# 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 show him/her how it will increase his/her productivity

☐ To give 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