

Prepared for: **Betty Penske**  
Assessment: Workplace Scenarios for Sales Roles  
Completed: March 28, 2023  
Sponsored By: HR Avatar Data Collection Account

# Score Report and Development Guide

This assessment provides scores for a number of important competencies that are related to success at work. Scores are presented individually on a scale of 0-100. Higher scores represent strengths. Refer to the interpretation section of each competency for additional information. Each competency measured includes relevant development tips. These tips should be used for development planning, especially when the score shows an area of relative weakness. We wish to emphasize that the data contained in this report should be used as part of a comprehensive process for development planning. Additional data should include personal reflection based on experience, input from your manager, feedback from peers and customers as appropriate, and analysis of current job requirements and future career goals.

## How to Use This Report

This report provides scores on five work competencies that are important for success at work. The Competency Summary provides a color-coded graphical presentation of your scores on the assessment. Scores in the green zone are high, and represent strengths in the relevant competency. Yellow indicates medium-level scores, and represents moderate strength in the competency. Blue indicates a potential development need.

The report also provides a description of each competency and tips for developing each competency. Read the definition and tips and reflect on how you can use the information to create a development plan. Consider the challenges you have in your current role, and the types of things you want to do for the next steps in your career, as you prioritize the different competencies to focus on for development.

## Overall

Participant	Score	Interpretation
<b>Betty Penske</b> Workplace Scenarios for Sales Roles March 28, 2023	<b>78</b>	
Scores reflect a weighted average of your specific competency scores. Your scores indicate a high level of strength in competencies that are important for sales performance. This suggests that you have the competencies necessary to be adept at working through the sales process, build strong and lasting relationships with customers, be effective at communicating with customers as well as coworkers, and to be capable at influencing others and closing deals. You can use the overall score to compare yourself to how others have scored on the assessment. Please refer to individual competency scores for additional insight and suggestions.		<b>Key</b> ▼ Your Score Weak - Needs improvement. Good - Some room for growth. Strong - Maintain your proficiency.

## Competency Summary

This section contains a list of job-related work competencies that have been evaluated in a job-like context using HR Avatar's simulation technology. The competencies have been demonstrated to be related to job performance.

A work competency is a set of defined behaviors that are related to performing work. Almost all competencies can be developed. You can improve your level of the competencies included in the test with targeted development efforts.

Competency	Score	Interpretation
Building Relationships with Customers and Coworkers	90	
Conveying Value	80	
Demonstrating Customer Focus	68	
Driving for Results	76	
Resolving Conflicts and Meeting Customer Needs	76	



## Comparison



Percentile scores indicate how your score compares to other test-takers within various groups. Your score was equal to or better than the fraction of test-takers indicated by the percentile.


Test-Taker Group	Percentile	0	10	20	30	40	50	60	70	80	90	100	
Global	78th												
United States	64th												
HR Avatar Data	72nd												

## Competency Detail

This section contains a list of each work-related competency that was measured. For each competency there is a brief description of the competency and how you scored, as well as a set of developmental tips.

Detail	Definition and Helpful Tips
<p><b>Building Relationships with Customers and Coworkers</b></p> <p>Score: 90</p>  <p>Your scores indicate strengths in Building Relationships with Customers and Coworkers.</p>	<p><i>What is Building Relationships with Customers and Coworkers</i></p> <p>Effective work relationships help produce better results, because most roles in organizations require interacting with others and relying on them to accomplish objectives. This tends to be particularly true in sales roles, where strong customer relationships can help you make sales. It also includes developing constructive and cooperative working relationships with others in general, and maintaining them over time. It also involves effectively managing 1:1 interactions with others, maintaining positive relationships while accomplishing objectives, and building credibility through mutual trust and respect.</p> <p><i>Helpful Tips</i></p> <ul style="list-style-type: none"> <li>• Continue to expand on your successful relationship building and look for ways to leverage it to benefit your customers, your organization, your colleagues, and yourself. Keep your relationships fresh by keeping in touch with customers and colleagues and continuing to demonstrate interest in their professional and personal lives.</li> <li>• Consider setting up formal or informal networking meetings, while continuing to broaden and deepen your relationships. After networking events, follow up to ensure contacts remember you and have positive feelings about you. They will then be more likely to think of you next time they need the type of services you provide.</li> <li>• Look for ways to break down barriers between groups. Constantly seek ways to maintain and strengthen your connections with customers. Let customers know you appreciate them.</li> </ul>
<p><b>Conveying Value</b></p> <p>Score: 80</p>  <p>Your scores indicate strengths in Conveying Value.</p>	<p><i>What is Conveying Value</i></p> <p>Conveying value to customers is critical to sales success. It requires flexibility in messaging, thinking about what you have to offer, and understanding the context of the customer and the sale. It requires some degree of creativity. Conveying value involves recognizing and describing value to customers, determining customer needs and connecting value to those needs, and influencing others. It also involves describing how value is related to important customer outcomes (e.g., saving time, saving money, increasing speed to market).</p> <p><i>Helpful Tips</i></p> <ul style="list-style-type: none"> <li>• Consider building on your strength in conveying value by continuing to develop more creative ways to describe your product or service. Anticipate customer questions and concerns and map out answers to those concerns.</li> <li>• Do what you can to share your approach with others in your organization, to help them be more effective in conveying value. In turn, ask for their feedback so that you can become even better at it. See if there are other arguments you have not considered and share effective ones you have used.</li> <li>• Do research on your competition to see where your value is stronger and focus on that when speaking with customers.</li> </ul>

