



# Sales Performance Report for: Chris Coddington

## Sales Performance

The Sales Performance Report is designed to provide a representation of how you are progressing with building your sales performance. The following report provides your ranking of 75 items in the categories of Sales Competence, Results Drive, Emotional Engagement of Others, Sales Relationship Building, Sales EQ, Sales Trust, and Sales Values. Access the insights below to see a representation of how it requires knowledge of your current sales strengths and struggles and the setting of goals to manage the development of your sales performance.

### Section 1: Sales Competence

<b>Name</b>	Chris Coddington
<b>Your Email</b>	chris.coddington@dnabehavior.com
<b>Thinks ahead with strategic insights</b>	★★★★★☆☆
<b>Makes wise decisions</b>	★★★★★★
<b>Implements ideas properly and accurately</b>	★★★★★★
<b>Well prepared</b>	★★★★★★
<b>Simplifies complex concepts</b>	★★★★★★
<b>Solves problems resourcefully</b>	★★★★★★
<b>Provides education</b>	★★★★★★
<b>Uses analysis in offering solutions</b>	★★★★★★
<b>Demonstrates sound product knowledge</b>	★★★★★★
<b>Helps you understand the solution offered</b>	★★★★★★
<b>Sales Competence Calculations</b>	6.90

## Section 2: Results Drive

Completes needs and wants review on a timely basis	★ ★ ★ ★ ★ ★ ★
Monitors accountability to goals	★ ★ ★ ★ ★ ★ ★
Decisive decision-maker	★ ★ ★ ★ ★ ★ ★
Timely response to questions	★ ★ ★ ★ ★ ★ ★
Keeps track of information	★ ★ ★ ★ ★ ★ ★
Takes action and is proactive	★ ★ ★ ★ ★ ★ ★
Appropriate monitoring of product performance	★ ★ ★ ★ ★ ★ ★
Helps define and set clear goals for customers	★ ★ ★ ★ ★ ★ ★
Ability to confront problems	★ ★ ★ ★ ★ ★ ☆
Arranges regular meetings	★ ★ ★ ★ ★ ★ ★
Results Drive Calculations	6.90

## Section 3: Emotional Engagement of Others

Comfortable speaking directly	★ ★ ★ ★ ★ ★ ★
Responds diplomatically when needed	★ ★ ★ ★ ★ ★ ★
Clearly communicates value of services	★ ★ ★ ★ ★ ★ ★
Provides appropriate level of information	★ ★ ★ ★ ★ ★ ★
Adapts communication style for people/situations	★ ★ ★ ★ ★ ★ ★
Speaks calmly in difficult conversations	★ ★ ★ ★ ★ ★ ★
Communicates genuine concern for others	★ ★ ★ ★ ★ ★ ★
Does not embellish explanations	★ ★ ★ ★ ★ ★ ★
Expresses true views in meetings	★ ★ ★ ★ ★ ★ ★

Manages expectations to avoid surprises for others ★★★★★★

Emotional Engagement of Others Calculation 6.90

## Section 4: Sales Relationship Building

Discovers what is important to each person ★★★★★★

Provides regular encouragement and support ★★★★★★

Allows sufficient interaction time ★★★★★★

Likeable and friendly ★★★★★★

Treats people with respect ★★★★★★

Good listener ★★★★★★

Addresses sensitive issues with empathy and tact ★★★★★★

Responds to questions patiently ★★★★★★

Wants and helps others to succeed ★★★★★★

Comfortable in discussing personal and familial issues ★★★★★★

Sales Relationship Building Calculation 7

## Section 5: Sales EQ

Acknowledges how customers feel ★★★★★★

Allows others to be open about frustrations without becoming defensive ★★★★★★

Comfortable listening openly to others feedback about his/her performance ★★★★★★

Takes personal responsibility ★★★★★★

Comfortable when solutions challenged ★★★★★★

Allows prices to be questioned	★★★★★★
Reacts appropriately to changes in financial conditions	★★★★★★
Demonstrates decision-making discipline	★★★★★★
Recognizes and responds appropriately to the emotions of others	★★★★★★
Displays sound judgment	★★★★★★
Avoids trivializing the feelings of customers	★★★★★★
Willing to compromise	★★★★★★
Manages ego and self-promotion	★★★★★★
Not overly protective of prior decisions	★★★★★★
Positively influences others without manipulating them	★★★★★★

Sales EQ Calculation 6.93

## Section 6: Sales Trust

Respects confidentiality	★★★★★
Provides positive energy	★★★★★★
Provides relaxed environment	★★★★★★
Reliable and consistent	★★★★★★
Approachable	★★★★★★
Vulnerable, acknowledges his/her mistakes	★★★★★★
Shows humility	★★★★★★
Keeps his/her promises	★★★★★★
Authentic	★★★★★★
Has an inclusive approach	★★★★★★

Sales Trust Calculation 6.90

## Section 7: Sales Values

Supports customer goals first 

Demonstrates courage to do the right thing 

Has honesty and integrity 

Walk matches talk 

Prices charged represent value for money 

Manages conflicts of interest 

A good role model 

Treats clients fairly 

Does not oversell products for his/her gain 

Transparent with charges and commissions 


Sales Values Calculation 6.90

Average Total 6.92

Actual Total Score 519

Your Advisor's Email [madelyn.villareal@dnabehavior.com](mailto:madelyn.villareal@dnabehavior.com)

How was your experience with this discovery process?

 (7/7)

### Sales Performance Optimization: Step-by-Step Approach

The overall Sales Performance Score out of a maximum score of 525 will tell you how well you are performing in the key areas for sales success. The objective is to design and invest the time, money, and resources into optimizing your mindset, behaviors, and capabilities as a salesperson to become more relationship-centric and unleash exponential growth in your business.

So, that you can use the feedback summary we have provided based on your responses, please follow these steps.

## **Step 1. Identification and Prioritization of Low Scores**

- Conduct an initial assessment to identify your current scores for each of the seven primary Sales Performance categories.
- Rank the seven categories based on their scores, with the lowest scores getting the highest priority.
- Allocate more time and resources to the lowest-scoring categories to initiate improvement efforts.
- In allocating more time to the lowest-scoring categories you mustn't let the highest-scoring categories decline.

## **Step 2. Setting the Target for Optimization**

- Establish a clear goal for each category, ideally aiming for a score of 7/7.
- Recognize that while the ultimate goal is perfection, progress is more important than perfection.
- Develop specific, achievable objectives for each category to gradually progress towards the target score.

## **Step 3. Incremental Improvement for Mid-Range Scores**

- Identify categories with scores between 4 and 6.
- Analyze these categories to understand what's working well and where improvements can be made.
- Implement targeted actions to elevate these scores, focusing on continuous, incremental progress.

## **Step 4. Continuous Assessment and Adjustment**

- Establish a regular schedule for reassessing your scores in each category.
- Use these assessments to gauge progress and identify new areas that may require attention.
- Adapt your strategies based on these assessments, ensuring a flexible approach that responds to changing needs and circumstances.

## **Step 5. Documentation and Reflection**

- Keep a detailed record of actions taken, progress made, and challenges encountered in each category.
- Reflect on these experiences regularly to glean insights and lessons that can inform future strategies.
- Share your progress and reflections with a mentor, coach, or peer group to gain external perspectives and advice.
- Repeat completion of the Sales Performance Discovery every 6 months.