

SCC Evaluation

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1 | Introduction and Important General Information

This evaluation was generated based on the data entered by the test participant during the test and covers the area of personal skills which is important for sales success.



> The SCC measures a self-image of the test participant based on scientific principles. The information gained this way provides valuable details on personal skills; for example, they can demonstrate to the test participant previously unknown strengths or even areas for improvement. A self-image is a subjective viewpoint as it is based on the subjective details and answers of the test participant. A comparison of the results with an external image, thus the appraisal or feedback from another person (manager, recruiter, coach, colleague, friend, etc.) can be useful (depending on the question).

> The tested personality-related competencies have a scientifically proven influence on the sales success and are therefore an important prerequisite for this. The SCC alone is unable to gauge whether the test participant is or will be a good or bad salesperson.

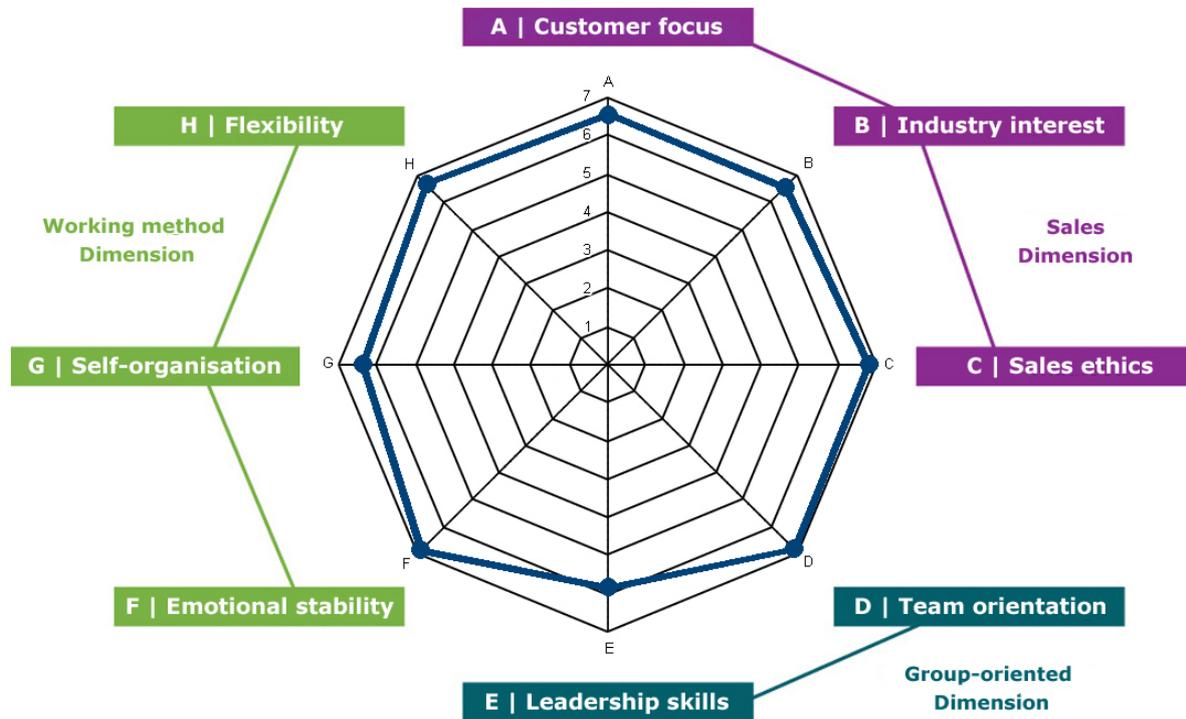
The actual sales success goes beyond personal skills and is also influenced by many other internal factors (such as motivation, expertise, attitude to their own company, to their own product, to the customer, mental and physical health, etc.) as well as external factors (such as market situation, competition, product offering, brand image, pricing policy, etc.)

> The level of result values can be influenced by factors such as particularly high or low self-criticism, response to social desirability etc. Interpretation of the results should take into account the extent to which these factors could have played a part in the test.

> The personal result must always be viewed in relation to the job profile of corresponding job. This way a high personal team orientation, for example, can represent an important prerequisite for a specific activity, yet at the same time be irrelevant for another activity.

2 | Sales Competency Profile

The profile of the personal Sales Competency includes the most important information on the personal strengths and areas of development. The network diagram shows your values for the eight sales-related competencies tested. The highest possible value per category is 7, the lowest is 1. More than the absolute amount of values (as this, for example, can be significantly influenced by the degree of self-criticism) the form of personal profile is of primary interest here.



