## Business-to-Business Sales Essentials℠ Report

Name: Sammy Salespro  
Organization: Acme Sales  
Years in Sales / in B2B Sales: 12 / 5  
Date Completed: 9/13/2017

<table>
<thead>
<tr>
<th>Column Number</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competency Measured</td>
<td>% You Got Correct</td>
<td>% your Group Got Correct</td>
<td>% Int'l Group Got Correct</td>
<td>Highest Possible Score</td>
<td>Your Score</td>
<td>Your Group's Score</td>
<td>Avg. Min. to Complete</td>
<td>Int'l Average Score</td>
<td>Your Relative Strength</td>
</tr>
<tr>
<td>1</td>
<td>Preparation &amp; Organization</td>
<td>40%</td>
<td>72%</td>
<td>65%</td>
<td>15</td>
<td>6</td>
<td>10.75</td>
<td>5</td>
<td>9.75</td>
</tr>
<tr>
<td>2</td>
<td>Prospecting</td>
<td>60%</td>
<td>54%</td>
<td>65%</td>
<td>25</td>
<td>15</td>
<td>13.50</td>
<td>6</td>
<td>16.25</td>
</tr>
<tr>
<td>3</td>
<td>Conducting Initial Appointments</td>
<td>67%</td>
<td>82%</td>
<td>69%</td>
<td>12</td>
<td>8</td>
<td>9.88</td>
<td>3</td>
<td>8.26</td>
</tr>
<tr>
<td>4</td>
<td>Conducting a Needs Assessment</td>
<td>75%</td>
<td>71%</td>
<td>62%</td>
<td>32</td>
<td>24</td>
<td>22.75</td>
<td>7</td>
<td>19.84</td>
</tr>
<tr>
<td>5</td>
<td>Presenting Solutions to Needs</td>
<td>67%</td>
<td>61%</td>
<td>59%</td>
<td>33</td>
<td>22</td>
<td>20.00</td>
<td>7</td>
<td>19.32</td>
</tr>
<tr>
<td>6</td>
<td>Developing &amp; Presenting Proposals</td>
<td>59%</td>
<td>53%</td>
<td>69%</td>
<td>17</td>
<td>10</td>
<td>9.00</td>
<td>5</td>
<td>11.69</td>
</tr>
<tr>
<td>7</td>
<td>Handling Prospect Resistance</td>
<td>57%</td>
<td>61%</td>
<td>63%</td>
<td>35</td>
<td>20</td>
<td>21.25</td>
<td>10</td>
<td>21.88</td>
</tr>
<tr>
<td>8</td>
<td>Closing Sales Professionally</td>
<td>71%</td>
<td>71%</td>
<td>61%</td>
<td>17</td>
<td>12</td>
<td>12.13</td>
<td>4</td>
<td>10.30</td>
</tr>
<tr>
<td>9</td>
<td>Following Up Sales Effectively</td>
<td>50%</td>
<td>53%</td>
<td>79%</td>
<td>24</td>
<td>12</td>
<td>12.75</td>
<td>8</td>
<td>18.86</td>
</tr>
<tr>
<td>10</td>
<td>Territory &amp; Account Management</td>
<td>76%</td>
<td>76%</td>
<td>57%</td>
<td>34</td>
<td>26</td>
<td>25.88</td>
<td>4</td>
<td>19.46</td>
</tr>
<tr>
<td>Totals for Your Assessment</td>
<td>64%</td>
<td>65%</td>
<td>64%</td>
<td>244</td>
<td>155</td>
<td>157.88</td>
<td>59</td>
<td>155.61</td>
<td>SOLID</td>
</tr>
</tbody>
</table>

### Percent You Got Correct

- Preparation & Organization: 40%  
- Prospecting: 60%  
- Conducting Initial Appointments: 67%  
- Conducting a Needs Assessment: 75%  
- Presenting Solutions to Needs: 67%  
- Developing & Presenting Proposals: 59%  
- Handling Prospect Resistance: 57%  
- Closing Sales Professionally: 71%  
- Following Up Sales Effectively: 50%  
- Territory & Account Management: 76%

### How You Did vs. Int'l Averages

- Preparation & Organization: 40%  
- Prospecting: 60%  
- Conducting Initial Appointments: 67%  
- Conducting a Needs Assessment: 75%  
- Presenting Solutions to Needs: 67%  
- Developing & Presenting Proposals: 59%  
- Handling Prospect Resistance: 57%  
- Closing Sales Professionally: 71%  
- Following Up Sales Effectively: 50%  
- Territory & Account Management: 76%

**Reading your report:**

- **Column 1** lists the percentage of questions you got right on each task.
- **Column 2** shows the **average percentage correct** achieved by the group to which you belong (requires 5 or more in group; otherwise this is your score).
- **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 (requires 5 or more people in the group).
- **Column 7** reflects the number of minutes taken to complete each section of the B2B 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.

---

Copyright ©2009 - 2017 by Boyer Management Group. All Rights Reserved.