



Report designed for

**Sally Sample**

# Profiles Sales Indicator™ Management Report

Performance Model: Widget Bender

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Assessments & Services Provided By



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## Introduction

The Profiles Sales Indicator Management Report presents the following information you will find helpful for managing Sally Sample:

- **Summary Graph** – This chart provides a snapshot of the Sales Success Qualities Sally Sample brings to the job. It shows the overall match to the job and individual scores. You will also see how the scores match the target pattern.
- **Sales Success Qualities** – This section of the report has a more complete description of the Sales Success Qualities you can expect from Sally Sample.
- **Critical Sales Behaviors** – This section describes Sally Sample with regard to seven Critical Sales Behaviors considered important for success in selling.

This Performance Model should reflect your expectations and/or how your top performers responded to the Profiles Sales Indicator. The report indicates how this individual's results compared with the model of Widget Bender. A continuing review of the impact and effectiveness of this Performance Model is important to ensure that it reflects your company's needs and culture.

Please consult the User's Guide for additional information on using these results when working with Sally. As discussed in the User's Guide for this product, the results from this or any assessment should never make up more than a third of the final decision in placements.

## Summary Graph

When viewing the scales on this page, the darker shading represents the Performance Model for the role of Widget Bender. The larger box indicates the individual's score.

### Competitiveness



### Self-reliance



### Persistence



### Energy



### Sales Drive



Distortion for this assessment is within the acceptable range.

Sally Sample has an Overall Job Match of **69%** for the position of Widget Bender.

## Sales Success Qualities

This section further details the results for Ms. Sample. For each quality, you will see the Performance Model and the score obtained. Following this, the bulleted statements from the individual's report are shown, along with comments directed toward her supervisor. Should the score fall outside of the Performance Model, additional comments are provided.

### Competitiveness



#### Behavioral Considerations

- Some individuals express themselves less enthusiastically than she does, which may be a cause for some frustration for her. When her patience with others wears thin, you may have to mediate between the players in such a situation.
- She is often one of the first to accept a leadership role, and may even find following others tedious. The occasional assignment of the role of follower could help to build a tolerance for the leadership of others.
- The assertiveness and competitiveness needed to pursue sales with confidence come naturally for her. She should express herself well with clients, if only rarely too forcefully.
- Her confidence in expressing herself may occasionally be misinterpreted as unwarranted pride. Overconfidence may come into play depending on her skill at being objective about her abilities and personal strengths.

### Additional Considerations

On the Competitiveness scale Ms. Sample is above the profile for this Performance Model. This suggests that her willingness to influence others and desire to win are greater than the position typically expects of its successful people. Discussions with her should explore the possibility that the position may not challenge her need for influence and competition, leading to a drop in her interest and/or level of performance.

### Self-reliance

*Welcomes support  
Appreciates the need  
for procedures*



*Independent  
Individualistic*

### Behavioral Considerations

- She is capable of performing well when she is allowed to determine the process toward a goal in a self-reliant fashion. Encourage as much of this as possible, noting for her what elements of this behavior work best in your organization.
- The solitary aspect of some sales careers (doing her best on her own) can be fun for her but she also appreciates the occasion to work with others cooperatively. Try to mix the requirements of her work so that both cooperative and independent tasks call for her attention.
- Her above-average autonomy and individualism may often lead to innovative goal setting and accomplishment. You may have to occasionally define what works creatively in your sales environment and what is too improbable.
- She is willing to turn to another salesperson for advice when she encounters a unique problem at work, but tends to favor a reasonable level of self-sufficiency. Try to ascertain her present or ongoing need for independence and make yourself available when needed.

### Additional Considerations

On the Self-Reliance scale Ms. Sample scored comparably with most people. However, her score is above the designated profile for this particular Performance Model. This suggests that her self-reliance is greater than the position typically requires but that she should have no problem with the capability to work under supervisory guidance. Interview questions should explore the possibility that the position may not be sufficiently self-directed to maintain her interest and/or level of performance.

### Persistence



### Behavioral Considerations

- When others become stressed, it may affect how she thinks as well, dependent upon how organized she is. Basically, this implies that organization may help her otherwise sensitivities, as her persistence is in the average range.
- Other people may test her tolerance, especially when she is under great tension. This intolerance refers to emotional toughness. You may need to provide her with ways to blow off steam, as appropriate.
- She may sometimes work at what she is most successful with, but sidestep risking failure in additional undertakings. Providing support and encouragement may build her ability to hazard potential failure in the pursuit of success.
- Failure may be difficult for her from time to time, but she does seem to have the traits needed to accept occasional risk. Encourage her moderate acceptance of risk in order to enhance her overall sales effectiveness.

