

OUR REPORT AT A GLANCE

Personnel Profiles, Inc.
Improved Performance Through Evaluation

PERSONNEL SALES PROFILE

DEVELOPMENT: **SAMPLE**

REPRESENTATIVE: **NAME**

DATE: **1-30-02** **1:15 PM** **2:05 PM**
Arrival Departure

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

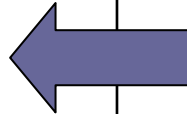
INTERVIEWING UNIT (IU) PROFILE:

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

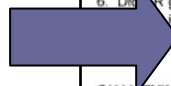
GENERAL COMMENTS: **Sales Representative (SR) (S) possible 100 points. Please refer to the attached graphs for performance analysis.**

Please also see attached for further comments.

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REPRESENTATIVE (SR): **SAMPLE** DATE: **1-30-02**

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

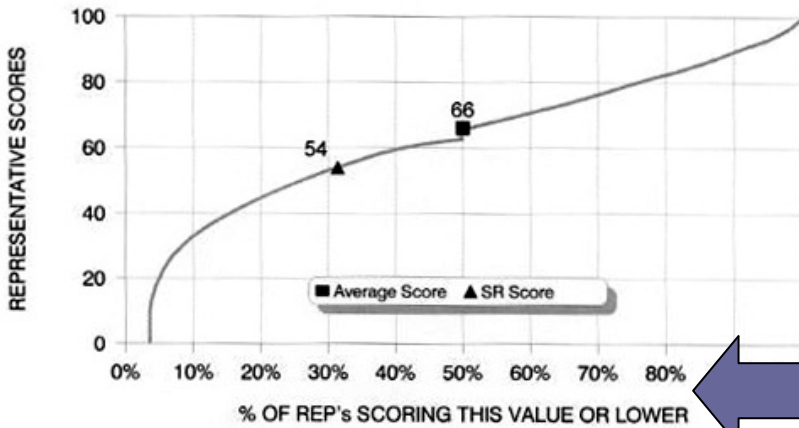


A checklist highlighting the key components of the sales presentation. It's easy to read and retain!



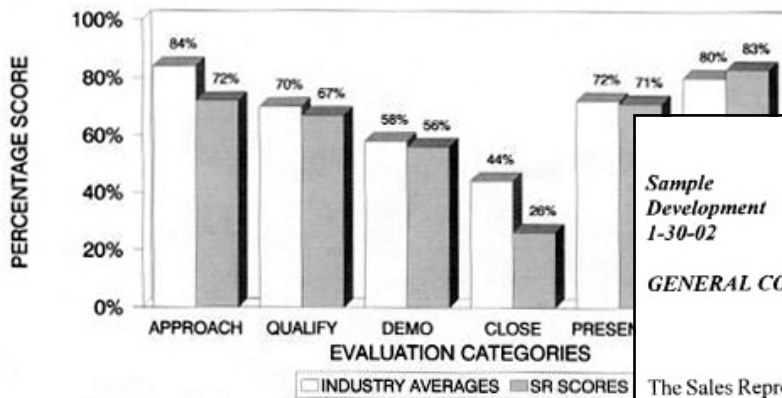
PERSONNEL PROFILES

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)



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.

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

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!