2.1 | Interpretation Aid for my Personal Profile

A detailed description of individual dimensions can be found on the following pages.



The following questions that you should ask yourself in the interpretation of results:

> If my profile shows particularly strongly defined factors (high value compared to the average of my values)? Was I aware of these strengths? How can I bring these strengths into my sales performance in the best way and as often as possible? How can I develop these strengths further (Strengthen strengths)?

> If my profile shows relatively weakly defined factors (high value compared to the average of my values)? Was I aware of that? Are these factors relevant for my activity and if so, what can I contribute to improve these factors over time (change in attitude, practice, coaching etc.)?

> If my profile shows no particular strengths or weaker defined factors - which of the eight dimensions are important for my job and how can I increase my personal competency in this regard?

> If my profile generally shows very low values, can that also be an indication of a low defined self-awareness or a particularly strong self-critical attitude in terms of the dimensions tested. In this case, have a trusted third party give honest feedback regarding the test result and compare this feedback with their own perspective.

> If the profile generally shows very high values, that can also be an indication of a particularly strongly defined self-awareness or even a relatively weak self-critical attitude concerning the tested dimensions. Have a trusted third party give honest feedback regarding the test result and compare this feedback with their own perspective.

3 | Description of Dimensions

The following pages will explain the individual categories in greater detail.

A | Customer Focus

Customer focus is the most influential of the 8 dimensions regarding the sales success and is essential in every phase of interaction with the customer - from setting the discussion atmosphere to the requirement analysis, a presentation tailored to requirements as well as the general enthusiasm.

Salespersons with high customer orientation

- > can adapt themselves to different customers and situations effortlessly and if necessary also adapt their selling style at any time.
- > understand about making their product tangible and inspiring positive emotions in customers through their enthusiasm.
- > appear competent through their professional appearance and their rhetoric adapted specifically to the customer.
- > enjoy their work and are aware of their abilities as a salesperson.

Persons with low customer orientation do not adapt as easily to customers with regard to discussion basis and style. They find it harder to communicate their enthusiasm for the product.

B | Industry Interest

Industry interest not only covers the knowledge of their own industry, but also the extent to which they are actively involved for the purpose of this interest. Industry interest has a lot to do with information acquisition.

People with a high level of industry interest,

- > actively search for information themselves on current market occurrences, competitors and their own company.
- > acquire a broad spectrum of knowledge, which goes beyond simple product knowledge and also includes the processes upstream and downstream of sales.
- > regularly brief themselves and continually refresh their knowledge.

A low level of industry interest can lead to a competitive disadvantage. Persons who show little interest for their own industry can miss out on important developments and trends.

C | Sales Ethics

Sales ethics are determined by how much the salesperson sees and treats their customer as an equal partner. Ethical selling implies a kind of fair play in the flow of information. The salesperson usually has more specific information than the buyer does and this applies to the advantage of both and not just the advantage of the salesperson.

People who demonstrate clear sales ethics

- > are interested in the customers and their needs.
- > take the customers seriously and also show this by treating them with respect.
- > sell the customer what they really need.
- > do not just utilise the uneven distribution of information to their own advantage and pass on all the relevant information to them.

On the other hand, a lower value shows a lower appreciation towards the customer. The imbalance of information will possibly be capitalised and little attention given to the true needs of the customer.

D | Team Orientation

Team orientation describes the ability of a person to integrate himself, become actively involved and work in a group. This also implies that social contacts are forged within this group and a position that is accepted by all is occupied in this. Often team-oriented people in the group are more productive and more creative. In contrast are loners who prefer to work alone.



People with high values in this dimension

- > are cooperative, pass on information, complete the task that is required with the group objective in sight.
- > create a positive atmosphere in the team, achieve that with words of encouragement, positive feedback and support of other group members or by establishing a distinct group identity.
- > are more inclined to be ready to learn from others, be they managers or other employees, to ask for advice or support; they give advice themselves or support and take on responsibility.

People with low values prefer working with a high level of personal responsibility and autonomy. They want to bear the responsibility alone, without being dependent on the support of others. These people tend to be lone fighters and would like to act as self-reliantly and as independently as possible. They do not find individual work within group work to be inferior and believe that working alone leads to results.

E | Leadership skills

Leadership skills mean the ability to take responsibility and to lead others - this is above all important for managerial staff. The scientific research also shows, however, that a certain degree of leadership skills in salespersons (without an executive position) generally has a positive effect on the sales process (for example, by showing the salesperson a certain authority, able to motivate etc.).



