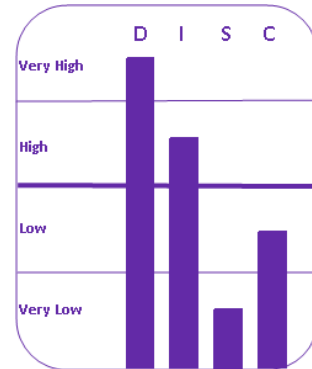


Sales Profile Report

First Name, Surname - Date (Client code)



Lion



Profile Ref: D/S 2

Primary Characteristics

This candidate has great sales drive and will rise to the occasion in a competitive environment. They have a naturally forceful character which means they are not easily deterred when the going gets tough. Assertive and confident in style, they find it easy to control the sales process and bring it to a conclusion. From time to time they are likely to become inquisitive and restless, always searching for new opportunities. Motivation is something this candidate is not short of and they find it easy to influence the decisions of others. They are always alert, mobile and a natural self-starter. They enjoy being noticed by others and will tend to use a demonstrative style to good effect.

Sales Style:

- Opening:** Very confident and controlled, with a natural friendly style.
- Fact finding:** Will be quite direct and good at controlling the process. They could come across as rushing a little in gathering detailed information as they will want to get to the point and move on.
- Presenting:** The presentation of information will be confident and to the point with little unnecessary information. Their presentation will be very motivational.
- Closing:** This part of the sales process should come very naturally to this candidate.
- Sales Role:** As a natural closer, they are very suited to either new business or a challenging account management role with regular opportunities to upsell.

Environment: A strong ability to sell, they may be more suited to a non-technical product or service. They will tend to thrive where there is some autonomy and not too much process and structure.

Key Motivator:

This candidate will seek and enjoy power and authority in your work. They will be more motivated if they can see a positive direction in their career development.

Basic Fears:

This candidate's basic fear is failure to succeed in their work. They will find a very controlling manager difficult and potentially demotivating.

Management Style:

This candidate is a natural leader with high expectations of those who work for them. Direct, driving, demanding and focused are all words at the core of this profile. They are a natural motivator of others and at times inspiring.

Communication Suggestions for Manager and Colleagues:

- Try to support their goal and objectives
 - Keep your relationship business-like
 - Do not attempt to establish a personal relationship
 - If you disagree with this person, argue the facts, not personal feelings
 - Give recognition to this person's ideas, not to them personally
 - Be succinct, efficient, time-disciplined and well organised
 - Emphasise their efficiency
-

How this person may appear:

- Impatient and impulsive
- Tries to dominate, or take over, direct
- Strong, assertive handshake (brief strong grip)
- Office and desk are probably disorganised. Office is functional, rather than comfortable
- They will generally be well dressed
- Can appear to be rude or blunt – will interrupt you, make phone calls or read while you are talking
- Restless and fidgety, leans forward when interested, may lean back or look away when waiting or bored

Homeworking Character Traits:

This group will tend to be confident and driven. They will also be quite self-motivated, self-sufficient, and likely to enjoy being more autonomous. This person is likely to transfer smoothly to homeworking.

Suggestions to manage and support this person when working from home

- They can be quite focused and assertive, so they will want to quickly understand the process, then get on with the transition so they can re-focus on their work.
- They may be quite demanding on equipment or services they require to support their work goals and objectives in the homeworking environment.
- As they will tend to have an emphasis on their efficiency, they will not require constant communication.
- Any communication during homeworking should be succinct, efficient, time-disciplined and well organised.
- In a homeworking environment this group will tend to set their own demanding work schedule and stick to it.
- This group will tend to focus on the work reason and facts for needing to work from home, and not their personal feelings.
- In communication, give recognition to their work ideas or successes, not to them personally.

Interview Questions:

These questions are design to test the attention to detail. This profile can tend to be very assertive and rush things. They may also adopt an “end justifies the means” approach.

1. Have you ever had to produce lengthy and detailed proposals?
 - a. How do you feel about doing these and how do you ensure the information is correct?
 - b. Provide an example of when you did this.
 - c. If I asked your manager about the quality of the end proposal, what would they say?
2. How do you feel about spending all your time in the office?
 - a. Give an example of when you were successful in that kind of environment.

Sales Character Trait Grid:

D/S 2 Natural Profile

The “Natural” profile report presents a view of the person’s core behavioural character traits. Matching a job role to these traits means a person is operating in a working environment that feels natural to them. This generates less stress and dramatically increases the likelihood of success.

