

Vortek Industrietechnik Field Sales Capability Assessment

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Field-sales role-play - structured candidate evaluation

Candidate	Markus Brandt
Report ID	VOR-FS-2026-0042
Assessment	Field sales capability - new-business sales role-play
Scenario	Skeptical operations manager (Herr Krause), busy automotive-parts plant, currently sourcing from an incumbent lubricant supplier
Format	AI-led voice role-play, approx. 12-15 minutes
Date of assessment	3 June 2026
Evaluation generated	4 June 2026
Decision owner	Human reviewer, Vortek Industrietechnik (this report does not decide)

Scope of this report. This report covers the following deliverables: 1) the candidate 2) scoring summary, 3) the key behavioural highlights, and an indicative hiring level. The 4) full conversation transcript is provided separately. The product is fictional; the candidate is assessed on commercial selling skill, not technical product knowledge.

1. Assessment Summary

This report scores a 12-to-15-minute AI-led role-play, in which Markus played a field-sales rep selling a high-performance industrial lubricant to a deliberately skeptical, time-pressured operations manager, across the five competencies shown in the scorecard below. The headline: a confident closer who secured a concrete trial order, held back by a weak opening and repetitive, assertion-led positioning.

Across the five categories, he opened without an introduction, company name or agenda (Opening, 2/5), asked a few good early questions but listened poorly and recycled claims the buyer flagged three times (Discovery, 3/5), and built a coherent but unproven case on better performance and market leadership (Positioning, 3/5). He stayed composed and cleared the operational objections on supply, changeover effort and price without resolving the core question of measurable benefit on the line (Objection Handling, 3/5), and his standout was the close (4/5): he sized a trial batch, set a delivery date, and secured a signed trial order with a named owner, though he conceded the full-supply switch.

SCORECARD AT A GLANCE

Competency	Score	Band	Weighting
A. Opening & Relationship Building	2 /5	Developing	Contextual
B. Needs Discovery & Questioning	3 /5	Competent	Medium
C. Product Positioning & Value	3 /5	Competent	Medium-high
D. Objection Handling	3 /5	Competent	High
E. Closing & Commitment	4 /5	Strong	Highest
Overall performance band	Developing closer (upper end, approaching strong)		
Indicative hiring level (non-binding)	Junior to Mid		

Scale: 5 Excellent, 4 Strong, 3 Competent, 2 Developing, 1 Weak, N/E Not enough evidence. Closing & Commitment is weighted most heavily, followed by Objection Handling and Positioning, then Discovery and Opening.

Scoring method and compliance

- Each competency is scored 1 to 5 from transcript evidence only; every score is justified with a quoted snippet. Behaviour not present in the transcript is marked as not enough evidence rather than assumed.
- Closing & Commitment is weighted most heavily because it is the strongest predictor of field sales performance.
- This report contains no hire or no-hire decision. The indicative hiring level and the performance band are non-binding observations to support a human reviewer, in line with EU AI Act expectations for AI-assisted hiring.
- Disclosure, consent and wrap-up portions of the call are excluded from scoring; only the in-character role-play is assessed.

2. Competency Scores**A. Opening & Relationship Building****Score: 2 / 5 (Developing)****BEHAVIOURAL OBSERVATIONS**

- Opened politely and acknowledged the manager's time, but gave no self-introduction, no company name and no credential to anchor credibility.
- Moved straight to the product and to a question, with no agenda or structure for the visit.
- Did not explicitly ask permission to proceed or frame how long the conversation would take.

STRENGTHS

- Courteous, businesslike tone; acknowledged that the manager made time for the visit.
- Opened with a question rather than an immediate pitch, which created some engagement.

DEVELOPMENT AREAS

- Introduce yourself and your company in the first two sentences to establish credibility.
- State a clear purpose and a short agenda, and ask permission to proceed within the manager's time.

