

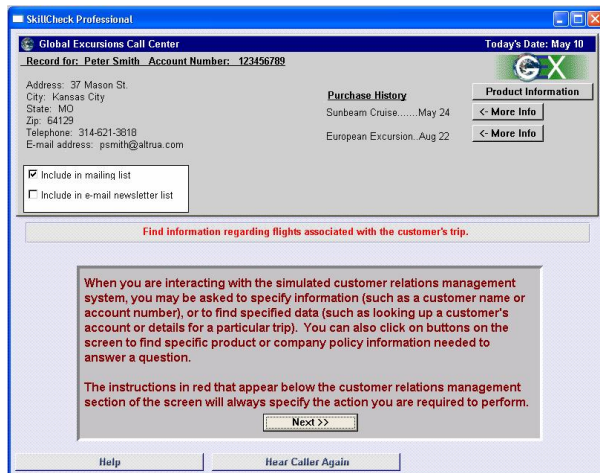
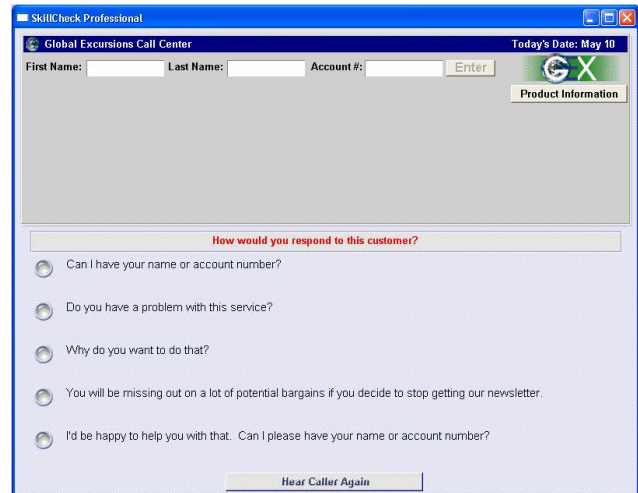


SkillCheck's Call Centre – Sales Scenarios Test

Test in a Real-World Call Centre Environment

SkillCheck's multimedia Sales Scenarios test places candidates in a real-world, call-centre, customer-service situation where they interact with customers who have a variety of needs and problems.

By responding to live questions, comments and requests from customers, candidates must solve problems and provide information in the most respectful and effective manner possible.



Measurement on multiple critical scales

Each time candidates have an exchange with a customer; their responses are measured on the critical scales of Manners and Effectiveness.

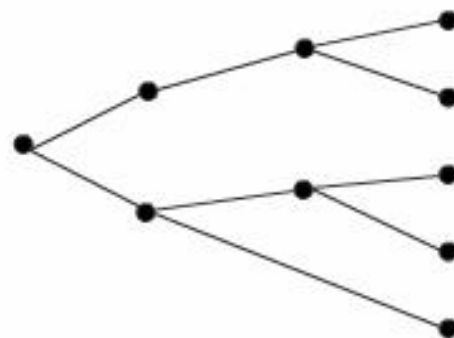
Candidates also interact with an automated Customer Relations Management system to determine an Accuracy scale, measuring their ability to work productively in an automated customer-service environment.

Finally, each call is rated on candidates' ability to analyse the nature of the call and to choose the most appropriate follow-up actions.

Test candidates quickly and efficiently

SkillCheck's Sales Scenarios test utilises a unique adaptive testing model in which customer-service situations become more or less complex, depending on how well the candidate performs on each call. This methodology allows you to zero in on a candidate's level of ability in the shortest amount of time.

At the end of a SkillCheck Call Centre Sales Scenarios test, a test report (reproduced on the following pages) provides detailed information on the overall performance of candidates, and their performance on each relevant scale.



Adaptive Testing Model



Call Centre – Sales Scenarios

Candidate: Suzanne Bibeau

Candidate ID: 106-24-8952

Test: Call Centre – Sales Scenarios

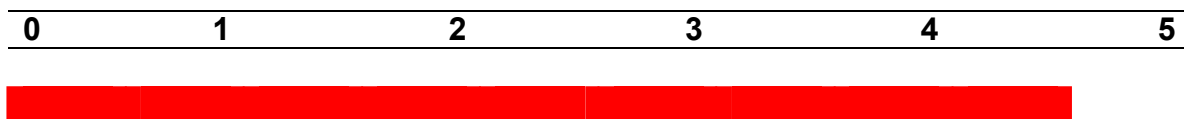
Date of Test: 26/01/03

Time of Test: 10:50 AM

Test Duration: 8 minute(s)

Overall Score

Overall Candidate Performance



Score: 4.5 (High overall performance)

Overall Analysis

The candidate worked with simulated call centre scenarios in which he or she was required to communicate with potential customers at different points in the sales cycle, including:

- **Prospecting:** Turning qualified and unqualified leads into prospects for sales of products or services
- **Information Gathering/Controlling the Sale:** Determining customer needs, decision makers and the nature of the decision-making process
- **Overcoming Objections:** Dealing with prospect disinterest or specific objections such as price, competition or the size or nature of the salesperson's company
- **Closing:** Finalising the sale, up-selling and knowing when to walk away from an unreasonable sales situation

The candidate showed strong performance in dealing with all aspects of the sales cycle, from prospecting and controlling the sale, to overcoming objections and closing. While the candidate did not select the best response to every situation, overall the candidate demonstrated an understanding of the fundamentals of the sales process.

