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.

80 questions in a sales context

20 minutes

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

Sales force and business development staff, MBA students

OBJECTIVES

- Recruitment
- Career management and training
- Sales force auditing

KEY FEATURES

- Sales potential score
- Social desirability indicator
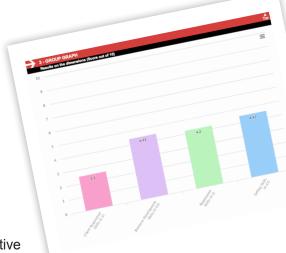- Matches the candidate's profile with 11 sales functions

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 11 roles

- B2B salesperson
- B2C salesperson
- Telemarketer
- Customer service representative
- Product manager
- Negotiator
- Account manager
- Sales engineer
- Salesperson/product demonstrator
- Key account sales representative

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

Graph