

PexiScore Assessments

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Functional Skill Report: Sales & Digital Sales

Name Of Candidate :Reuben Pexitics

Job Code : VKCCOM1018880

Assessment Date : 26/10/2018

For : VKC Group Testing

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🔍 HOW TO READ THE REPORT

Functional Skills

» This report undertakes to assess the candidate for a particular subject skillset; hence Functional Skills Assessment.

» The current subject covered under this Report is : [Sales & Digital Sales](#)

» Finance covers the following skills and competency for the candidate.

- » Expertise
- » Attitude
- » Sales Leadership
- » Digital Sales
- » Sales Skills
- » Native Intelligence

» The candidate has been assessed under three segments of competency, which denote as below ;

All scores depicted using graphs are color-coded for ease of reading and understanding.

Red - The candidate has scored Low (between 0-20%)

Orange- The candidate has scored Average (20-40%)

Yellow-The candidate has scored Above Average (40-60%)

Light Green - The candidate has scored Good (60-80%)

Dark Green - The candidate has scored Excellent (80-100%)

CRITICAL	Takes into understanding finer aspects of law and policies which require wider job role expertise.
IMPORTANT	Assesses the ability to read finer print and take decisions based on issues that are beyond every-day affairs.
NORMAL	Understands the capability to drive and undertake everyday issues and handle the job role at basic level.

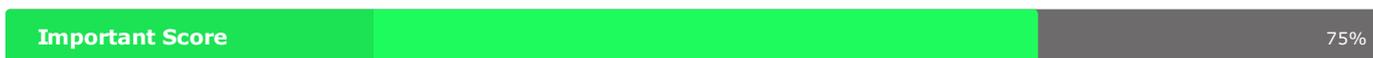
» Do note that a candidate needs to be doing good in the initial basic levels of Normal and Important, else the candidate seems to be making a wild guess without having an understanding of the basics, to the best of our assessment patterns and knowledge levels as posed in the three segments.

Critical



The candidate has good overall command and understanding of the Sales function and can do better with training and on-the-job learning.

Important



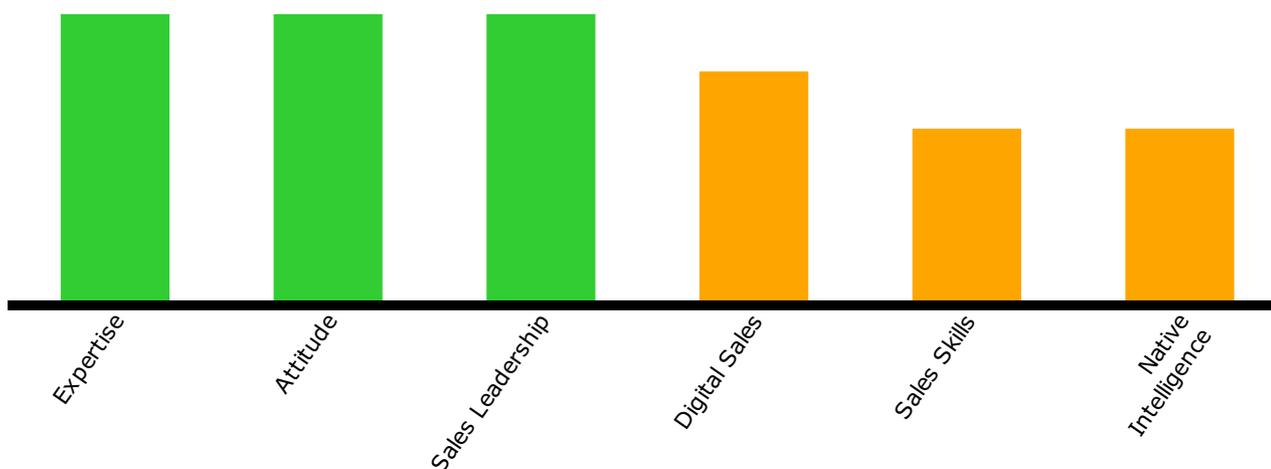
The candidate fares well and has understanding of the Sales functions; can do better with on-the-job learning. This however mandates a high score in Normal segment.

Normal



The candidate fares well in this segment and has good basic understanding of Sales & Marketing. Can do better with on-the-job learning. Do look for scores in the Critical and Important segment for senior job roles.

