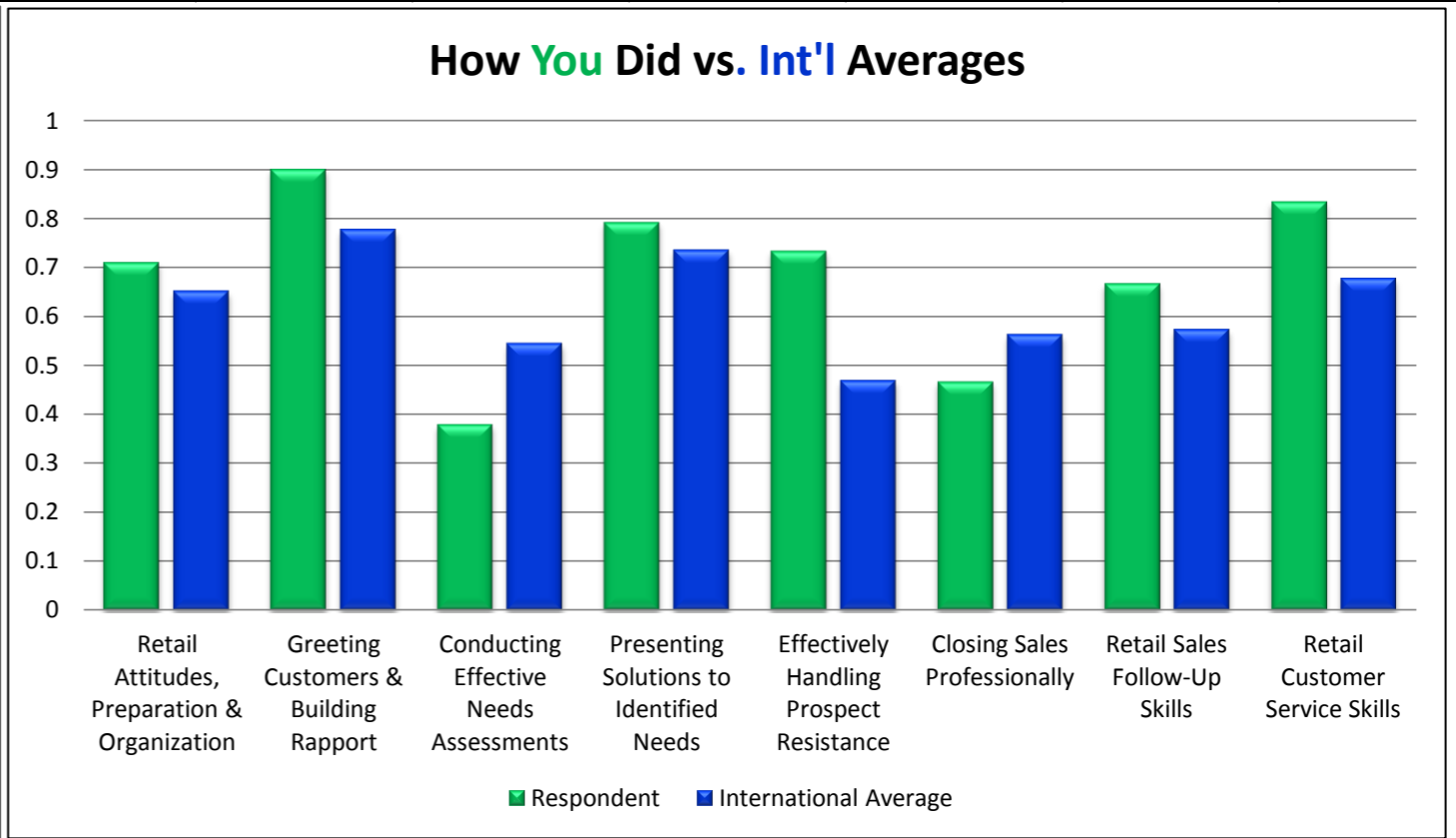
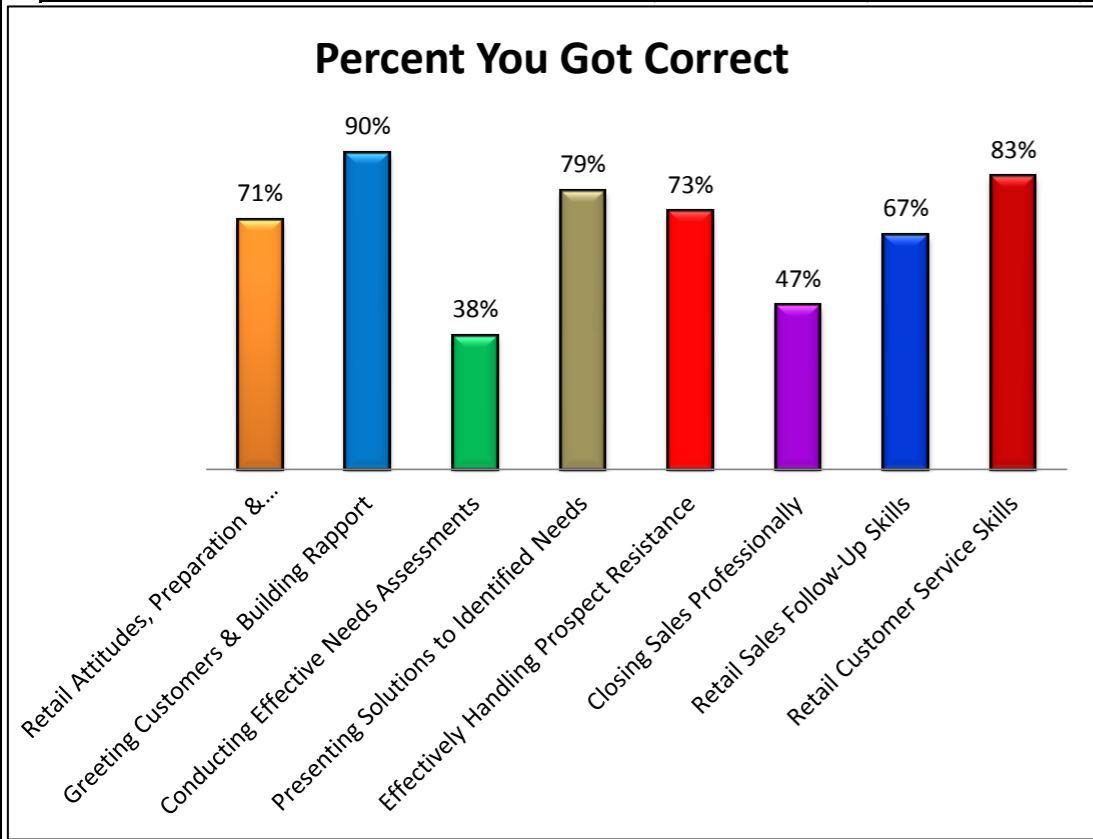


