SALES PROFILE-R

Detect abilities and motivations in the field of sales

Sales Profile-R identifies the potential, competencies, and motivations needed to succeed in sales. As well as being an indispensable tool for recruitment, Sales Profile-R can also be used for training, internal mobility, and sales force audits.



Sales force/business development staff and MBA students



English, French, Spanish, German, Arabic, Portuguese, and Dutch



80 questions in a sales context



20 minutes

OBJECTIVES

- Recruitment
- Career management and training
- Sales force auditing

KEY FEATURES

- Sales potential score
- Social desirability indicator
- Matches the candidate's profile with 25 sales roles

DETAILS

Measures 12 behavioural traits grouped under 4 key skills-based dimensions:

- Client acquisition: Prospecting, approaching clients, combativeness
- Business development: Networking, strategic selling, customer satisfaction
- **Negotiation:** Understanding needs, pitching, closing deals
- **Selling:** Sales acumen, charisma, self-control

Results are matched with 25 sales roles representative of the needs in the area.

SAMPLE QUESTION

The most effective way to convince my client to buy my software is:

	To giv	/e him	/her a	free	trial	offer

To give him/her a discount

REPORT PRESENTATION

- Sales potential indicator
- General profile
- Graph
- Customised comments
- Summary of the profile
- Matching of candidate's profile with different sales positions and functions
- Matching of profile with company positions