

Ильина
Елена Александровна

CaseSales (English)
Business interpretations of
CaseSales Test



ИНФОРМАЦИЯ О ТЕСТИРОВАНИИ

ДАТА ТЕСТИРОВАНИЯ	09.07.2014 17:36:08
ПРОДОЛЖИТЕЛЬНОСТЬ ТЕСТИРОВАНИЯ	00:48:30



ИНФОРМАЦИЯ О РЕСПОНДЕНТЕ

ДАТА РОЖДЕНИЯ	26.12.1986
ПОЛ РЕСПОНДЕНТА	женский



HUMAN TECHNOLOGIES
ЛАБОРАТОРИЯ «ГУМАНИТАРНЫЕ ТЕХНОЛОГИИ»



INFORMATION ABOUT TESTING PROCESS

Данные о протоколе тестирования, обычно содержат служебную информацию о времени, продолжительности тестирования, а также номере протокола для его идентификации в информационной системе.



INFORMATION ABOUT RESPONDENT

Данные о респонденте, взятые из анкеты, обычно заполняемой самим респондентом перед началом тестирования.



PROFILE

Графическое представление результатов в виде столбчатой диаграммы. Позволяет легко оценивать и сравнивать выраженность отдельных качеств респондента, видеть уникальные сочетания черт.



INTERPRETATIONS OF CASESALES TEST

Описание индивидуальных особенностей респондента на основании баллов, полученных по отдельным шкалам теста.



RECOMMENDATIONS ABOUT TYPES AND FORMS OF SALES

Описание индивидуальных особенностей респондента, основанное на анализе сочетаний шкал теста.

Данный отчет создан автоматически в сервисе Maintest-5i/M-Тесты Системы Интернет-сервисов «HT-Line» Лаборатории Гуманитарные Технологии и выполнен на основе ответов респондента на вопросы тестов/опросников. Отчет в значительной мере отражает содержание этих ответов, но при его интерпретации следует уделить особое внимание субъективной природе ответов респондента на вопросы тестов/опросников. Лаборатория Гуманитарные Технологии не гарантирует, что данный отчет не подвергался каким-либо изменениям со стороны пользователя или иных лиц, не несёт ответственности за истолкование результатов данного отчета и за иные последствия и решения, принимаемые с его использованием. Настоящий отчет подлежит хранению и использованию в соответствии с требованиями о защите персональных данных.



INFORMATION ABOUT TESTING PROCESS

Название теста	CaseSales (English) (версия 1.3.1)
Дата тестирования	09.07.2014 (Ср), 17:36:08 (+0400)
Продолжительность	00:48:30
Номер протокола	00563044
Вариант отчета	Business interpretations of CaseSales Test

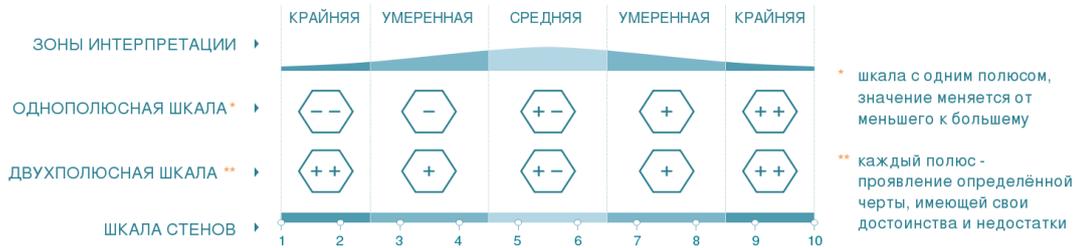


INFORMATION ABOUT RESPONDENT

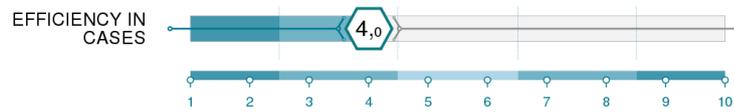
Имя респондента	Ильина Елена Александровна
Возраст респондента	27 лет
Пол респондента	женский



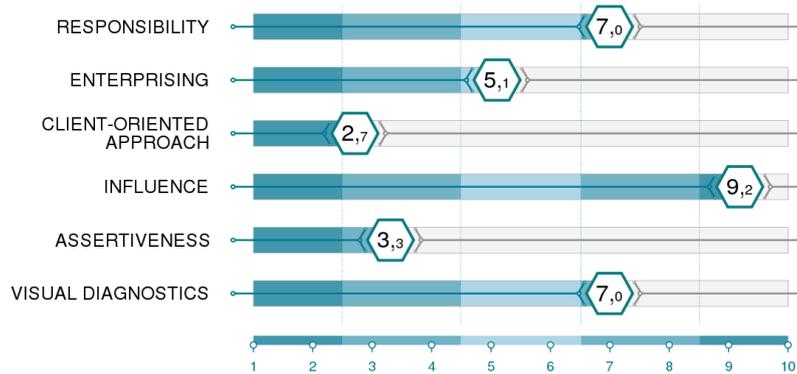
PROFILE



Факторы по блоку «SALES POTENTIAL»



Факторы по блоку «SALES STYLE»





INTERPRETATIONS OF CASESALES TEST

SALES POTENTIAL

This indicator reflects the overall success in solving cases of the test and can be regarded as an independent factor that indicates the development of potential sales.