High leadership competency demonstrates that the person

- > is willing to assume control in discussion.
- > can positively influence, coordinate, inspire, motivate and persuade others of their own ideas.
- > stands out in certain qualities compared to other people.
- > enjoys taking centre stage and expects others to follow them.
- > can easily give other people instructions as well as inspire and motivate them.

People with lower values in leadership competency have no incentive to manage other people. Expertise and knowledge are more important for such people than leadership ambitions. As a consequence, they often lack the typical attributes of managers such as transmission of authority or above-average self-awareness. In group discussions and work, they rarely strive towards the leadership function.

F | Emotional Stability

The dimension of emotional stability analyses the emotional state of people after setbacks, failures or during times of increased stress. The main point is how such experiences are handled and processed. In the sales process, this dimension can therefore influence, for example, how hard they continue working towards the target of sales completion in spite of occasional setbacks.



People with high emotional stability

- > work through negative experiences and failures quickly and do not allow these to have a substantial impact on their lives.
- > seldom lose their courage and can also get past tough times more easily.
- > are more resistant to stress and handle large and frequently changing pressures well.

Low values in emotional stability mean that a great deal is taken personally and the person deals with this for some time after a negative experience. People feel discouraged and burdened more easily. This can be very emotionally demanding. Stress often plays a major role in the lives of such individuals. If a lot accumulates at once, people with low emotional stability feel overloaded quicker and less able to cope. The personal well-being can suffer in jobs associated with psychological pressure and stress. In the case of low emotional stability, it may be useful to find a less demanding job.

G | Self-organisation

The area of self-organisation is reflected in the objective and time management as well as personal work ethic. Clear objectives and a structured approach encourage a positive target achievement and can also have a large influence on reaching sales completion.

A high level of self-organisation means that the person

- > sets himself clear goals and priorities and then meets these.
- > can handle their time efficiently and plan well in advance.
- > is neat and keeps track of their documents.
- > works on tasks thoroughly and precisely.
- > is consistent and persevering.

A lack of self-organisation can mean that priorities are not set practically or tasks at hand tend to be postponed. Often spontaneity is more important than meeting deadlines. An apparent lack of time is usually due to inefficient management of time with such people. Disorder in personal diaries or at the workplace is often observed.

H | Flexibility

Flexibility stands for the way in which a person deals with unexpected situations and what they make of that. Flexible individuals often see challenges in such situations that they have to overcome. Sometimes top performances are achieved through these kinds of unexpected situations. Likewise, the area of problem solving will be influenced by flexibility, as problems are nearly always unexpected situations. Also in the sales process, this dimension has consequences on how the salesperson handles unplanned situations, for example in the case of unexpected customer objections and dealing with objections.

