

Complex Sales DNA

Your Company Name

Legend:

- ★ Excellent
- ☆ Above average
- Average
- Below average

	Required							Internal Use	
	Build/Maintain Relationship	Solving Complex Problems	Self Awareness	Resiliency	Qualifying	Self Management	Solution Selling	Self Esteem	Personal Accountability
John Smith	●	☆	●	●	●	●	☆	●	★
Tom Miller	●	●	●	●	●	●	●	☆	●
Jane Doe	☆	☆	●	●	●	●	★	●	★
Steve Davies	●	●	☆	●	●	●	●	☆	●
Lisa Richards	●	●	●	●	●	●	●	●	★
Bob Thomas	●	●	☆	☆	●	☆	●	☆	★
Dave Simpson	●	●	●	●	●	●	●	●	●
Sara Reed	●	●	●	●	●	●	●	☆	●
Diane Hart	☆	●	●	●	●	●	☆	●	★
Henry Lewis	★	☆	☆	☆	☆	☆	☆	☆	☆
Maria Lopez	●	●	●	●	●	●	●	●	★
Abigail White	★	●	★	☆	☆	★	☆	★	★
Terry Price	●	●	●	●	●	●	●	●	●
Mike Clouse	●	●	☆	●	●	●	●	●	●
Tim Evans	☆	☆	●	●	●	●	☆	☆	●

*Red dot in Build/Maintain Relationships or Solving Complex Problems is automatic disqualification.

Consultative Sales DNA

Your Company Name

Legend:

- ★ Excellent
- ☆ Above average
- Average
- Below average

	Required							Internal Use	
	Resiliency	Solution Selling	Self Awareness	Analyzing Client Problems	Qualifying	Closing	Self Management	Self Esteem	Personal Accountability
John Smith	●	★	●	●	●	●	●	●	★
Tom Miller	●	☆	●	●	●	●	●	☆	●
Jane Doe	☆	★	●	●	●	●	●	●	★
Steve Davies	●	●	☆	●	●	●	☆	☆	●
Lisa Richards	●	☆	●	●	●	●	●	●	★
Bob Thomas	☆	★	☆	●	●	●	☆	☆	★
Dave Simpson	●	●	●	●	●	●	●	●	●
Sara Reed	●	★	●	●	●	●	●	☆	●
Diane Hart	●	★	●	●	●	●	●	●	★
Henry Lewis	☆	★	●	●	●	●	☆	☆	☆
Maria Lopez	●	●	●	●	●	●	●	●	★
Abigail White	★	★	★	●	●	☆	★	★	★
Terry Price	●	★	●	●	●	●	●	●	●
Mike Clouse	●	●	☆	●	●	●	●	●	●
Tim Evans	●	★	●	●	●	●	●	☆	●

*Red dot in Resiliency or Solution Selling is automatic disqualification.

Sales Farmer DNA

Your Company Name

Legend:

- ★ Excellent
- ☆ Above average
- Average
- Below average

	Required							Internal Use	
	Build/Maintain Relationship	Qualifying	Resiliency	Self Awareness	Work Ethic Plus	Influencing	Closing	Self Esteem	Personal Accountability
John Smith	●	●	●	●	●	●	☆	●	★
Tom Miller	●	●	●	●	●	●	●	☆	●
Jane Doe	☆	●	●	●	☆	☆	☆	●	★
Steve Davies	●	●	●	☆	●	●	●	☆	●
Lisa Richards	●	●	●	●	●	●	●	●	★
Bob Thomas	●	●	☆	☆	●	●	●	☆	★
Dave Simpson	●	●	●	●	●	●	●	●	●
Sara Reed	●	●	●	●	●	●	●	☆	●
Diane Hart	☆	●	●	●	●	●	●	●	★
Henry Lewis	★	☆	☆	☆	☆	☆	☆	☆	☆
Maria Lopez	●	●	●	●	●	●	●	●	★
Abigail White	★	☆	☆	★	☆	☆	●	★	★
Terry Price	●	●	●	●	●	●	●	●	●
Mike Clouse	●	●	●	☆	●	●	●	●	●
Tim Evans	☆	●	●	●	●	☆	☆	☆	●

*Red dot in Build/Maintain Relationships or Qualifying is automatic disqualification.

Sales Hunter DNA

Your Company

Legend:

- ★ Excellent
- ☆ Above average
- Average
- Below average

	Required									Internal Use	
	Resiliency	Competitiveness	Prospecting	Qualifying	Influencing	Closing	Work Ethic Plus	Self Management	Self Awareness	Self Esteem	Personal Accountability
John Smith	●	●	●	●	●	☆	●	●	●	●	★
Tom Miller	●	●	●	●	●	●	●	●	●	☆	●
Jane Doe	●	☆	●	●	☆	☆	☆	●	●	●	★
Steve Davies	●	●	●	●	●	●	●	●	☆	☆	●
Lisa Richards	●	●	●	●	●	●	●	●	●	●	★
Bob Thomas	☆	●	☆	●	●	●	●	☆	☆	☆	★
Dave Simpson	●	●	●	●	●	●	●	●	●	●	●
Sara Reed	●	●	●	●	●	●	●	●	●	☆	●
Diane Hart	●	●	●	●	●	●	●	●	●	●	★
Henry Lewis	☆	☆	☆	☆	☆	☆	☆	☆	☆	☆	☆
Maria Lopez	●	●	●	●	●	●	●	●	●	●	★
Abigail White	☆	☆	☆	☆	☆	●	☆	★	★	★	★
Terry Price	●	●	●	●	●	●	●	●	●	●	●
Mike Clouse	●	●	●	●	●	●	●	●	☆	●	●
Tim Evans	●	☆	●	●	☆	☆	●	●	●	☆	●

*Red dot in Resiliency or Competitiveness is automatic disqualification.