EFFICIENCY IN CASES (-) Respondent has shown a decreased efficiency of behaviour in situations regarding sales process. He often finds the solutions which can prevent the achievement of an acceptable outcome in a given situation – he may not demonstrate enough flexibility, entrepreneurship, readiness to adjust to the client or to have an influence on him. Sometimes he is not ready to demonstrate confident behaviour, to show the necessary level of responsibility and analyticity. Perhaps these results are related to his lack of sufficient experience in sales process. There is a possibility that the respondent may have some problems in sales process.

SALES STYLE

These indexes reflect stylistic behavioural peculiarities in sales and mark out major competences which are important in the sphere of sales. It should be noted that not always and in all sales situations it is important to have a high potential for all competences represented. This section provides descriptive information on the profile of sales competence. The outlook on the potential effectiveness in a variety of sales situations, depending on the resulting profile is contained in the next section of the report.

RESPONSIBILITY (+) Respondent has shown an increased level of responsibility in the situations regarding sales process. In general, he has a tendency to be accurate and careful at work, to verify any information he receives. He is aimed to take a lot of decisions only after having collected full information about the client and the context of sales. He tries not to give unreal promises. He frequently follows sales technology, pays attention to any detail. Normally, high results of this scale are typical for people of stable middle level of success in sales.

ENTERPRISING (+/-)

Respondent has shown an average level of entrepreneurship in situations regarding sales process. He is aimed at get the average results in sales. In general, he is able to search for the best options, is ready to sacrifice short-term profits in order to achieve good results in the future. In some situations, he can be flexible to the customer, although not always he is ready to offer mutually beneficial individual conditions of sale. Respondent can increase price not always, even if he feels that it is possible. Entrepreneurship is most important for success in B2B sales and in the active form of sales.

CLIENT-ORIENTED APPROACH (-)

Respondent has shown a decreased level of using a client-centred approach in situations regarding sales process. Sometimes he can openly show distrust and even contempt towards customers, can ignore their interests and needs. He can condemn customers, rigidly dictate terms and rules of conduct. Sometimes he may not comply with the "psychological" rules of contact with the customer - not to show kindness, courtesy, friendliness. He is not ready to be on the client side, to demonstrate willingness to understand his needs and meet the demands. The rule "A customer is always right" is not for him, that's why customers can feel that they are not understood, managers are not interested in their problems. Overall using client-centred approach is directly linked to the efficiency in sales, particularly in B2C sales.

INFLUENCE (++)

Respondent has shown a high level of influence in situations regarding sales process. He is ready to communicate with the clients, to find the common language with them. He is aimed to search for the ways to manage the customers, he is inclined to try different approaches to influence them. Respondent can flexibly change the communications tactics: how to adapt and dominate the client. Sometimes he can manipulate the client to achieve sales goals. Influence is the most important quality for success in B2B sales, as well as with the active form of sales.

ASSERTIVENESS (-)

Respondent has shown a decreased level of assertiveness in the situations regarding sales process. In a number of situations he cannot withstand the difficulties and external pressure which happen in sales. Regarding case situations he failed to demonstrate self-confidence and assurance as well as ability to deal with «hard clients». Not

always demonstrates positive mood and persistence in achieving goals. Assertiveness is considered to be the most urgent quality to reach success in sales in B2B sphere, as well as with active type of sales.

VISUAL DIAGNOSTICS (+)

Respondent has shown an increased level of competence in visual diagnostics and of ability to forecast personal qualities of people by their photos. He identifies major personal qualities of strangers quite accurately and objectively using their appearance as an orientation. It is extremely important to find the right approach to a person in sales (especially in active type of sales, where you should get in touch with the client by yourself, deal with objections, display initiative in communication). Rather often it depends on how the respondent manages to understand peculiarities and character of the client. Such an ability is more significant in the sphere of B2C.



RECOMMENDATIONS ABOUT TYPES AND FORMS OF SALES

These recommendations reflect the prediction of effectiveness in diverse types and forms of sales, depending on the results of the test.

TYPES/FORMS OF SALES	DESCRIPTION	FORECAST
B2B	Sales to legal entity (companies)	Forecasted reduced efficiency
B2C	Sales to individuals	Forecasted reduced efficiency
Mixed form	It is difficult to identify pure type, sales both companies and individuals	Forecasted reduced efficiency
Active sales	Sales that require dynamic and independent search of clients	Forecasted reduced efficiency
Passive sales	Sales that are mainly related to serving the clients following the scenario	Forecasted reduced efficiency
Mixed form	It is difficult to identify a pure form, available as active sales, and part of the processing of incoming requests	Forecasted reduced efficiency