

# OUR REPORT AT A GLANCE

**Personnel Profiles, Inc.**  
Improved Performance Through Evaluation

**PERSONNEL SALES PROFILE**

DEVELOPMENT: **SAMPLE**

REPRESENTATIVE: **NAME**

DATE: **1-30-02**

SALES SKILL RANKING (Maximum 100) **55**

OFFICE SITUATION:

Number of: Representative **1** Host(ess) **0** Groups of Prospects **2** Other **0**

On Arrival, Representative was: Unoccupied  On Phone \_\_\_\_\_ With Prospect \_\_\_\_\_

Other \_\_\_\_\_

On Return from Models (if Applicable), Representative was: Unoccupied \_\_\_\_\_ On Phone  With Prospect \_\_\_\_\_

Other: \_\_\_\_\_

Any obvious reason Representative was distracted from normal presentation: **None**

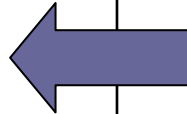
INTERVIEWING UNIT (IU) PROFILE:

Married  Single Man \_\_\_\_\_ Single Woman \_\_\_\_\_

Type of Employment: **Teacher (Spouse: Engineer)**

Residence: **Boulder, Colorado**

Reason for Moving: **Job transfer**



An overview of office conditions, total score, and shopper profile

GENERAL COMMENTS: **Sales Representative (SR) (Score possible 100 points. Please refer to the attached graphs for performance analysis.**

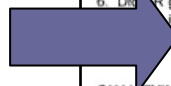
**Please also see attached for further comments.**

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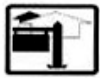
REPRESENTATIVE (SR): **SAMPLE**

DATE: **1-30-02**

	YES	NO
<b>APPROACH (8) Efficiency Rating <u>6</u></b>		
1. Did SR smile?	<input checked="" type="checkbox"/>	___
2. Did SR rise to speak?	<input checked="" type="checkbox"/>	___
3. Did SR make friendly, courteous greeting?	<input checked="" type="checkbox"/>	___
4. Did SR introduce him/herself?	___	End.
5. Did SR, if busy, acknowledge and/or politely ask you to wait?	<b>N/A</b>	___
6. Did SR get your name?	___	End.
7. Did SR inquire what attracted you to development?	<input checked="" type="checkbox"/>	___
<b>QUALIFYING (15) Efficiency Rating <u>12.5</u></b>		
1. Did SR have a strong qualifying sequence? (needs, timing, special interests, etc., plus questions below)	<input checked="" type="checkbox"/>	___
2. Did SR attempt to determine:		
A. Present residence?	<input checked="" type="checkbox"/>	___
B. Family profile?	___	<input checked="" type="checkbox"/>
C. Type of employment?	<input checked="" type="checkbox"/>	___
D. Ability to purchase?	<input checked="" type="checkbox"/>	___
<b>DEMONSTRATION (20) Efficiency Rating <u>7</u></b>		
1. Did SR discuss <u>benefits</u> of project and/or community?		
A. Schools IU asked	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
B. Shopping IU asked	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
C. Recreation IU asked	___	<input checked="" type="checkbox"/>
D. Special Interests IU asked	___	<input checked="" type="checkbox"/>
E. Pride of ownership IU asked	___	<input checked="" type="checkbox"/>
2. Did SR "sell" <u>benefits</u> of product?		
A. Size IU asked	___	<input checked="" type="checkbox"/>
B. Features IU asked	___	<input checked="" type="checkbox"/>
C. Style IU asked	___	<input checked="" type="checkbox"/>
D. Financing IU asked	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
E. Price IU asked	___	<input checked="" type="checkbox"/>
<b>CLOSE (22) Efficiency Rating <u>4</u></b>		
1. Did SR attempt to close?	___	<input checked="" type="checkbox"/>
A. When rejected, did SR attempt to overcome objections?	___	<b>N/A</b>
B. Did SR directly ask you a second time to buy?	___	<input checked="" type="checkbox"/>
2. Did SR ask for a specific appointment?	___	<input checked="" type="checkbox"/>
3. Did SR ask for address or phone?	<input checked="" type="checkbox"/>	___
<b>PRESENTATION (20) Efficiency Rating <u>13</u></b>		
1. Did SR have a "planned presentation"?	<input checked="" type="checkbox"/>	___
2. Did SR take command?	___	<input checked="" type="checkbox"/>
3. Did SR conduct tour of model or house of your preference?	<input checked="" type="checkbox"/>	___
A. If you went alone to homesite, were you encouraged to return?	<b>N/A</b>	___
4. Were sales aids used effectively during the presentation?	<input checked="" type="checkbox"/>	___
5. Was SR well informed on:		
A. Community?	___	<input checked="" type="checkbox"/>
B. Product?	<input checked="" type="checkbox"/>	___
<b>GENERAL ATTITUDE (15) Efficiency Rating <u>12</u></b>		
1. Was SR enthusiastic?	<input checked="" type="checkbox"/>	___
2. Did SR use your name?	___	<input checked="" type="checkbox"/>
3. Did SR make you feel wanted?	<input checked="" type="checkbox"/>	___
4. Did SR speak clearly?	<input checked="" type="checkbox"/>	___
5. Did SR speak at IU's level?	<input checked="" type="checkbox"/>	___
6. Was SR pleasant?	<input checked="" type="checkbox"/>	___
7. Was SR courteous?	<input checked="" type="checkbox"/>	___
8. Was SR sincere?	<input checked="" type="checkbox"/>	___
9. Was SR dressed appropriately?	<input checked="" type="checkbox"/>	___
10. Did SR use imagination and creatively demonstrate toward your needs?	___	<input checked="" type="checkbox"/>

