

**Note to Employers:** The SalesGenomix sales talent assessment is supported by a 400,000-work-population research base and has been independently proven to predict the likelihood of success across all 14 major sales roles. Praised by industry analysts like Aberdeen group and CSO Insights, our recommendations are EEOC-compliant and trusted by more than 2,000 employers. Naturally, you will also want to perform a careful job history review, reference check and exploratory interview in coming to any hiring decision.

# Tracey Blake Success Profile

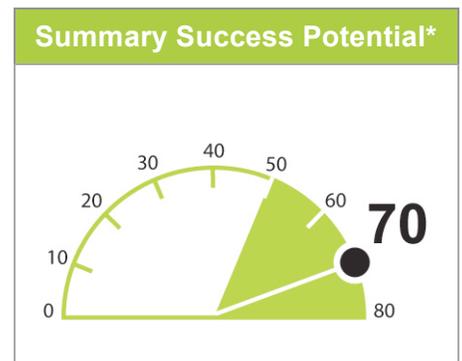
## Outbound Telesales



Outbound telesales reps take the initiative to contact prospects and customers rather than waiting for someone to call them. Typically quota-driven, they may be assigned total responsibility for landing smaller accounts or asked to sell renewals or peripherals to larger, established accounts. They may also support field teams by cold-calling to generate appointments or qualify leads.

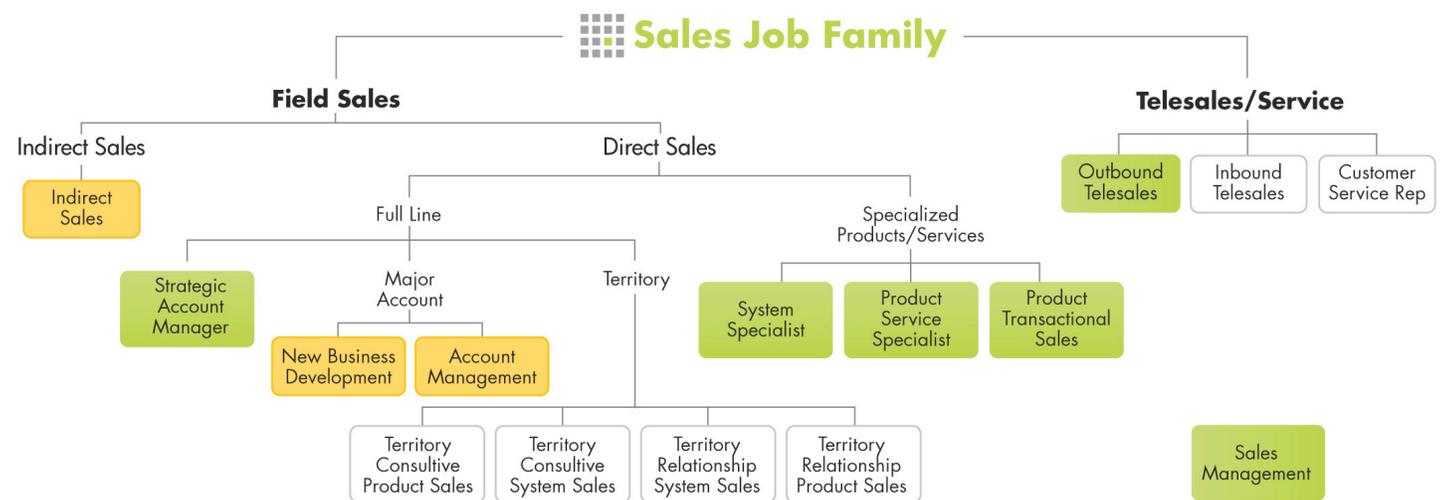
Outbound telesales jobs are frequently found in: computer services, financial and legal services, telecom services, employment services, information publishers, computer and peripheral equipment manufacturers, office supplies firms, and basic materials wholesalers.

Critical Success Factors*	
Makes persuasive presentations	79
New business development	98
Endurance	97
Answers objections by reinforcing standard features and benefits	87
Develops relevant product knowledge specific to customer needs	78
Commits time and effort to ensure success	82



### Recommendation\*

- Highly Recommend
- Recommended
- Not recommended



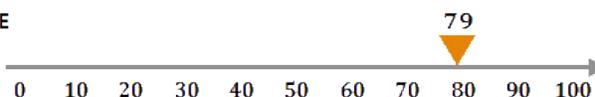
Tracey Blake has demonstrated success potential in all highlighted sales roles.