### Energy

*Systematic  
Steady paced*



*High endurance  
Spontaneous*

### Behavioral Considerations

- The hustle and bustle of a dynamic profession can be motivational for her, but she can appreciate the opportunity to relax and catch her breath. Provide opportunities to regroup and prepare for the next challenge.
- She is often on the move, but occasionally requires time to recuperate. You should be able to rely on her ability to keep up a good pace.
- Coping with numerous responsibilities at the same time can create a moderate challenge for her.
- Working behind a desk, with little or no change in the routine, can sometimes be rather annoying for her. Her ability to respond with enthusiasm may be encouraged with spontaneous goal setting and impromptu sessions of brainstorming with you or team members.

### Sales Drive



### **Behavioral Considerations**

- She tends to call attention to individual merits over group results when applauding the work of others.
- She is able to state her outlook decisively and with conviction. Try to also build her ability to listen closely and take into account the views of others when appropriate.
- She derives motivation from within, occasionally taking the lead as a source of encouragement to others.
- She rarely dismisses an opportunity and may notice others being more cautious than she is. Counsel her, if needed, on her strong drive. Convey an understanding that others may differ in their approach, if not in their goals, without affecting the overall success potential of the team.

## Critical Sales Behaviors

This section describes what kind of sales behavior Ms. Sample could demonstrate if properly trained for the position under consideration. If she is a good match to the position this information is very important.

If Ms. Sample is not a good match to the Performance Model you have developed for this position, you should disregard the comments made in this section. However, if you have other sales positions available you should re-run the Profiles Sales Indicator with the Performance Models developed for those positions. Should she be a good match for any of these other positions, then use this section of the report to support your decision.

### Prospecting

More often than not, Ms. Sample has the energy to hunt for opportunities. She tends to be most effective in prospecting when it is done in brief spurts of activity rather than over an extended period of time. Trusting her own ability to develop an approach, she will tend to display innovation in developing a list of prospects and qualifying them for a sales call.

### Closing The Sale

Ms. Sample is usually willing to move toward a close from the very beginning of the presentation. Her confidence and competitiveness are quite high. With an average level of persistence and a high level of sales drive, she should consistently demonstrate the motivation to present her product in the most favorable perspective and use a variety of approaches to help the prospect appreciate their need for the product.

### Call Reluctance

Typically, call reluctance will be only an occasional hurdle rather than a real problem for Ms. Sample. Because of her resistance to rejection, Ms. Sample should show a consistent level of confidence when placing sales calls. She should be willing to pursue the sales process to completion in a consistent manner. Her high sales drive serves her well in pushing through any periods of doubt that may occur.

### **Self-starting**

If given the opportunity to add excitement to her daily events, Ms. Sample accepts it with interest. The bustle and stress of a fast paced profession is very motivational for her. Energetic and driven, Ms. Sample should prove to be an individual who takes initiative, gets things going during lull periods and uses resources to maximize such initiative. Ms. Sample tends to work out the details of how she will complete tasks on her own and is likely to accept additional challenges in order to satisfy her drive and energy. Her autonomy and individualism are higher than many people which leads to unique goal setting and accomplishment. Ms. Sample derives motivation from within, taking the lead as a source of encouragement to others. She may need greater competitive challenges in order to maintain her initiative and satisfaction.

### **Working With A Team**

It is often easy for Ms. Sample to lead others and direct the course of action, yet she can also be perceived as rather dominant by some. When competition takes form, she should be ready for the challenge and may be interested in directing others toward competitive goals. Her drive and individualism are high, and this may occasionally overshadow her willingness to coordinate the team and encourage cooperative efforts. She may prefer to set her own direction and establish personal methods rather than doing so as part of a consensus. Rarely does it take an outside motivation, like the inspiration of the team, to get her going. Ms. Sample derives motivation from within and may be willing to take the lead as a source of encouragement to others within the limits of her relatively high self-reliance.

### **Building And Maintaining Relationships**

Ms. Sample is balanced in terms of her approach to building relationships. She has relatively high energy and autonomy under the right conditions. This should encourage her when initiating relations with clients, but it may occasionally create boundaries for how much individualism she is willing to sacrifice. A relationship that suffers only an occasional snag when initiated is most favorable for her interpersonal style.

### **Compensation Preference**

When competition takes form, she will often be ready for the challenge. Ms. Sample is primarily motivated by winning and the chase that concludes with a successful sale. She has a highly developed drive for sales and a focus on getting results. She has a self-reliance that is higher than average which should add to her motivation and compensation needs. Ms. Sample derives motivation from within, occasionally taking the lead as a source of encouragement to others. Although the service she provides to customers and clients is essential, the winning aspects of successful sales are the greatest reward for her.