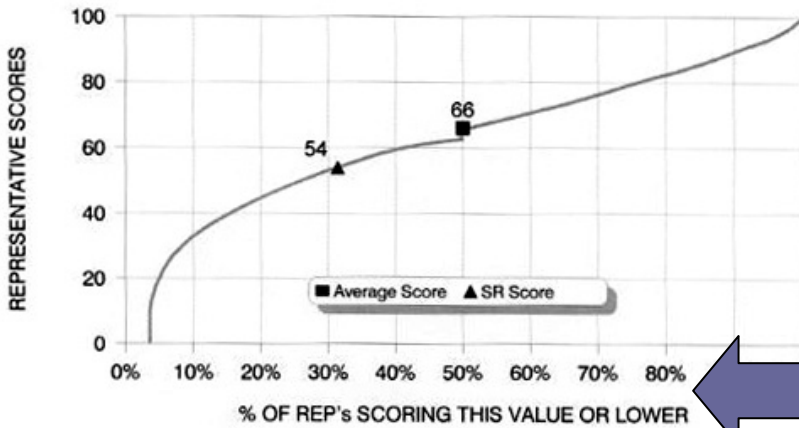


A checklist highlighting the key components of the sales presentation. It's easy to read and retain!



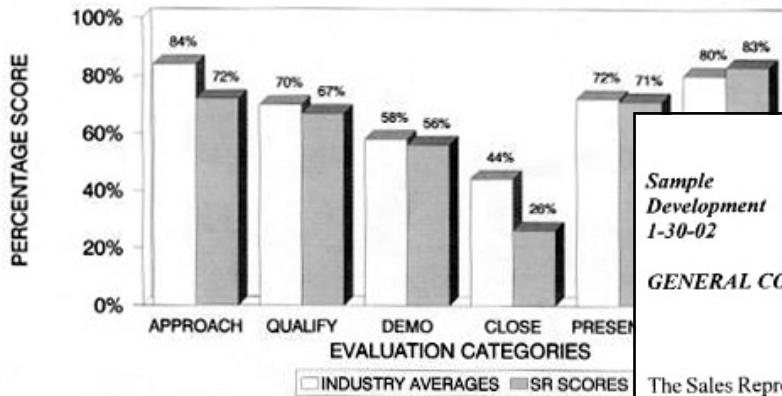
# PERSONNEL PROFILES

## 2002 REPRESENTATIVE PERFORMANCE CURVE



A graph to benchmark your sales rep's performance to current industry standards, and immediately identify strengths and weaknesses in the sales presentation

## PERFORMANCE ANALYSIS FOR (SAMPLE)



Short on time? We include a written synopsis so you can quickly glean the key points of the interview and prioritize your review process.

### Sample Development 1-30-02

#### GENERAL COMMENTS, Continued

The Sales Representative (SR) began his presentation with an exceptional approach. A direct question was posed to discover the prospect's special interests in a new home. The SR then launched into an enthusiastic overview of (Client's) quality, pricing and the great location of this development. A warm rapport was established as well as an excitement to see the models. We would recommend introductions also made at this time.

Continuing to take a proactive lead, the SR took the Interviewing Unit (IU) back through the model of her choice. The SR's demonstration skills are to be congratulated. Construction design and materials, quality of included features and many other details were emphasized to build up value. The SR was obviously very knowledgeable in all areas of his product.

Our format covers the basic "Critical Path" sales techniques. We will be happy to customize an addendum that focuses on your specific training needs – at no additional charge!