

Feedback on candidate Low Investigation REC

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Executive Summary

Finished Simulation:	TRUE	Recommendation :	Not Recommended	Recommended with Reservation	X
Finished On:	01/24/2009		Not Recommended	Recommended with Reservation	Recommended
Has Experience:	N		Recommended: Based on the results of the Simulator, this candidate possesses the dominate traits necessary to be a successful automotive sales consultant. Given the right environment, training and motivation, they will be a good investment of your time and money and have the potential to be a high performer. There are of course other factors you may discover in your hiring process that could impact their performance and your decision.		
Has Drivers License:	Y				
Sold First Car:	Y				
Sold Second Car:	N	Closing :	Below Average	Average	X
		Motivation :	Below Average	Average	X
		Empathy :	Below Average	X	Dominate
		Investigation :	X	Average	Very Dominate
			Below Average	Average	Dominate
					Very Dominate

Overall Summary

Low Investigation’s performance on the Hire the Winners sales simulation ranks in the “Recommended” Category”, and the strong performance on the simulation is exceptional given the fact that Low Investigation has little or no previous sales experience. Performance on the simulation suggests that this candidate possesses many of the dominate traits (as identified in this report) that would make them a low risk hire and is very competently adept at listening to customer needs, positioning vehicle solutions that address those needs, and closing the deal effectively. Given the right environment, training and motivation, they will be a good investment of your time and money and have the potential to be a high performer. There are of course other factors you may discover in your hiring process that could impact their performance and your decision.

In the simulation's two sales scenarios, Low Investigation sold the first but not the second car, and also showed excellent perception skills in the first scenario picking up on the fact that Glenda was the decision maker and selected the right vehicle the first time, without having to show a second vehicle, but either showed poor follow up skills or too much "back and forth" with the manager in the second scenario causing Doug Smith to buy elsewhere. Low Investigation also showed a high degree of motivation and focus in the second scenario by overlooking the bad experience with the young couple and immediately going out to greet Doug Smith when he pulled onto the lot.

Low Investigation lost the sale in the second simulation, by either frustrating Doug during the trade negotiations with too much "back and forth" with the manager, or by not following up with him in a

timely manner. Doug had an arrogant and abrasive personality which probably contributed to the reluctance to follow up.

The results of this simulation assessment should not be the sole criteria for hiring but these results combined with outcomes of other factors (i.e., job specific interviews, personality tests the applicant's drive and personal life etc.) should be a good indicator of Low Investigation's future success selling automobiles in a dealership environment.

Summary of Sales Traits for Candidate Low Investigation REC

This section reveals how the candidate performed in each of the four traits measured during the simulation. The first and most important trait is MOTIVATION followed by the ability to CLOSE deals; and also vitally important are EMPATHY and INVESTIGATION. These four traits are essential ingredients in the sales process and are considered as crucial to actual sales performance.

Explanation of Traits Measured

Motivation

The best salespeople are more motivated than the average sales rep. Research suggests that motivation is by far the most important trait of a good salesperson, accounting for as much as 40% of sales success - making it twice as important as any other dimension. Candidates with high motivation are high achievers who put in long hours and devote high energy to accomplish their work. They are engaged, excited, interested, dedicated, and committed in their everyday work and take great satisfaction in being busy and productive.

Closing

Closing is the ability to gain customer commitment. Candidates who rate high on closing have an assertiveness well suited for the give and take of effective negotiations, without coming off as too aggressive or overbearing. They are not shy about asking for the business and later asking customers for referrals. Good closers have confidence in their abilities and judgments and have the ability to influence the customer to close the deal.

Empathy

Candidates with high empathy can sense the emotions, needs, and concerns of other people. They can put themselves in the customer's shoes, feel their pain, and anticipate their needs. They don't necessarily agree with other people all the time, condone their actions, or feel pity for their predicaments (that's sympathy, not empathy), but they understand and relate to them. This ability to connect with customers is important in finding the right words and tone for sales conversation and addressing stated and unstated customer desires.

Investigation

Investigative people have a great desire to learn from others. They're more likely to probe customers for their underlying needs before pitching a product. As salespeople, they thrive on asking probing questions, listening intently, establishing rapport, and building relationships with customers. They know that selling is more about listening than talking, and they can tailor the product offering and benefit statements to the stated and unstated needs of the customer.

How Candidate Low Investigation REC Performed in each of the four Traits Measured

Closing

The simulation revealed that Low Investigation has a dominate trait in closing and suggests that Low Investigation has solid closing skills, the ability of gaining customer commitment. This solid ranking suggests that Low Investigation has an assertiveness well suited for the give-and-take of effective negotiations, without appearing too aggressive or overbearing. This candidate is not shy about asking for the business and later asking customers for referrals. Good closers like Low Investigation have confidence in their abilities and judgments and have the ability to influence the customer to close the deal.

Motivation

Low Investigation's demonstrated a high degree of motivation during the simulation by being productive and taking every opportunity to advance the probability of making the sale. Low Investigation's motivation is among the top automotive sales reps. The score suggests that Low Investigation is a high achiever who puts in long hours and high energy to accomplish work. This candidate is engaged, excited, interested, dedicated, and committed in everyday work and takes great satisfaction in being busy and productive. This is key, because research suggests that motivation is by far the most important trait of a good sales person, accounting for as much as 40% of sales success, making it twice as important as any other dimension.

Empathy

The simulation results showed that Low Investigation is average among sales performers on this trait. The simulation score suggests that Low Investigation can adequately sense the emotions, feel the pain, and anticipate the needs and concerns of others. Low Investigation doesn't necessarily agree with other people all the time, condone their actions, or feel pity for their predicament (that's sympathy, not empathy), but, according to this test, Low Investigation adequately understands and relates to them. This ability to connect with customers is critical to finding the right words and tone for the sales conversation and addressing the customer's stated and unstated desires.

Investigation

Low Investigation's investigation score is below the sales winners average benchmark. Low Investigation is likely to draw conclusions and pitch products before probing customers for their underlying needs. A possible job interview with this candidate should include questions on how willing Low Investigation is to ask probing questions, listen intently, establish rapport, and build relationships with customers. Candidates scoring in this range might confuse good selling with persuasive sales pitches and will have a difficult time probing stated and unstated needs of the customer if they don't ask more penetrating questions.

Route Through Simulation: [Show Route](#)

Note: Results from this simulation should not be the sole criteria for hiring decisions. It provides one input, along with interviews, reference checks and the candidate's training and experience. The Car Sales Simulator is only responsible for the contents of this report and is not liable for any unauthorized disclosure or misuse of the information contained herein. The Car Sales Simulator® was developed by a team of professionals, including dealers and a nationally recognized sales trainer, with extensive experience in the automotive industry. The scores are compiled from the applicants' completion of the simulation and questionnaire, based upon weighted values in each personality trait category.