Subject-wise Ranking



Candidate Highs

The candidate possesses adequate knowledge and understanding of Sales. This however covers expertise in sales principles and maybe further vetted with scores from other associated subjects.

Candidate Lows

The candidate would do well in Sales role involving large transactions but would require guidance. Can learn and improve on the job.

Expertise

Our attitude and our ability to have a positive influence on the attitudes of others affects not only our sales, but every area of our lives: our marriage, kids, health, wealth and luck. However having the required expertise is also a key segment to differentiate between born sales person and a slow learner. Expertise segment assesses the capability of the candidate as a sales expert with higher scope to close prospects using time-tested sales techniques. The assessment and it's scores reflects the candidates capability as a sales professional and deal with clients and products requiring a high level of salesmanship knowledge. Front-end are direct sales require higher expertise scores. A high score in Expertise showcases high focus on concluding Direct sales.

83%

The candidate possesses adequate knowledge and understanding of Sales. This however covers expertise in sales principles and maybe further vetted with scores from other associated subjects.

Attitude

While sales professionals see selling as just a job that helps pay their monthly expenses and provides a salary, committed sales professionals are passionate about selling as an attitude and are unabashedly enthusiastic about the value and benefits they bring to their customers. This section of the report looks at the level of sales attitude that the candidate brings out the selling attitude and their semblance to the required level for a committed sales attitude. A an exceptionally good sales professional not only care about closing business and driving revenue, but it is also very important to them to know that what they offer their customers is exceptional in every sense of the word. The confidence they have in their product and their knowledge helps to motivate them, even when the market is rough, because they know they can excel in it. A high score in Attitude reflects high customer service orientation.

83%

The candidate possesses strong sales attitude and its a fit profile for job roles where sales functions are a mandate.

Sales Leadership

Sales Leadership is focused on understanding the hierarchy within the team the candidate is ideally suited for. This part of the assessment can also be used for promoting sales professionals when looking at team leadership roles. The assessment focuses on team management and maturity levels to decipher the ability to lead large sales teams into successful prospecting. This helps organisations find hierarchy fitment levels for sales professionals for both in-house team development and external hiring of team leaders into sales positions. The assessment internally carries a varied weightage to understand the capability and maturity to manage senior roles and teams in sales & marketing functions.

83%

The candidate showcases maturity to not only manage large teams, but can be an asset to the organisation for functional competence as a senior function in sales.

Digital Sales

Digital sales is closer to digital marketing than to sales; it assesses the understanding of the digital market and its complexities when promoting the offering on digital platforms for a larger, wider reach and longer sustenance of the brand in the eyes of the consumer. Understanding of the digital market is today an imperative part of sales strategy; no product or service is today beyond the purview of the digital world. A sales professional who understands social media not as a medium of expression but as a medium to reach out to wider audiences to promote and support the sales funnel turns out to be more successful than their peers. High scores in Digital Sales can denote a higher fitment for sales role where the customer acquisition strategy is more focused towards the digital medium. It can also help identify Digital marketing professionals.

66%

The candidate understands the Digital sales market well and may perform well if this is a sub-set required for the job domain.

Sales Skills

Good sales skills help close the large deals most organisations seek to win. Sales skills go beyond sales experience and immerse the buyer into not the product or service, but the experience of the benefits through the sales professional's words. This could be both physical and communicative skills and have a higher bearing on managing the client. Clients are the most important aspect to win in a sales deal; the deal is an outcome of the sales skills employed to win over the client. A professional sales person would know which skill to employ and how much to ensure the client returns with not only the deal, but a happy customer the organisation would be proud of. High scores in Sales skills denote two aspects; the capability to not only handle large clients, but also a higher maturity in customer relationship management.

50%

The candidate scores average and might need to be probed for a deeper understanding of large client sales. Will be able to cope if guided.

Native Intelligence

Native intelligence is defined as the specified complexity inherent in the information content of any system or process. The systems and processes defined in sales are also encoded in some general purpose language, expressed minimally as some finite length bit string, and decoded by a finite set of rules defined a priori. Using this definition of native intelligence, we employ assessments to find logical arguments and their responses to measure native intelligence metrics. Using situational judgments and questions of common sense, the assessment measures how well measured logical and subjective interpretation the candidate uses while faced with challenges and queries while processing a sales call. A high score denotes high native intelligence required for being an effective sales professional.

50%

The candidate would do well in Sales role involving large transactions but would require guidance. Can learn and improve on the job.

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