EVIDENCE

Candidate: "Hello, good of you to make time. Lubricants are a real focus area for me - how important are they for your operation?" (no name or company stated)

B. Needs Discovery & Questioning**Score: 3 / 5 (Competent)****BEHAVIOURAL OBSERVATIONS**

- Asked two genuinely open questions early, which surfaced the manager's priorities: dependable protection for the machines, minimal disruption to the line, and reliable supply.
- Later asked useful practical questions to size the opportunity, including the plant's annual lubricant consumption.
- Listening was the weak link: the manager stated three times that the answer did not address the question asked.

STRENGTHS

- Good early open questions that drew out the manager's decision criteria.
- Sized the opportunity by asking about annual volume before proposing a trial.

DEVELOPMENT AREAS

- Use the manager's answers to tailor the pitch, rather than reverting to a standard message.
- Confirm understanding by reflecting the question back before answering, to close the repeated listening gap.

EVIDENCE

Candidate: "What matters most to you when you choose a lubricant for these machines?" (a strong open question that drew out the buyer's criteria)

Buyer: "That still doesn't really answer my question." (a recurring signal that answers missed the point)

C. Product Positioning & Value Communication

Score: **3 / 5** (Competent)

BEHAVIOURAL OBSERVATIONS

- Built a coherent value story: a next-generation lubricant with longer service intervals and lower wear, a broad fit across machine types, reliable supply, and strong total cost of ownership.
- Leaned heavily on assertion and brochure language (much better performance, market leader, there is data) which the manager repeatedly named as unproven.
- Did not sharpen the differentiation when pressed: the concrete question of how much downtime or wear actually falls on his lines was left unanswered.

STRENGTHS

- Clear, repeatable benefit set, with a credible commercial angle on service intervals and total cost.
- Connected the broad fit to a real plant benefit: one product across several machine types.

DEVELOPMENT AREAS

- When hard figures are not to hand, reframe to the practical difference rather than repeating the claim.
- Pick one differentiator per objection and make it concrete for the specific line or machine.

EVIDENCE

Candidate: *"It's a next-generation formulation - longer service intervals and noticeably less wear, with the same handling for your team."*

Buyer: *"Market leader' and 'there's data' are brochure words." (the differentiation never became concrete)*

D. Objection Handling

Score: **3 / 5** (Competent)

BEHAVIOURAL OBSERVATIONS

- Stayed composed and non-defensive across a heavy sequence of objections: satisfaction with the current supplier, an unfamiliar brand, proof of benefit, supply reliability, changeover effort, and price.
- Handled the operational objections cleanly and moved forward: identical handling and storage, confirmed price parity, and an early-delivery commitment.
- Recycled the same claim on the central performance objection instead of resolving or reframing it.

STRENGTHS

- Calm, professional manner throughout; never talked over the manager or became dismissive.
- Turned a hard objection (no local reference he could check) into a forward step (a trial batch).

DEVELOPMENT AREAS

- Treat the repeated performance challenge as the key objection and answer it directly or reframe, rather than repeating.
- Acknowledge the specific concern in the manager's own words before responding.

EVIDENCE

Candidate: *"Fair enough - then try it on one line with a small batch and see for yourself. What do you think?" (a constructive pivot to a trial)*

Buyer: *"That's the same claim as before." (the core objection went unresolved)*

E. Closing & Commitment

Score: **4 / 5** (Strong)

BEHAVIOURAL OBSERVATIONS

- Actively led toward a close rather than ending passively, and tied it to the manager's stated needs.

Sample Content - Company & Person are Fictional

- Sized the commitment to the plant, proposing a trial batch for one line against the full annual volume, with a set delivery date and a follow-up.
- Secured the binding next step, a signed trial order, and clarified the owner: the maintenance lead would sign it off.
- Conceded the full-supply switch, the strongest close, fairly readily, and the order step was prompted by the manager rather than originated by the candidate.