# Retail Sales Essentials<sup>SM</sup> Report

Name		Organization:			Your Experience Level in Years			Date Completed:		
Richard Sample		A-1 Appliances			Retail: 4	Retail Sales: 4	7/8/2013			
Column Number	1	2	3	4	5	6	7	8	9	
Competency Measured	% You Got Correct	% Your Group Got Correct	% Int'l Avg Group Got Correct	Highest Possible Score	Your Score	Your Group Avg Score	Avg. Min.to Complete	Int'l Average Score	Your Relative Strength	
1	Retail Attitudes, Preparation & Organization	68%	75%	65%	31	21	23.17	5	20.18	STRENGTH
2	Greeting Customers & Building Rapport	90%	83%	78%	20	18	16.63	4	15.53	NEED
3	Conducting Effective Needs Assessments	38%	52%	54%	29	11	14.99	6	15.79	STRENGTH
4	Presenting Solutions to Identified Needs	79%	91%	74%	24	19	21.81	7	17.64	STRENGTH
5	Effectively Handling Prospect Resistance	73%	55%	47%	30	22	16.48	7	14.07	SOLID
6	Closing Sales Professionally	47%	55%	56%	30	14	16.52	4	16.88	NEED
7	Retail Sales Follow-Up Skills	67%	72%	57%	24	16	17.16	6	13.75	STRENGTH
8	Retail Customer Service Skills	83%	60%	68%	30	25	18.04	5	20.31	SOLID
<b>Totals for Your Assessment</b>		<b>67%</b>	<b>66%</b>	<b>62%</b>	<b>218</b>	<b>146</b>	<b>144.80</b>	<b>44</b>	<b>134.15</b>	



## Reading your Retail Sales Essentials report:

- Column 1** lists the percentage of questions you got right in each measured competency.
- Column 2** shows the *average percentage correct* achieved by people from your organization on their Retail Sales Essentials Assessment.
- Column 3** is the average percent correct score achieved by all people who have taken this assessment.
- Column 4** is the highest possible correct score which could be achieved for the competency being measured.
- Column 5** reflects the number of correct answers you provided on the assessment for the competency being measured.
- Column 6** reflects the average number of correct scores which those from your organization achieved for the competency being measured.
- Column 7** reflects the time taken to complete each section of the Retail Sales Essentials Assessment.
- Column 8** reflects the average number of correct scores which all takers of this assessment achieved.
- Column 9** indicates your relative strength or need in a competency based on your comparison to the international participant base.