

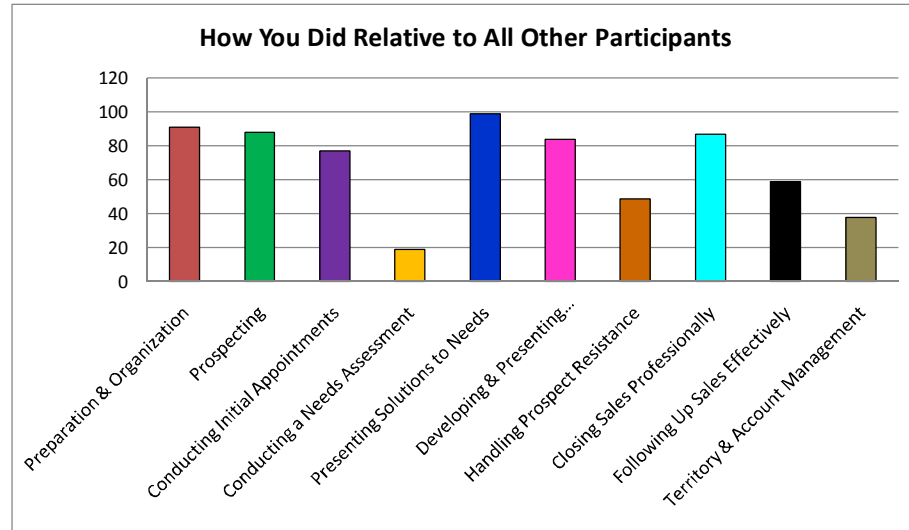
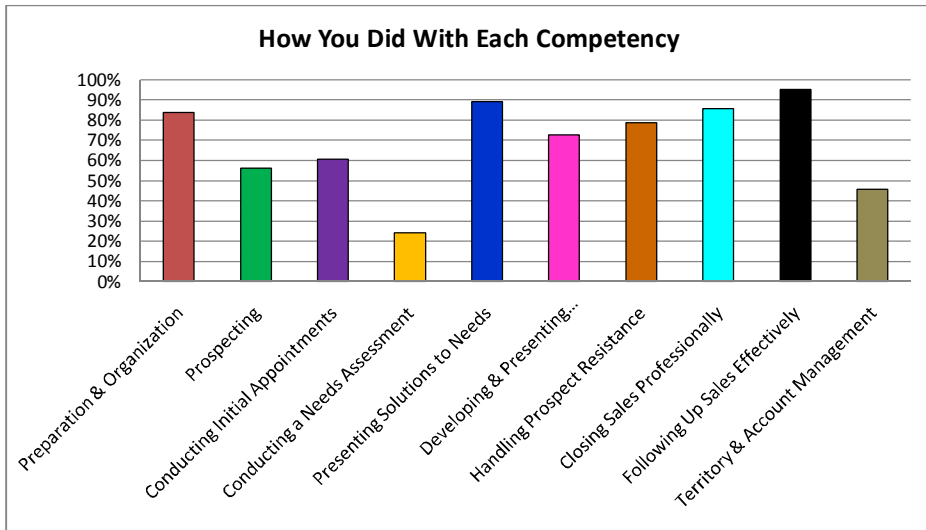
Business-to Business Sales EssentialsSM Report

Name: {Participant's Name}

Organization: {Name}

Month Day Year

		A	B	C	D	E	F	G	H	I
		% You Got Correct	% Your Group Got Correct	Highest Possible Score	Your Score	Your Group's Score	International Average Score	Your Percentile Rank	Your Relative Strength	Your Group's Percentile Rank
Competency Measured										
1	Preparation & Organization	84%	87%	31	26	27	25	91	Strength	93
2	Prospecting	56%	50%	32	18	16	20	88	Strength	83
3	Conducting Initial Appointments	61%	76%	51	31	39	40	77	Strength	83
4	Conducting a Needs Assessment	24%	59%	29	7	17	21	19	Need	42
5	Presenting Solutions to Needs	89%	76%	37	33	28	18	99	Strength	83
6	Developing & Presenting Proposals	73%	68%	44	32	30	21	84	Strength	77
7	Handling Prospect Resistance	79%	85%	33	26	28	27	49	Solid	51
8	Closing Sales Professionally	86%	70%	56	48	39	35	87	Strength	76
9	Following Up Sales Effectively	95%	76%	21	20	16	14	59	Strength	52
10	Territory & Account Management	46%	64%	59	27	38	32	38	Need	56
				393	268	278	253	Strength		



Reading your report:

Column A lists the percentage of questions you got right on each task.

Column B shows the average percentage correct achieved by the entire group of employees from your organization. If you took the XXX by yourself, then this column will reflect just your results.

Column C is the highest possible correct score which could be achieved for the competency being measured.

Column D reflects the number of correct answers you provided on the assessment for the competency being measured.

Column E reflects the average number of correct scores which those from your organization achieved for the competency being measured.

Column F reflects the average number of correct scores which all takers of this assessment achieved.

Column G indicates how your performance compares to everyone who has ever taken this assessment as a percentile of the international participants.

Column H indicates your relative strength or need in a competency based on your comparison to the international participant base.

Column I indicates how your organization's performance compares to everyone who has ever taken this assessment as a percentile of the international participants.

Next Steps: Please review the *Understanding My Report* document, followed by the *Development Guide* associated with this assessment.