
SALES STRATEGY INDEX™

Needs Assessment Report
Primary Effectiveness Rating

Your Companies Sales team

	Prosp.	First Impres.	Qual.	Demon.	Influ.	Close	Gen.	Total
Top Sales Performers	46	54	45	60	65	66	53	56
Sample A1	44	38	67	63	67	63	44	55
Sample A10	44	38	17	38	100	75	33	49
Sample A2	56	13	17	63	50	63	67	47
Sample A3	33	38	50	25	50	63	44	43
Sample A4	33	38	67	38	67	75	67	55
Sample A5	67	13	33	13	83	50	56	45
Sample A6	33	13	17	38	83	75	56	45
Sample A7	67	25	33	63	83	63	33	52
Sample A8	44	50	67	50	67	75	56	58
Sample A9	22	38	50	50	67	75	56	51
Group Average	44	30	42	44	72	68	51	50



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Needs Assessment Report
Primary and Secondary Effectiveness Rating

Your Companies Sales team

	Prosp.	First Impres.	Qual.	Demon.	Influ.	Close	Gen.	Total
Top Sales Performers	70	84	66	84	82	87	75	78
Sample A1	56	88	83	100	67	75	56	75
Sample A10	56	38	83	75	100	88	44	69
Sample A2	78	50	33	75	50	75	89	64
Sample A3	67	75	83	63	83	75	89	76
Sample A4	44	75	100	75	83	75	78	76
Sample A5	67	75	67	50	100	75	89	75
Sample A6	89	75	50	75	83	75	89	77
Sample A7	89	75	50	88	83	88	56	76
Sample A8	78	75	83	100	83	88	67	82
Sample A9	44	50	67	100	100	100	89	79
Group Average	67	68	70	80	83	81	75	75



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Needs Assessment Report
Understanding What Not to Do

Your Companies Sales team

	Prospect.	First Impres.	Qual.	Demon.	Influ.	Close	Gen.	Total
Top Sales Performers	55	53	36	67	59	54	60	55
Sample A1	33	63	17	63	33	38	44	42
Sample A10	44	38	33	50	67	75	56	52
Sample A2	22	0	17	38	50	25	56	30
Sample A3	56	38	33	50	83	50	56	52
Sample A4	44	50	17	63	33	50	44	43
Sample A5	44	25	33	50	50	75	78	51
Sample A6	33	25	17	63	67	13	78	42
Sample A7	67	38	17	63	67	38	33	46
Sample A8	56	50	50	75	67	50	67	59
Sample A9	67	13	33	88	67	75	78	60
Group Average	47	34	27	60	58	49	59	48