While training in the specifics of a company's products and services, or company sales policies and procedures are recommended for anyone working in a sales situation, the candidate demonstrates a readiness to work successfully in a sales environment.



Scale Scores

In addition to the candidate's overall performance, the candidate was also measured on his or her performance on relevant scales, including Prospecting, Information Gathering/Controlling the Sale, Overcoming Objections and Closing.

Scale scores should be reviewed in combination with the Overall score listed above. For example, a candidate with an Average Overall score, but high scores for Prospecting and Information Gathering/Controlling the Sale might be skilled at qualifying leads and working with prospects early in the sales cycle, but may require additional experience in working with prospects at the end of the sales cycle.

Prospecting

Prospecting involves talking with potential sales contacts that may come to a salesperson from a variety of sources, including cold calling, incoming calls or requests for information (from mail or the Internet) or referrals. Prospecting skill includes capturing the attention of a contact, introducing a product or service in a way that engages the contact and politely and effectively eases the contact into the sales cycle. Prospecting may also involve getting past gatekeepers (such as administrative assistants) in order to talk to the right person.

[Dynamic - Drawn from topic-level table for prospecting]

Prospecting

0	1	2	3	4	5

Score: 5.0 (High performance)

Analysis: The candidate showed very strong performance in prospecting for customers, including the ability to turn leads from a variety of sources (cold calls, leads from tradeshows, the Internet or other inquiries) into qualified prospects. The candidate also showed strong ability in working with "gatekeepers" to make contact with the right person in an organisation. In all cases, the candidate selected responses that presented a compelling business problem or solution to "hook" a contact for further discussion.



Information Gathering/Controlling the Sale

Once a prospect has been engaged, it is the salesperson's responsibility to understand the prospect's needs and requirements and the dynamic of their organisation as it pertains to making purchasing decisions. Once there is an understanding of the prospect's needs, a sales presentation needs to be tailored to solve the problems or fill the needs of a prospective customer. An effective salesperson should also identify early on all of the people who will be making decisions regarding the purchase of a product or service and determine what information those decision makers require to make a decision in the salesperson's favour.

[Dynamic - Drawn from topic-level table for Information Gathering/Controlling the Sale]

Information Gathering/Controlling the Sale

0	1	2	3	4	5

Score: 4.0 (Above Average performance)

Analysis: The candidate demonstrated above average performance in gathering information and controlling the direction of a conversation when working a prospect along the sales cycle. In most cases, the candidate focused on trying to determine a prospect's needs rather than focusing too quickly on a product or service's features and benefits. The prospect also paid proper attention to determining who was involved in the decision-making process, rather than focus all of his or her attention on just the person to whom he or she is talking. While the candidate did not select the best responses in every situation, overall the candidate demonstrated adequate ability in this area.

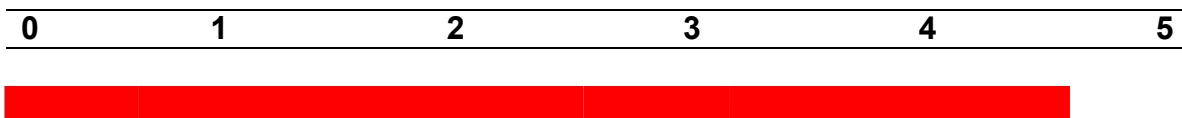


Overcoming Objections

Invariably, a salesperson encounters objections when working prospects through the sales cycle. This can involve a prospect simply being uninterested in talking further with the salesperson or specific objections based on a product or service's features, pricing, positioning vis-à-vis competitors or the nature of the salesperson's. A skilled salesperson has the ability to deal directly with objections in a way that turns negatives into positives and continues to engage the prospect in further discussions.

[Dynamic - Drawn from topic-level table for Overcoming Objections]

Overcoming Objections



Score: 4.5 (High performance)

Analysis: The candidate demonstrated strong ability to deal directly with objections of all types (prospect disinterest, pricing objections, competitive situations and other objections), to provide answers that satisfied customer issues and to turn negative situations (such as a prospect's interest in competing products or services) into a dynamic that works in the favour of the salesperson.



Closing

In addition to understanding when it is time to ask the customer to finalise a sale, closing also involves making the customer feel comfortable with closing and looking for opportunities to "up-sell" the customer additional products and services. In some situations, an unreasonable prospect or other difficult sales dynamic means that it is more appropriate for a salesperson to "walk away" from a sale, rather than close on unfavourable terms. Understanding the complete dynamic of finalising the sales cycle (successfully or unsuccessfully) is a key to successful sales.

[Dynamic - Drawn from topic-level table for Closing]

Closing



Score: 3.5 (Above average performance)

Analysis: The candidate demonstrated above average performance in closing sales. In many cases, the candidate selected responses that quickly and directly attempted to close a sale in a way that made the customer feel comfortable. The candidate also made some attempt to up-sell the customer at the end of a successful sale. When confronting a last-minute demand for price discounts or other concessions, the candidate avoided becoming confrontational or immediately giving into the demands of an unreasonable customer. While the candidate did not select the most effective responses in each situation, overall his or her performance indicates a good understanding of the final dynamics of the sales cycle.

For additional information and prices, contact SkillCheck Pacific Pty Ltd on (0402) 01-4237.