

We thank you for taking the test and for your support and participation. Your report is presented in multiple sections as given below:

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Indicators

Social Desirability

0.9 0  10

A high score (more than 5 out of 10) implies that the candidate has tried to respond in a "favorable" manner that may render his/her responses invalid. The average score on this factor is 3.0.

Sales Potential Score

40 0  100

The Sales Potential indicator gives a global view of the predispositions of a candidate or employee for a career in sales.

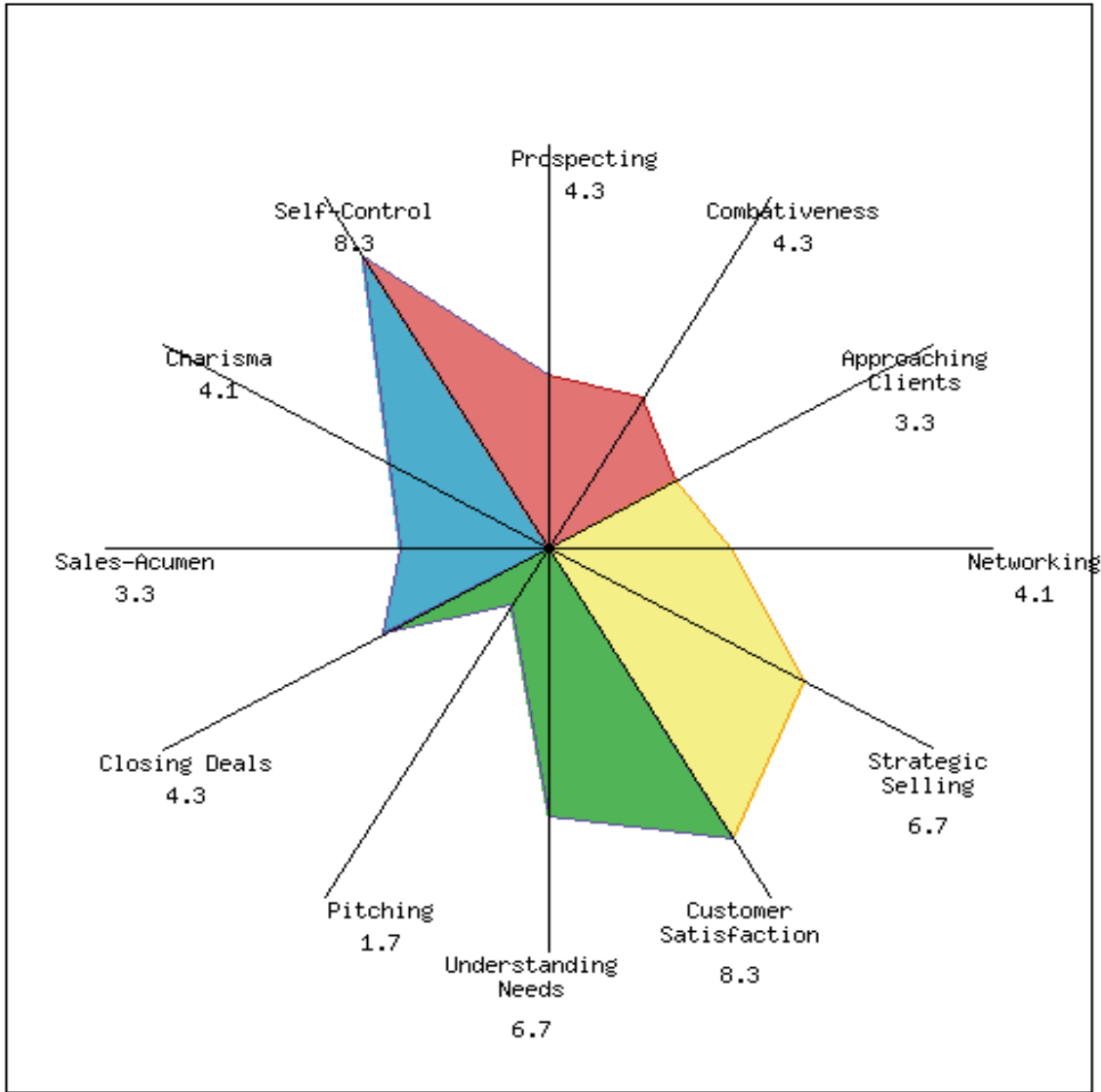
The maximum score is of 100 (exceptional sales people).

This indicator is measured from the items showing the most difference in responses between sales people and non sales people (t-test) while considering other external criteria like commercial performance.

DESAI's profile

Main results

Principal results (score out of 10)



Legend

- Client Acquisition Skills
- Business Development Skills
- Negotiation Skills
- Selling Skills

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Detailed results

Position of the candidate/employee against standard behavioral dimensions related to sales.

For every behavioral dimension, scores range from 0 to 10.

1 Client Acquisition Skills	4.0
2 Business Development Skills	6.4
3 Negotiation Skills	4.2
4 Selling Skills	5.3

Client Acquisition Skills 4.0
 Being on the hunt for new clients, this type of sales person focuses on prospecting and entering new markets in order to gain clients and substantially increase turnover. He or she is like the company motor, taking initiative, acting boldly, and being perseverant in order to reach objectives.

