

Ильина
Елена Александровна

CaseSales (English)
for respondent 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	for respondent of CaseSales Test

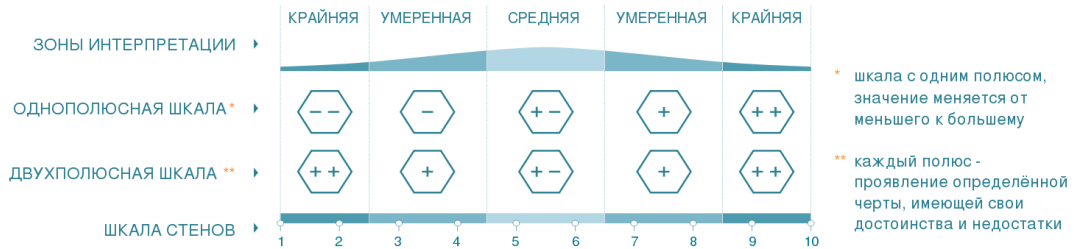


INFORMATION ABOUT RESPONDENT

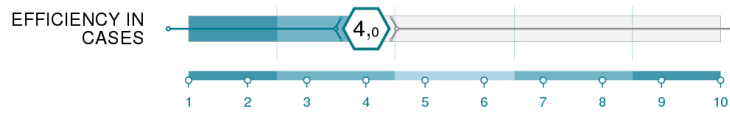
Имя респондента	Ильина Елена Александровна
Возраст респондента	27 лет
Пол респондента	женский



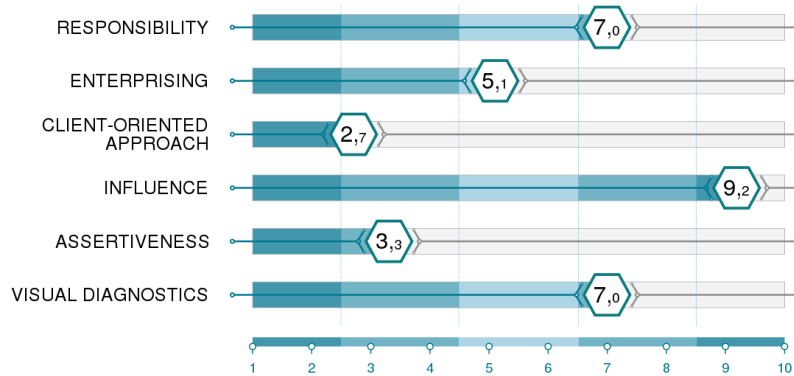
PROFILE



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 (-) You have shown a decreased efficiency of behaviour in situations regarding sales process. You often find solutions that prevent achievement an acceptable outcome in the given situation. Analyse the results for the other test scales to determine the cause of reducing the predicted efficiency.

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 (+)

You have shown an increased level of responsibility in the situations regarding sales process. In general, you have a tendency to be accurate and careful at work, to verify any information you receive. You are aimed to take a lot of decisions only after having collected full information about the client and the context of sales. You do not give unreal promises to the client and try to follow sales technology.

ENTERPRISING (+/-)

You have shown an average level of entrepreneurship in situations regarding sales process. In general, you are able to look for the best options, are result-oriented, but not always you are aimed at finding the most profitable arrangements with the client. It may be difficult for you to increase the price even if you feel that it is quite possible. Sometimes you should not be afraid to offer clients individual conditions - your performance may be even higher.

CLIENT-ORIENTED APPROACH (-)

You have shown a decreased level of using client-centred approach in situations regarding sales process. Sometimes you are pretty cold in dealing with customers, can be not sufficiently attentive to their needs and interests. The motto "the customer is always right" is not yours. In some situations, you tend to deviate from certain rules of contact with the customer - not to show kindness, courtesy, friendliness. Your customers may feel that they are not understood.

INFLUENCE (++)

You have shown a high level of influence in situations regarding sales process. You are willing to communicate with the client, to convince, to take the initiative in the negotiations. You are aimed to search for the ways to manage the client, tend to try different approaches to influence him. You can flexibly change tactics in communication with the client how to adapt and dominate.

ASSERTIVENESS (-)

You have shown a decreased level of assertiveness in the situations regarding sales process. In a number of situations you cannot withstand stressful rhythm of work, multi-tasking and external pressure, which are typical for sales. Regarding case situations you have not demonstrated self-confidence, assurance and ability to keep calm, dealing with «hard clients». You do not show positive mood all the time and are not used to reaching the final point and overcoming possible problems.

VISUAL DIAGNOSTICS (+)

You have shown an increased level of competence in visual diagnostics and of ability to forecast personal qualities of people by their photos. You identify 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 you manage to understand



peculiarities and character of your client.



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