
Skills Report

Module Professional Skills: Snapshot

Name Paul Sellers

Date 27 July 2022



:: Introduction

This SSA report provides a clear measure of the levels of one or more sales skills for the candidate named on this report. The candidates levels of skill are shown compared to standardised SSA benchmarks for the relevant skills.

Areas of weakness should be used as the basis of a plan for further development and training.

The SSA assessments are aligned to National Vocational Qualification levels. Please see the SSA/NVQ level maps for further details. SSA benchmarks are based on the results of all candidates assessed globally using the SSA.

:: Skills Summary

This section provides a summary of all the modules the candidate has participated in.

The skills summary section identifies one or more specific groups of skills which are important to effectiveness in sales.

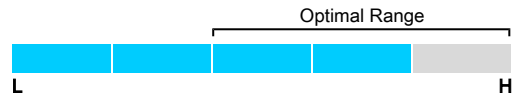
The **bar chart** indicates the candidates likely level of strength in each area, based on detailed analysis of their stated capabilities: it shows whether or not the candidates skills are generally within the range required to be effective in a sales role.

The **definition for each skill** group is shown immediately alongside the bar graph. These ratings show general areas of strength that can be harnessed to improve effectiveness. They can also identify key areas where targeted development may improve sales performance.

:: Summary of Paul Sellerss Skills

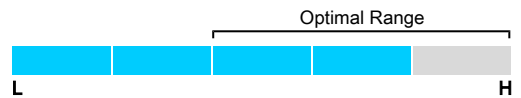
1. Business Skills

These are the skills required to establish personal and company credibility, especially with the customer, but also with suppliers, partners and stakeholders for the purpose of realizing benefits from the relationship.



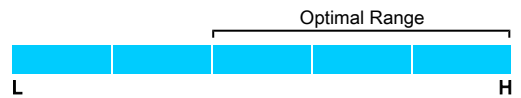
2. Customer Contact

These are the skills required to effectively engage the customer in conversation and start the process of qualification, with the objective of gaining an understanding of the customer's needs.



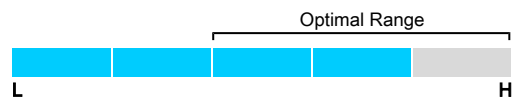
3. Engaging the Customer

These skills are about generating initial interest from the customer in your application, product or service, and starting the process of creating rapport.



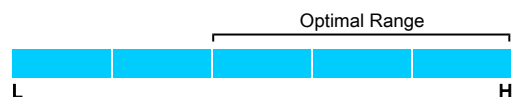
4. Information and Activity Management

This section covers the skills required to work effectively and in an organised manner, with clear plans and reports, with the purpose of facilitating the achievement of goals and targets.



5. Negotiating and Closing

This section covers the skills required to establish the value to the customer of the benefits, often involving simple financial metrics and close the deal.



:: About This Report

This report was generated using information from a Sales Assessment Ltd questionnaire. It was generated from the results of a questionnaire answered by the respondent and substantially reflects the answers provided by them. Due consideration must be given to the subjective nature of questionnaire-based ratings in the interpretation of this data.

The information contained in this report should only be used for assessing the candidate against the skills specified in this report. The results should be used as one component of the decision-making process and placed in context with data from interviews, background reviews and other appropriate sources. Where information contained in this report contradicts the findings from any of these other sources, then further investigation is recommended.

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