

# SALES AUDIT

**Private & Confidential**

**16/08/2006**

**Scott Smyth**

	I	II	III
D	9	4	5
I	7	3	4
S	2	8	-6
C	4	5	-1

## **OPENING AND COMMUNICATION**

Scott Smyth is normally self-confident at first meetings and shows enthusiasm in his communications.

Being a diplomatic person, he has a tendency to counsel, influence and persuade and, as such, should have no problems in creating goodwill.

As a result of him having some systematic and logical characteristics, it is quite likely that Scott Smyth has an ability to communicate facts and figures in a logical manner. He certainly convinces people through data.

## **CLOSING**

Scott Smyth has an ability to push the buyer for a result; although he is only likely to do this having tried to influence and persuade him or her to readily buy.

As such he is likely to be quite a good closer who will certainly compete for an order, and who has an innate ability to identify and overcome objections.

Scott Smyth will in general terms close deals via his flexible approach, knowledge and experience. He has an ability to adapt in order to gain.

There could be occasions when Scott Smyth may pull back in terms of closing as he does not like rejection or conflict. He could, therefore, be a little sensitive in pushing for orders particularly with those who are more aggressive than himself.

## **CUSTOMER SERVICING**

While Scott Smyth can push himself in terms of servicing a client, he is not naturally good at servicing.

There are clear signs within the profile that this person may occasionally lack follow through, becoming too involved in his search for new prospects and ultimately not servicing existing clients.

## **PRESENTATION**

He is a natural presenter, regardless of whether he is dealing with general, non technical or specialist products/services.

Scott Smyth, not only has an ability to influence and persuade via his presentations, but in addition, provided he has good product knowledge, he will convince more discerning buyers via expertise.

It should be noted that Scott Smyth will always work best when his product knowledge is good and, as a direct result of this, it is important to ensure Scott Smyth has good product training.

## **ADMINISTRATION**

While Scott Smyth has an ability to absorb as well as impart information, and to work with facts, figures and details, it should not be assumed that he is necessarily a good administrator.

Indeed, his administration ability depends to a great extent on the amount of time he has available, or perceives himself to have available, to complete the administration.

It is therefore possible that Scott Smyth's administrative abilities could appear to fluctuate at times from being very good and completing the task required, to being rather poor and not making the time to complete the task. Too much detail can frustrate Scott Smyth.

This report relates only to behavioral characteristics within a work situation and should always be used with a structured interview. Success in the role will also depend on further assessment which ensures the person has the appropriate intelligence, education, experience, knowledge and competence.

The "Strengths & Limitations" report, which can be obtained regarding Scott Smyth, may provide additional information which will enhance the use of the above data.

# JOB COMPATIBILITY

Private & Confidential

02/10/2006

**Sales Rep (New Business Focus)/  
Scott Smyth**

		PPA		Job
D	9	4	5	10
I	7	3	4	5
S	2	8	-6	-9
C	4	5	-1	-7

The results of the completed job profile suggest that the competencies required by the jobholder should include the ability to:

- Be resolute in focusing on results, and if these are threatened be prepared to tackle any problems or conflicts which get in the way, dealing with people, despite their feelings or importance.
- Focus and push both self and others if required to achieve targets, budgets and results despite any opposition or antagonism on route.
- Assert authority in order to meet agreed timescales and deadlines and overcome any problems which may get in the way of their achievement.
- Remain forceful when others become pessimistic and defeatist and provide satisfactory and acceptable outcomes in situations which involve the new and unexpected.
- Encourage people to communicate effectively and through example and expertise create a participative and involved atmosphere.
- Lead, encourage, train and support others in order for them to meet their objectives.
- Be quite bold and, if necessary, stubborn in order to fight a cause in situations where others are pushing in directions which may not be best for either all concerned or the organization.
- Be alert to changing situations, show flexibility in approach, adaptability in difficult circumstances and continuously strive to achieve a result.

In summary, the person fulfilling this role is likely to be self-starting, competitive, imaginative, direct, influential, persuasive and self-confident. Independence, mobility, activity, pace and authority are also factors which could be important to this position.

