

MEASURING SALES & SERVICE CULTURE

INDIVIDUAL REPORT

Linda Good

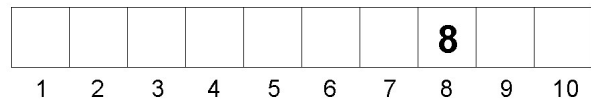
26/03/2009

Gaffin Associates

INDIVIDUAL PROFILE RESULTS

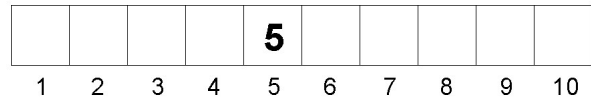
Maximising Sales Opportunities

Looking for every opportunity to persuade customers to buy products and services.



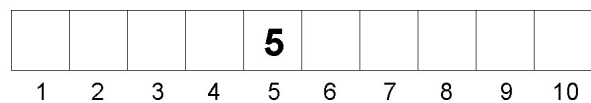
Thinking Ahead

Identifying customer service problems or issues before they arise.



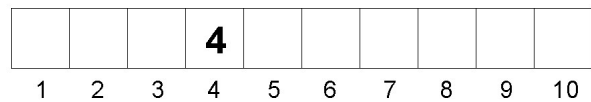
Relating to Customers

Displaying a positive, friendly and informal manner with customers.



Taking Action

Showing a sense of urgency on behalf of customers and actioning requests quickly.



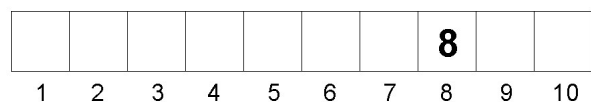
Organising Work

Undertaking work in a well-organised and systematic way.



Maintaining High Standards

Striving for excellence by paying attention to important detail.



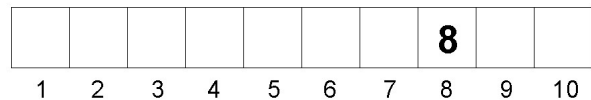
The Individual Report contains your profile results together with a narrative description for each behavioural characteristic. The information and data provided here have been generated only from the questionnaire you completed.

The 1-10 scale used throughout the report is called a Sten Scale. Sten simply means the standard tenth of a normal distribution. Approximately 16% of the population would score in Stens 1-3 and 16% in the range 8-10. The other 68% of the population will score in the middle range of Stens 4-7. Your actual score is denoted by a number on the scale. Remember, your score is a comparison against many other people who have a customer service dimension to their role.

PROFILE SUMMARY

Maximising Sales Opportunities

Looking for every opportunity to persuade customers to buy products and services.



- You are likely to give considerable time and energy to selling products and services to customers.
- Your score suggests you will enjoy working to targets or quotas and gain great satisfaction from their achievement
- Customers are likely to appreciate your sales professionalism and enthusiasm.
- Overall, it is likely that you will be very comfortable looking for opportunities to up-sell, cross-sell or achieve add-on sales.

Thinking Ahead

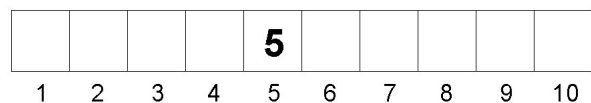
Identifying customer service problems or issues before they arise.



- You are likely to be aware of the various options available for dealing with potential problems.
- Your score suggests you will often use "what if" type questions in order to identify operational or customer service issues.
- Customers are likely to appreciate your ability to anticipate problems before they arise.
- Overall, you will typically be comfortable thinking through the implications of your actions.

Relating to Customers

Displaying a positive, friendly and informal manner with customers.

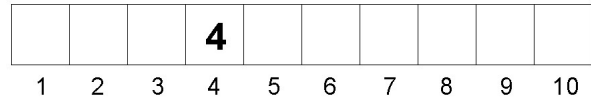


- You are likely to convey an informal and friendly approach when dealing with customers.
- Your score suggests that you will usually take the initiative to contact customers or engage them in conversation.
- Customers are likely to find you outgoing and easy to deal with.
- Overall, you will generally be able to build effective relationships with customers.

PROFILE SUMMARY

Taking Action

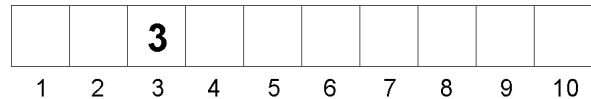
Showing a sense of urgency on behalf of customers and actioning requests quickly.



- You are likely to demonstrate a reasonable sense of urgency in response to customer requests.
- Your score suggests you will generally enjoy being 'in the thick of things' and get directly involved in resolving customer issues.
- It is likely that customers will appreciate you working personally on their behalf.
- Overall, you may generally prefer a 'hands-on' practical approach to customer service.

Organising Work

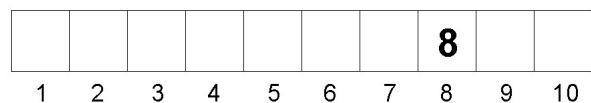
Undertaking work in a well-organised and systematic way.



- You may have a tendency to be unstructured in your approach, rather than being systematic or organised.
- Your score suggests you may prefer to spend time with customers rather than dealing with general administration or paperwork.
- It is unlikely that customers would regard you as structured and organised.
- Overall, you are unlikely to flourish in a highly structured environment where considerable emphasis is given to organisational aspects.

Maintaining High Standards

Striving for excellence by paying attention to important detail.



- You are likely to adopt a perfectionist approach to customer service.
- Your score suggests you will give considerable emphasis to setting high standards of performance and achievement.
- It is likely that customers will appreciate your proactive approach to seeking their comments on the quality of service provided.
- Overall, you will probably not be satisfied unless you provide a level of service that exceeds customer expectations.