- Highly recommended
- Recommended

\*Scores are percentages and compare an individual to others already engaged in performing the sales role. So a "51" is superior to one half of the peer population. Summary scores are capped at 80 to reflect reduced precision at boundary extremes. Recommendation levels reflect summary score and success factor balance

### Make persuasive presentations

SCORE

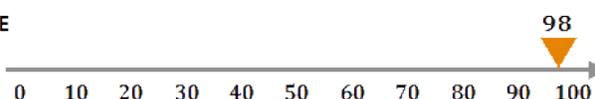


**Excite the customer with an enthusiastic presentation style; demonstrate value and actively promote products and services by making an emotional appeal; hold the customer's attention and interest by keeping the presentation content relevant; vary style to build toward a buying decision.**

**Skill/Capability Level:** You exhibit presence and charisma, and you have the ability to capture and hold your audience's attention. You make formal presentations that focus on creating impact while communicating information. You vary your style by reading the reaction of your audience. If you feel their enthusiasm waning, you change your approach until the excitement is restored and you are able to push toward a buying decision.

### New business development

SCORE

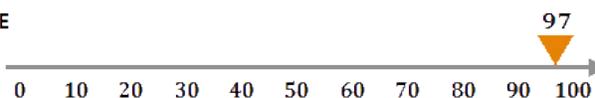


**Take a proactive approach to finding additional business opportunities; are comfortable with the networking and cold calling needed to find new prospects and customers; take the lead in meeting people and building a contact base for new business development.**

**Skill/Capability Level:** You will stay focused on new business development and take a disciplined approach to finding additional opportunities. You strive to develop a contact base and uncover new prospects. You will be at ease managing a contact and will use the interaction to raise interest in your product or service offerings. You will make sure you are noticed attending events that draw the interest of potential customers.

### Endurance

SCORE

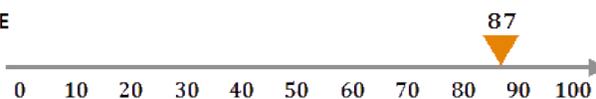


**Keep up a brisk pace without becoming fatigued; push physical resources to the limit during periods of peak demand; pride yourself on the amount of work accomplished; approach work with considerable energy and stamina despite distractions or unreasonable demands.**

**Skill/Capability Level:** You are willing to push yourself to your physical limits in order to accomplish a great volume of work. You'll work especially hard under the pressure of tight deadlines and distractions, and after replenishing your staying power after hours, you'll report back to the job, ready to resume a rigorous pace.

**Answer objections by reinforcing standard features/benefits**

SCORE

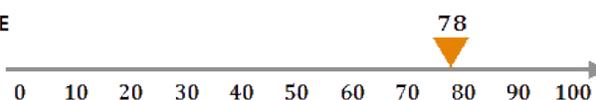


**Recognize that the limited opportunity for negotiation requires a probing of customer objections to uncover the 'hot button' that established or standard features and benefits will address; actively listen and clarify benefits; are well-informed of features and benefits; help the prospect/customer understand why the proposed product offering is the best alternative.**

**Skill/Capability Level:** You listen to and agree with the validity of customer concerns instead of summarily dismissing or minimizing objections. You remain optimistic and patiently probe to clarify the issue and uncover the hot button that needs to be addressed. You work to make the customer understand why the proposed product offering is the best alternative. You believe strongly in the benefits your system offers and are able to convey that belief to the customer by presenting relevant information that will dispose of the objection.

**Develop relevant product knowledge specific to customer needs**

SCORE

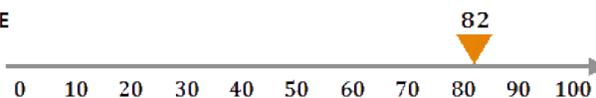


**Possess a working knowledge of products and applications as the backbone for understanding customers' needs and making suggestions for solutions; keep abreast of (or contribute to) product/service developments, changes, and improvements designed to enhance competitiveness and achieve market preeminence; concentrate on acquiring knowledge that is less comprehensive and more focused on what specifically impacts the customer; build knowledge base through real-world applications; use product knowledge as a means to an end in providing appropriate suggestions to meet specific customer needs.**

**Skill/Capability Level:** You sift through extraneous information and focus on what specifically impacts your customers. You update this knowledge base regularly and thoroughly so that you can keep customers abreast of relevant data and hence, establish yourself as a customer resource. You prefer to learn and share experiences through personal interaction instead of reading or studying. You feel that observing and asking questions is an effective way to gain valuable information as well as insight.

**Commit time and effort to ensure success**

SCORE



**Thrive on working; tend to achieve higher results in direct proportion to the time you are willing to commit to your work; remain focused on the goal and are not easily discouraged or distracted; use work as an opportunity for interaction and incorporate interpersonal contacts into task accomplishment; see work as a major source of personal satisfaction.**

**Skill/Capability Level:** You define yourself to a great extent by your work. You derive as much personal satisfaction from job accomplishments as you do personal achievements and, therefore, will not draw distinct boundaries between the time you spend on each. You commit the extra time and effort required to ensure business goals are met. You understand the importance of remaining focused until tasks are complete. Even after hours, you are always on the lookout for tools, techniques, and processes that will benefit your job and assist you. In those cases where the tools are not provided by the organization, you will work to create your own.