## JOB COMPARISON

### Scott Smyth versus the Human Job Analysis

When compared to the Human Job Analysis the indicators are that this person could have difficulty dealing with the firm and independent requirements of the job. Scott Smyth feels more comfortable if he is given standard operating procedures, clearly defined areas of responsibility and an environment where he can work in a systematic and logical manner.

Additionally, the role requires a strong-willed individual, whereas Scott Smyth may at times worry and could need reassurance from his manager.

If, in discussion, the potential weakness as described above, proves to be the case, then the chances of failure within the job cannot be overlooked.

## **PERSONAL STRENGTHS**

The strengths of Scott Smyth when compared to the Human Job Analysis appear to be as follows:

- Competent to tackle any problems or conflicts which get in the way and threaten his success.
- Has the drive and focus to achieve his targets and results.
- Willingly asserts authority and strives to achieve timescales and deadlines.
- Tackles situations and involves himself in the new and unexpected.
- Can create a culture of participation and involvement and encourages people to communicate effectively.
- Leads, trains, supports and encourages others to meet their objectives.
- Can be flexible in his approach, alert to changing situations and adaptable in difficult circumstances.

## **POSSIBLE LIMITATIONS**

The job is calling for competencies in areas where Scott Smyth may have possible limitations. These are as follows:

- Scott Smyth has a dislike for conflict and is likely to give way in order to avoid hassle and trouble rather than standing firm and taking a strong-willed and independent approach with people.

## **GOODNESS OF FIT - FIT 3**

Scott Smyth's characteristics are at some variance with the requirements of the role but can still be considered a fair fit.

It is vitally important that the interviewer considers and fully debates the potential weaknesses of this person as described in the "Possible Limitations" and the "Job Comparison" sections of this report.

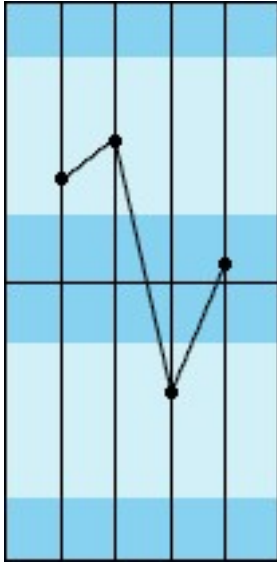
It is also very important to ensure that the education, knowledge and experience of Scott Smyth fully match the requirements of the job.

## **INTERVIEW PROCESS**

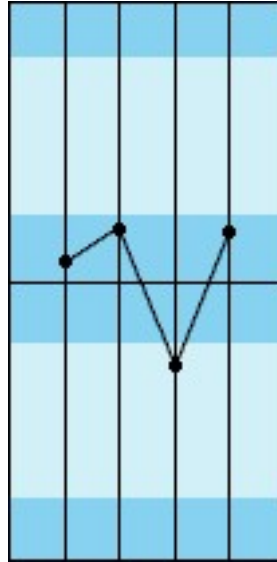
Regardless of the Personal Strengths and Limitations identified, it is vital to conduct a structured interview to confirm the above comments. It is also important that Scott Smyth's employment history is considered together with an assessment of his knowledge. Wherever possible some form of ability test, such as the Thomas TST, should be taken in order to ensure an acceptable level of fluid intelligence. Finally, it is recommended that penetrating questions are asked at the interview or appraisal session in order to establish his successes and limitations in previous occupations.

Please bear in mind that the full analysis and points to review report should be produced and taken into consideration when comparing a person's profile with the HJA. Equally, biographical data should also be evaluated.

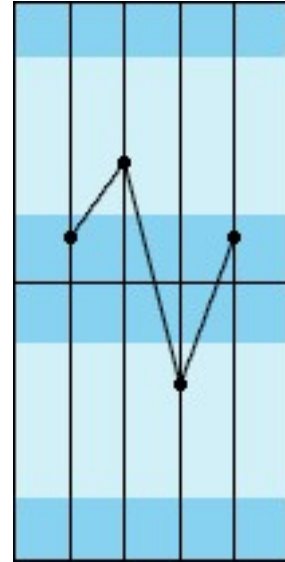
I  
Work Mask  
D I S C



II  
Behavior under pressure  
D I S C



III  
Self Image  
D I S C



Job  
D I S C

