

## The **SOCA**score - Candidate Analysis for Frankie Wilson

**SOCA**score: 66%

Date test taken: 2nd June 2004  
Organisation Name: ABC Trading Company  
Send Comments to: George Bradshaw

### Consultant Comments

- Frankie's category scores show no areas of obvious weakness. She scored well in both sales ability and personality profile, suggesting that she is well qualified for her new role.
- Frankie's Technical Sales ability shows up as her major strength and she shows a particularly good understanding of processes. As a result, she is likely to be a strong closer.
- The test results indicate that Frankie may need to underpin market and product knowledge. This type of knowledge is particularly valuable if she is to perform her new sales role in a technical arena. Appropriate training is recommended.
- Her overall business understanding indicates a reasonable amount of time spent in other jobs, that may not necessarily be sales related, but will help her in sales roles.
- Frankie's Personality scores indicate that she will probably be more successful in an Account Management role as opposed to New Business sales; although there is no reason that she could not carry out either type of role easily.
- Frankie's highly developed ability to think under pressure will help her to handle customer objections comfortably and should prove valuable to her.
- Frankie's profile indicates that she has the potential to grow into more senior sales related roles in the future.
- Frankie has well rounded sales skills and her overall score of 66% indicates that she has the capability to readily manage multiple complex sales at any one given time.