STRENGTHS

- Confident, specific close with concrete timing, volume and owner; clearly avoided a weak or passive ending.
- Handled the manager's hesitation by down-shifting from a full switch to a credible trial.

DEVELOPMENT AREAS

- Originate the ask for the signed order rather than confirming the manager's prompt.
- Make one more attempt at a larger commitment, and summarise the value crisply at the point of close.

EVIDENCE

Candidate: "Let's start with a trial batch for one line and we can deliver next month."

Buyer then candidate: "... so what do you need from me, a signed order?" - "Exactly, a signed trial order, and we take it from there."

3. Critical Assessment Indicators

Each indicator is rated Low, Moderate or High from the in-character role-play only.

Indicator	Rating	Justification
Confidence	High	Composed and persistent across repeated challenges; never rattled and kept the initiative.
Commercial drive	High	Consistently pushed toward the sale, sized the order, and asked for the signed trial.
Leads the conversation	Moderate	Kept initiative and closed turns with questions, but the manager repeatedly redirected him and teed up the final step.
Listening quality	Low to Moderate	The manager flagged three times that an answer missed the question; the candidate recycled claims.
Adaptability	Moderate	Down-shifted to a trial when the full switch was refused, but did not adapt the core message when it failed to land.
Emotional intelligence	Moderate	Polite and acknowledged time pressure, but missed mounting impatience signals.
Assertiveness	High	Drove proactively to a concrete next step and to the signed order.
Closing effectiveness	Moderate to High	Secured a concrete trial order with timing and owner, but not the full-supply switch.

4. Commitment Outcome

Highest commitment level reached: A sized trial order (one line) with concrete timing and a named owner, short of a full-supply switch.

On the playbook commitment ladder this sits between level 3 (a small trial order) and level 4 (a concrete next step with date and owner). The candidate proposed a trial batch for one production line against the plant's full annual volume, set a delivery date with feedback after the trial, and secured agreement to a signed trial order to be signed off by the maintenance lead. The gold-standard level 5, a signed contract for a 100% switch of the plant's lubricant supply, was explicitly declined.

THE CLOSING EXCHANGE

Sample Content - Company & Person are Fictional

Candidate: "Let's start with a trial batch for one line; we deliver next month and review after four weeks."

Buyer: "I'm not ready to move the whole plant over yet." (full switch declined)

Buyer then candidate: "My maintenance lead will sign it off - send him the order." (owner confirmed for the signed trial order)

5. Key Behavioural Highlights

1. [Strength] Sized the close to the plant's real volume before proposing a trial.

Candidate: "How much do you get through in a year? ... let's start with a trial batch for one line."

2. [Strength] Secured a binding next step with a clear owner and timing.

Candidate: "Exactly, a signed trial order. You try it for me and then we talk again."

3. [Development] Recycled an unsupported claim when pressed for specifics.

Buyer: "That's the same claim as before - better performance, less wear."

4. [Development] Weak opening: no introduction, company or agenda.

Candidate: "Lubricants are a real focus area for me - how important are they for your operation?"

6. Recommended Hiring Level (Indicative, Non-binding)

Indicative level: Junior to Mid

Overall performance band: Developing closer (upper end, approaching strong)

The closing instinct is the most mature part of the performance: he proactively secured a binding trial order with timing and owner, which is field-ready behaviour and unusual at junior level.

Discovery, listening and positioning read as earlier-stage: he relied on a standard message, did not resolve the key objection, and opened without an introduction. Taken together, the profile is stronger than entry-level on commercial drive and closing but not yet at a polished mid or senior standard. A reviewer might read it as ready for a junior field-sales role with structured coaching on discovery and message discipline, with mid-level potential.

Disclaimer. This indicative level and performance band are non-binding observations derived from a single 12- to-15-minute role-play. They are intended to support a human reviewer at the hiring company and are not a hiring decision, a ranking, or an automated assessment of the person.

Sample Content - Company & Person are Fictional