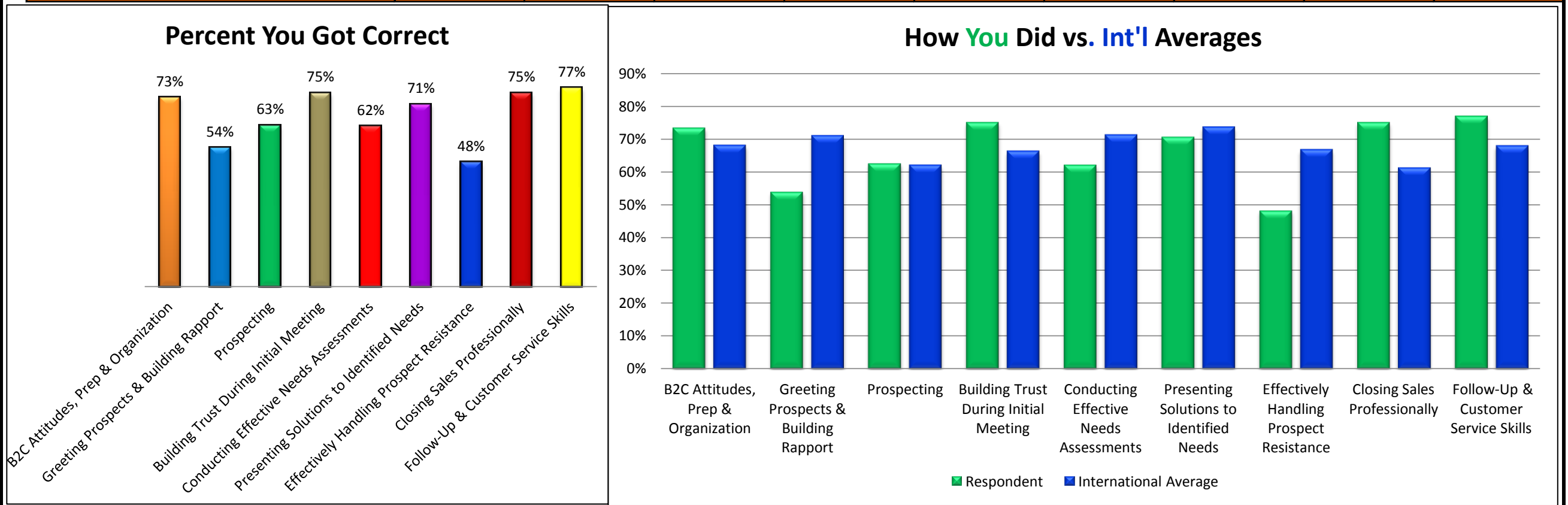


## Business-to-Consumer (B2C) Sales Essentials<sup>SM</sup> Assessment Report

Name		Organization:			Your Experience Level in Years			Date Completed:		
Steve Sample		Reliable Homebuilders			All Sales: 15	B2C Sales: 3	10/17/2013			
Column Number	1	2	3	4	5	6	7	8	9	
Competency Measured	% You Got Correct	% Your Group Got Correct	% Int'l Group Got Correct	Highest Possible Score	Your Score	Your Group Avg Score	Avg. Min.to Complete	Int'l Average Score	Your Relative Strength	
1	B2C Attitudes, Prep & Organization	73%	61%	68%	15	11	9.16	7	10.20	STRENGTH
2	Greeting Prospects & Building Rapport	54%	62%	71%	13	7	8.02	4	9.22	NEED
3	Prospecting	63%	52%	62%	16	10	8.37	7	9.92	SOLID
4	Building Trust During Initial Meeting	75%	68%	66%	12	9	8.16	5	7.95	STRENGTH
5	Conducting Effective Needs Assessments	62%	76%	71%	29	18	22.04	14	20.64	NEED
6	Presenting Solutions to Identified Needs	71%	70%	74%	17	12	11.88	11	12.50	SOLID
7	Effectively Handling Prospect Resistance	48%	52%	67%	27	13	13.99	9	18.01	NEED
8	Closing Sales Professionally	75%	69%	61%	16	12	11.03	9	9.79	STRENGTH
9	Follow-Up & Customer Service Skills	77%	68%	68%	26	20	17.57	10	17.64	STRENGTH
<b>Totals for Your Assessment</b>		<b>65%</b>	<b>64%</b>	<b>68%</b>	<b>171</b>	<b>112</b>	<b>110.22</b>	<b>76</b>	<b>115.87</b>	



### Reading your B2C Sales Essentials<sup>SM</sup> report:

- Column 1** lists the percentage of questions you got right in each measured competency.
- Column 2** shows the average percentage correct achieved by people from your organization on their B2C Sales Essentials<sup>SM</sup> Assessment. Note: individual score where less than 5 people total are included.
- Column 3** is the average percent correct score achieved by all people who have taken this assessment.
- Column 4** is the highest possible correct score which could be achieved for the competency being measured.
- Column 5** reflects the number of correct answers you provided on the assessment for the competency being measured.
- Column 6** reflects the average number of correct scores which those from your organization achieved for the competency being measured.
- Column 7** reflects the time taken to complete each section of the B2C Sales Essentials<sup>SM</sup> Assessment.
- Column 8** reflects the average number of correct scores which all takers of this assessment achieved.
- Column 9** indicates your relative strength or need in a competency based on your comparison to the international participant base.