



# WIMBUSH TELEMARKETING TEST RESULTS

RESULTS FOR: **Sample Name**  
 Company Name: Sample Company  
 Contact Person: Sample Contact  
 Position Applying for: Sample Position

Date: 2/28/2019

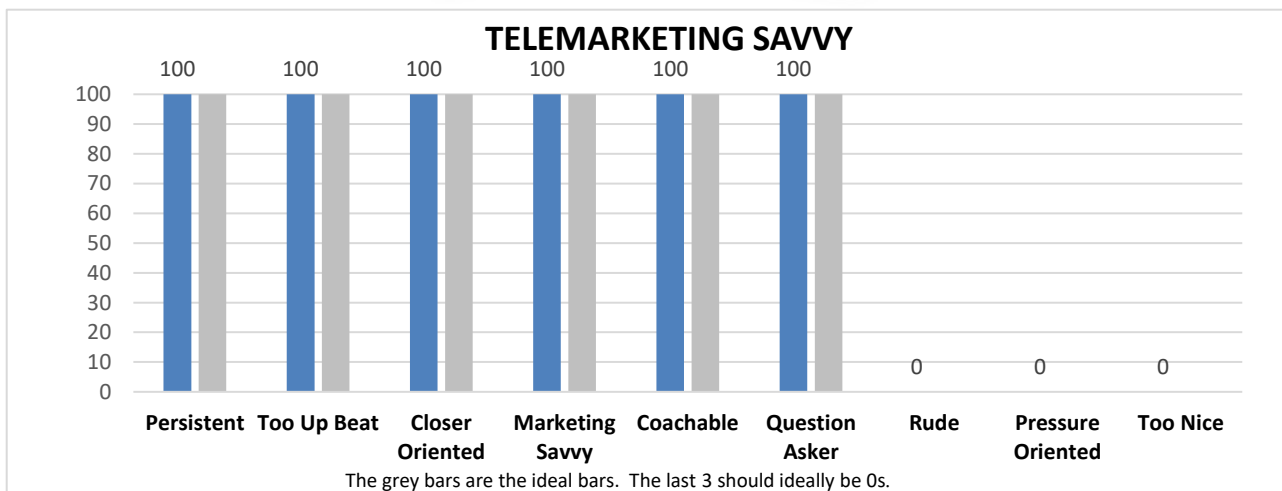
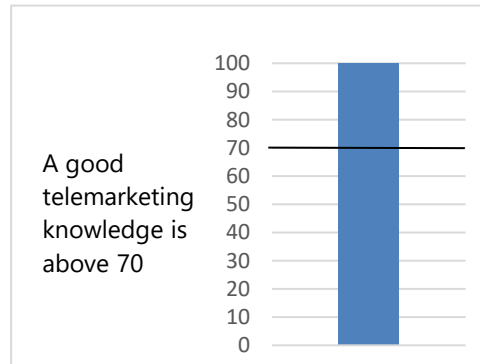
RESEARCHER'S COMMENTS: Please feel welcome to call me with any questions. 714.582.2730

**Excellent at Telemarketing savvy.**

Minutes Taken: 9

Overall Telemarketing: **120**

## TELEMARKETING SALES CHARTS





## Sample Name

### **PERSISTENT:**

**Says to immediately come back with another benefit or two if the prospect 'wants to think about it'.**

(When cold calling, good salespeople say you should immediately mention another benefit or two.)

**Says, intelligent persistence is a little more important than a good presentation.**

(Some studies show persistence is a key to sales success over clear presentations.)

### **TONE:**

**Says you should have an upbeat and friendly tone.**

(Good salespeople believe you should have an upbeat and friendly tone.)

### **CLOSING:**

**Prospect wants to set up an appointment now. Says to do so and then check interest.**

(Good salespeople set apts. as soon as possible and then check the prospect's interest.)

**Says to focus on short benefit statements and good follow up questions.**

(Good salespeople focus on short benefit statements and good follow up questions.)

**Says a good closing question is, 'What would a service like this mean to you?'**

(Good salespeople say a good closing question is, 'What would a service like this mean to you?')

### **COACHABLE:**

**Says it is important to figure out and get comfortable responding to objections that come up.**

(Good sales people believe it is important to figure out how to respond to objections.)

**Says to do company program and look for ways to improve even if no training is given.**

### **MARKETING SAVVY:**

**Good intelligent come back to, 'Your services are too expensive.'**

**Says, successful salespeople are not afraid to try new approaches.**

(Good salespeople say the most successful are not afraid to try new approaches.)

**Says, intelligent persistence is a little more important than a good presentation.**

(Some studies show persistence is a key to sales success over clear presentations.)