Detail	Definition and Helpful Tips
<p><b>Demonstrating Customer Focus</b></p> <p>Score: 68</p>  <p>Your scores indicate strengths in Demonstrating Customer Focus.</p>	<p><i>What is Demonstrating Customer Focus</i></p> <p>Customers are the reason most organizations exist. Keeping the customer in mind and providing a positive customer experience is critical to future sales. Demonstrating Customer Focus includes working with customers to understand needs and ensure that products and services meet their needs, doing what can be done to resolve issues, getting the customer to someone who can help if needed, and following up to ensure there is resolution. It also involves handling the situation in a conscientious and customer-focused way.</p> <p><i>Helpful Tips</i></p> <ul style="list-style-type: none"> <li>• There is always more you can do for customers. Consider ways to elevate your customer focus by driving harder to always consider the customer's point of view, to creatively look for ways to add value, and to make sure that when there are customer issues, they get resolved.</li> <li>• Summarize any next steps if you are making longer-term commitments to customers. Look for ways to share your knowledge with coworkers to enable the improvement of customer service at your organization.</li> <li>• Anticipate and solve possible problems before they happen. Anticipate and meet customer needs before they ask.</li> </ul>
<p><b>Driving for Results</b></p> <p>Score: 76</p>  <p>Your scores indicate strengths in Driving for Results.</p>	<p><i>What is Driving for Results</i></p> <p>Being successful at sales generally requires a relentless persistence and focus on goals. The constant pursuit of closing deals will translate into increased sales. This requires you to push yourself to achieve objectives, stay focused on making sales, aggressively close deals, and to work toward achieving both personal and team goals. It also involves asking questions to determine what obstacles there are and to find the best way to drive to making a sale, and influencing customers to buy.</p> <p><i>Helpful Tips</i></p> <ul style="list-style-type: none"> <li>• Continue to build on this strength by pushing even harder to make sales. Consider setting up a friendly competition between yourself and other sales people to see who can close the most deals in the next month. Work with your colleagues to share strategies and ideas on how to best sell your product or service.</li> <li>• Challenge yourself to keep thinking more and more creatively about how to allay customer concerns and how to close deals.</li> <li>• Don't let customers' initial doubts keep you from trying new approaches to win their business, until it is completely clear that a sale is not forthcoming.</li> </ul>

Detail	Definition and Helpful Tips
<p><b>Resolving Conflicts and Meeting Customer Needs</b></p> <p>Score: 76</p>  <p>Your scores indicate strengths in Resolving Conflicts and Meeting Customer Needs.</p>	<p><i>What is Resolving Conflicts and Meeting Customer Needs</i></p> <p>Being able to effectively resolve conflicts and meet customer needs is a critical aspect of customer loyalty. It involves creatively solving problems, maintaining a positive and calm demeanor during conflict and negotiations, and managing through differences of opinion. It includes handling complaints, looking for ways to solve problems collectively and agree on next steps, settling disputes and resolving grievances and conflicts, or otherwise negotiating with others. Additionally, effective conflict management requires you to work to understand the views of both sides of a disagreement, ensure relevant information is shared and considered, and help the parties in a conflict to find common objectives.</p> <p><i>Helpful Tips</i></p> <ul style="list-style-type: none"> <li>• Continue to build on your successful efforts to effectively manage conflict and to negotiate. See if there are ways you can make an even bigger impact by tackling larger problems that have been negatively impacting your work group. Look for opportunities to expand your knowledge on both sides of key issues and conflicts and help your organization be as successful as possible.</li> <li>• To continue developing your conflict resolution and negotiating skills, consider identifying and working with a mentor who is known to be exceptionally good at negotiation and managing conflict.</li> <li>• Consider reading <i>Crucial Conversations</i> by Patterson, Grenny, McMillan, and Switzler.</li> </ul>

## Report Preparation Notes

- Always keep in mind that assessments are limited in the amount of information they can gather and the insights they produce. At the same time, it has been shown that assessments like this one can help most people gain insight into their work-related competencies and can help them make adjustments and improvements over time.
- Overall vs Percentiles Scores: The overall score reflects the success in the test, based on the mean (average) and standard deviation of the test scores. The percentile score reflects the percentage of test-takers who scored equal or below this overall score. We recommend you use the Overall Score as your primary evaluation criteria. However, percentile scores can often be useful in comparing specific candidates against one another and with a group, such as for test takers in a certain organization or within a certain account.
- Note that comparison information is calculated based on completed instances of this assessment at that time the assessment is scored. As additional instances are completed, the comparative data may change. You can always update a report to the current values by clicking on "Recalculate Percentiles" within the online results viewing pages at [www.hravatar.com](http://www.hravatar.com).
- Most competency scores are norm-based, which means that they can be interpreted in terms of their distance from the average or mean score. For all scales, a score equal to the mean receives a score of 65 and scores above and below this value are set so that a score change of 15 equals one standard deviation.
- Sim ID: 2257-5, Key: 0-0, Rpt: 35, Prd: 1282, Created: 2023-03-28 12:32 UTC
- UA: Mozilla/5.0 (Windows NT 6.3; Trident/7.0; Touch; rv:11.0) like Gecko

## **Notes**

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