

CASE Studies© - 2000 **Specific Areas**

COMMUNICATION TECHNIQUES

A. STYLE- 6 Manifests fair skills in acceptable levels of style and confidence. Style helps develop trust, avoiding subjective obstacles to the sale. The candidate must appear to be trusted, despite any profile factors to the contrary.

B. SUBJECT TRANSITIONING- 5 Presents average capacity in transitioning between topics of discussion, which helps in handling objections, carry 'set-asides' during closing, as well as to catch hints that pass through the conversation. Hints can lead to business or close current sales.

C. CRISIS HANDLING- 5 Exhibits average skills in handling embarrassing or confrontational roadblock, which helps salespeople show confidence, avoiding trust problems! When credible in this area, multitasking becomes easier, too!

D. MAINTAINING CONTROL- 6 Displays fair capacity in keeping a planned course for the conversation. This is a part of keeping focused, and means shorter, more efficient calls. A low score can mean overkill or simply little or no ability to control.

MATURITY IN COMMUNICATION

E. SMOOTHNESS- 6 Portrays fair strength in displaying confidence and control through communication factors, such as sound quality, volume and inflection. In addition, this indicates higher levels of experience in phone sales or service, i.e., able to express themselves well by phone.

F. LANGUAGE SKILLS- 6 Manifests fair strength in professional language usage, which measures the use of proper words and grammar, or, with lower scores, slang or other inappropriate material.

PERSUASIVE TECHNIQUE

G. USE OF LOGIC- 3 Exhibits limited strength in logical closing, where the customer is brought to a decision based on fact and reasoning, rather than emotion. In consultative sales, emotions are hard to rebuild in multi-call sales. Logic can be rebuilt in summaries and the process continued.

H. USE OF EMOTION- 6 Manifests fair skills in emotional or excitement closing. Some of this is required in consultative sales, but logic is important in multi-call sales. Especially in initial stages.

I. PERSISTENCE- 5 Shows average strength in staying with the objectives. Persistence is necessary for staying focused, assuming it is not overused into being pushy. Either extreme will net a low score, here.

COMPREHENSION OF MATERIAL

J. UNDERSTANDING MATERIAL- 5 Presents average strength in understanding the material. Although this is a trainable characteristic, it is better to start out with one who quickly catches on!

K. ACCEPTANCE OF MATERIAL- 6 Displays fair capacity in accepting the idea of the role play. Higher scores here mean trainability, while lower scores may mean troublesome preconceived ideas!

PROFILE OBSERVATIONS-PEACSCORE RANGE= 5

L. FIT PEAC SYSTEM® PROFILE- 6 Portrays fair correlation in fitting the PEAC SYSTEM® basic profile. Since this is a high fit and a high score, the performance above should have just helped the individual to be well recommended! But check history and read this report very carefully!

M. FIT PEAC SYSTEM® FACADE- 4 Demonstrates mild correlation in fitting the PEAC SYSTEM® facade. Remember, this factor is transient! This new one shown in this evaluation may be more so. Dig into references before you hire!