Flexible persons

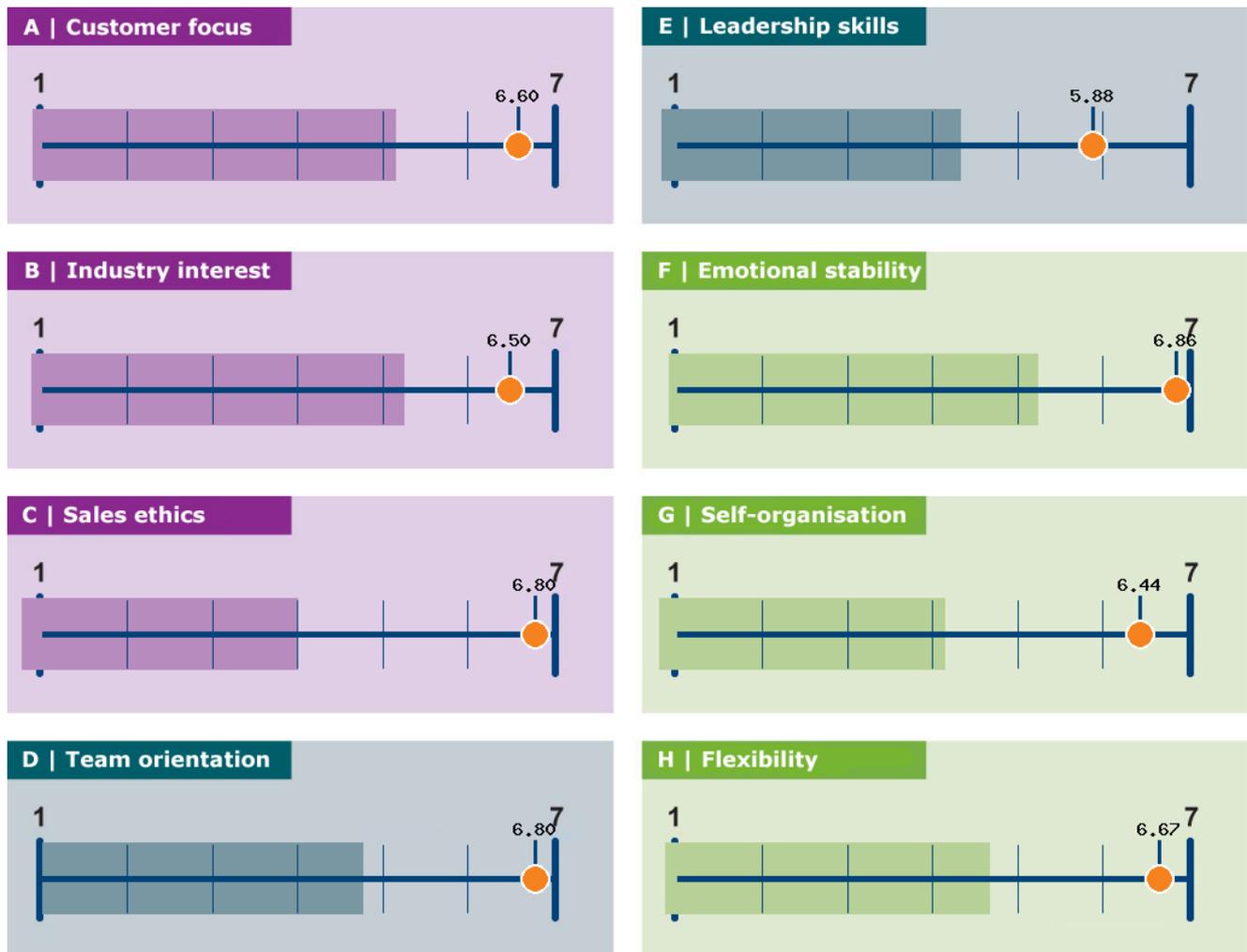
- > rise to meet new challenges.
- > have the ability to handle changing situations, partners and environments.
- > can provide constant performances under continuously changing conditions.
- > have a high problem-solving ability and do not shy away from unknown situations.
- > adapt quickly to new environments, situations or customers.

Less flexible people take longer to adapt to a new environment and feel better in a stable environment with orderly circumstances. They have respect for difficult and new situations. Unfamiliar challenges are likely to be perceived as stressful. In their tasks, they prefer to have clearly defined activities, which present higher continuity.

4 | Mean Value Comparison

In the following, your personal values will be presented in comparison to the average of your professional group. The grey area designates the average area (mean value and dispersion of the average data around the mean value), the orange highlighting shows the value that you have achieved.

4.1 | Values



4.2 | Interpretation Aid for a Mean Value Comparison

The mean value comparisons can give a good indication how your sales competencies are pronounced in comparison with the average of your professional group. However, please be aware that the mean value comparison listed above is a comparison of your self-image with the average self-image of your professional group.

Deviations from the average do not automatically mean that the competencies claimed are actually (objectively) worse, equally as good, or better defined than the average.

If the personal value deviates from the average in one or more dimensions, this means first of all that you rate yourself significantly different in this dimension than the average of your professional group rates itself. One reason for such a deviation, on the one hand, can be that you actually have special strengths or even areas for improvement in this dimension, but also that you are particularly self-critical or not aware of your strengths (in below-average findings) or not very self-critical or very self-assured (in above-average findings).

In particular, when you have below-average or above-average results, this may be an indication of such subjective influence.



Ask yourself the following questions in the case of deviations:

> Is the dimension in which my value deviates from the average relevant for my professional sales performance?

> If so, what can be the reason for the deviation? Do I actually have a particular strength or another particular area of improvement in this dimension? What are my experiences from professional practice with regard to this?

> Or I am inclined to rate myself generally quite critically or see myself very positively. How would I evaluate the competency concerned if I get rid of these positive or critical glasses?

> Do I set myself apart from the average with my particular strengths? If so, do I already apply these strengths in my sales performance enough, or how can I apply my strengths even better?

> Do I still have a need for development in a dimension relevant for my activity? If so, how can I better myself in this respect (change in attitude, practice, coaching etc.)?

If you are not sure how much your subjective image influences the rating of your actual competencies, get additional feedback from a trusted third party (manager, coach, colleague, friend etc.)