



Sales Team DNA
April 2016

Legend:

- ★ Outstanding
- ☆ Excellent
- Above average
- Below average

	Resiliency	Competitiveness	Prospecting	Work Ethic Plus	Qualifying	Influencing	Closing	Self Management	Self Awareness
Steve Jones	☆	●	●	☆	☆	●	☆	☆	●
Tim Smith	●	●	●	●	●	●	●	●	●
Lisa Miller	★	★	★	★	★	☆	●	★	★
Rick Davis	☆	●	☆	●	●	●	☆	●	●
Ann Thomas	☆	☆	☆	●	●	★	★	●	●
Bob Harris	●	☆	●	☆	●	☆	☆	☆	●
Tammy Rogers	●	●	●	●	●	☆	●	●	●
Stephen Drake	☆	●	★	☆	●	●	●	★	★
Jason Williams	●	●	●	●	●	●	●	●	●
Eric Brown	●	●	☆	●	☆	●	★	☆	★
Jim Davis	●	●	●	●	●	●	●	●	●
Nelson Reynolds	●	●	☆	☆	●	●	☆	●	●

Summary -

The majority of your team is both resilient and competitive which means you've done a great job hiring!

Recommendations -

There's a glaring need for specific sales training in the area of Qualifying. Perhaps the members are so competitive wanting to get to the sale, that they're blind or neglectful in this area.

Suggestions -

Rick Davis, Jason Williams, and Nelson Reynolds each suffer from a lack of Self Awareness. This means they may not realize their full potential which, in turn, means less sales for you.

To remedy this, we strongly suggest spending one-on-one coaching time at least once per week helping them understand their true strengths and applying them for better results. These are B players who could become A players with the right nurturing.