Character Trait	Definition	Very Low	Low	High	Very High
Drive	Self-motivated, strong client meeting control, work-focused, ambitious, needs to achieve and be successful.				
Competitive	Very competitive and works hard to be the best.				
Communication	Excellent rapport builder, good at relationship management, a naturally influential and persuasive style, good communicator.				
Positive Attitude	Has very positive and optimistic attitude.				
Support	Likes dealing with customer problems and issues, very amiable and a good listener.				
Pace	Can be quite restless at times. Prefers a high paced work environment. Has high activity levels.				
Attention to Detail	Suited to technical/complex sales, tends to have a systematic approach, accurate paperwork, likes structure and process.				
Independence	A firm, independent style, has the ability to work autonomously and could be a bit strong-willed at times.				

Sales role	Definition	Very Low	Low	High	Very High
New Business	Good at prospecting and identifying new business opportunities, confident in closing, enjoys the win, positively manages rejection.				
Account Management	Develops good customer relationships, enjoys maintaining existing revenue and growing business steadily.				
Technical Sales	Good at selling or supporting the sales of a product or service with a high technical or complex element.				
Sales Support	Enjoys the management and completion of sales paperwork and processes. Supports and coordinates the sales team activity.				

Graph Meaning

Modified – This shows the person’s current behavioural traits in their working environment. Therefore, the following changes between the Modified and Natural graphs are an indication that the person is currently modifying their behaviour and should be investigated.

“D” = possible change in assertiveness. Lower = less, higher = more.

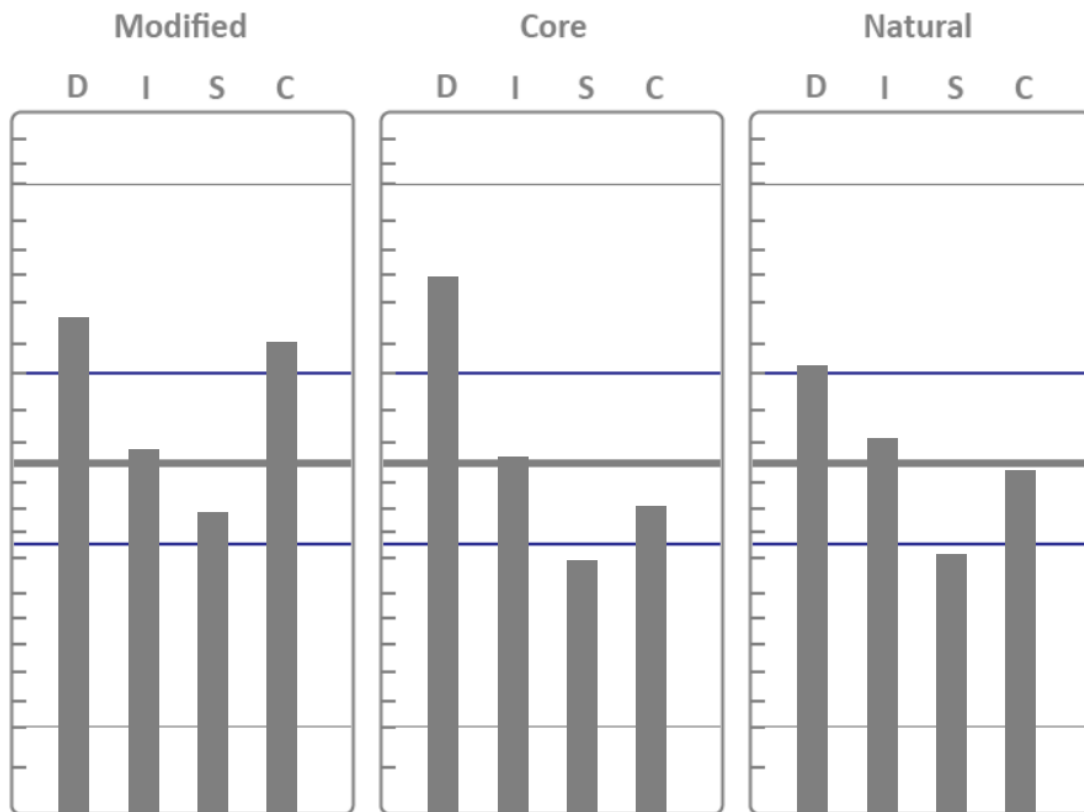
“I” = possible change in communication style. Lower = less outgoing, higher = more.

“S” = possible changes in pace. Significant changes here can also indicate stress.

“C” = possible changes in attention to detail. Lower = less, higher = more.

Core – how the person reacts under pressure

Natural – The “Natural” profile report presents a view of the person’s core behavioral character traits. Matching a job role to these traits means a person is operating in a working environment that feels natural to them. This generates less stress and dramatically increases the likelihood of success.



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