

## **SALES PROFILE-R**

### **Detecting sales potential**

The **Sales Profile-R** assesses one's commercial potential, by revealing an individual's scores on the abilities and motivations in the field of sales.

#### **OBJECTIVES:**

- Recruitment.
- Training and evaluation of employees.
- Sales force auditing

#### **TARGET GROUP:**

All sales related positions such as sales managers, telemarketers.

#### **QUESTIONNAIRE:**

83 contextual questions.  
12 to 15 minutes.

#### **KEYFEATURES**

- Sales potential score.
- Social desirability indicator (inclination to present oneself favorably).
- Matches the candidate's profile with 11 sales functions.
- Available in English, French, Spanish.

#### **RESULTS ARE MATCHED WITH 11 BUSINESS TASKS**

- B2B salesperson
- B2C salesperson
- Telemarketer
- Customer service representative
- Product manager
- Negotiator
- Account manager

- Sales engineer
- Salesperson/demonstrator
- Key account sales representative
- Salesperson (shop)

## **REPORT PRESENTATION:**

- Indicator
- General profile
- Graph
- Customized comments
- Summary of the profile
- Matching of candidate's profile with different sales positions and functions
- Matching of profile with company positions