Prospecting 4.3
 While interested in direct marketing, HEM, will nevertheless have to force himself to make contact with new clients. He can concentrate on certain prospects, but he will quickly get discouraged with difficult clients. He must work on techniques to hook clients in order to expand his relationship skills.

Combativeness 4.3
 Being competitive yet attentive, HEM, will think hard before committing to a challenge, in order to optimize his efforts as required and thereby reach his objectives. With more motivation, he could become more combative.

Approaching Clients 3.3
 Being someone who rarely initiates sales-related conversations, HEM, will not always approach prospects spontaneously and confidently. If a job requires him to be in direct contact with clients, he will have to work on his self-assurance and confidence.

Business Development Skills 6.4
 These sales people make of the most of and build their client base. They build their networks and are reassuring to clients, being available and personable. They focus on, whenever possible, building strategic relationships and they are patient and effective when following up on clients.

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Networking	4.1
HEM maintains good relationships with clients, but does not spontaneously try to make contact with decision-makers. By becoming more aware of his relationship potential, he could build his network and find opportunities to make sales.	
Strategic Selling	6.7
HEM can manage key accounts and implement customized projects. He likes being an esteemed partner to clients and working on strategic sales and partnerships. He shows that he is patient during negotiations that take much time to get finished.	
Customer Satisfaction	8.3
Being very dedicated, HEM is committed to making clients fully satisfied with his services, and he will take whatever time is necessary to follow up. He focuses mostly on customer satisfaction over other sales objectives.	
Negotiation Skills	4.2
Negotiation skills are crucial for sales people whether they are best at getting new clients or nurturing existing ones. A good negotiator can promote products and services by listening closely to clients and adapting the sales pitch, the goal being to reach an agreement under the best possible conditions.	
Understanding Needs	6.7
HEM does not hesitate to spend whatever time is necessary in preparing for a negotiation. He knows how to draw out and interpret verbal and non-verbal signals from clients. He can therefore effectively personalize his strategy.	
Pitching	1.7
When dealing with a client's objections, HEM may not be able to think quickly and respond. Furthermore he may not be able to positively present his product or service. His pitch tends to be uniform regardless of who his client is.	
Closing Deals	4.3
During the negotiation process, HEM must force himself to ask for the signature. Some situations may immobilize him, but he will try his best to maintain his margin and close the sale.	
Selling Skills	5.3
Sales acumen refers to the candidate's natural disposition and skills for winning new contracts, being assertive, and showing self-control. These skills characterise the candidate's profile, personality and selling style.	

DESAI's profile

Sales-Acumen

3.3

HEM tends to think that sales are more of a duty than a game. He may lack the audacity and conviction that are needed during negotiations. With a less cartesian approach, he could negotiate deals with more spontaneity.

Charisma

4.1

When a situation calls for it, HEM can intervene in a discussion and express his point of view. However he does not find it useful to attract attention, and he can remain in the background if he thinks it is sensible to do so. He should become more self-assured when dealing with clients.

Self-Control

8.3

Apparently nothing can shake HEM. He always manages to control his emotions when faced with unexpected events or difficulties. When dealing with a problem, he will find the best solution by thinking clearly.

Personalized analysis of the report

The personality traits that are distinct to the profile of HEM. [REDACTED] are:

Candidate's strengths

- > [Self-control] Nothing can shake HEM, [REDACTED]. He copes with tough situations calmly and thoughtfully, while remaining enthusiastic. He knows how to step back and be objective in order to make the smartest business offer.
- > [Customer satisfaction] Being enthusiastic about providing good service, HEM, [REDACTED] is committed to make customers totally satisfied. He will do whatever it takes to meet their needs, even if that makes a difference to the sales objectives.
- > [Strategic selling] Being good at working with complex sales and managing key accounts, HEM, [REDACTED] can deliver customized projects that involve several people. He positions himself as the client's partner and takes whatever time is needed to study specific needs.

Areas to develop

- > [Pitching] When faced with clients' objections or hesitations, HEM, [REDACTED] is unable to respond quickly, and he has trouble emphasizing on the value of his offer. His pitch tends to always be the same. He must work on his sales arguments and on being better prepared for negotiations.
- > [Approaching Clients] Having to force himself to make the initial contact, HEM, [REDACTED] will have difficulties in approaching prospects. Therefore he must develop assurance and confidence in himself.
- > [Sales Acumen] Being quite cartesian, HEM, [REDACTED] considers sales to be more of a duty and a procedure rather than a marketplace for bargaining. By showing more spontaneity in his conversations and negotiations, he could improve his ability to convince clients.

Examples of professions that could correspond to HEM, [REDACTED]'s personality are :

- * Customer service representative
- * Account manager

How different professions suit the profile

The main positions within the field of sales are placed by degree of correspondance to the profile of the candidate/employee.

A perfect match between the profile of the position and the profile of the candidate would correspond to 100 %. The score must be at least equal to 60% to be considered a good match

COMMERCIAL FUNCTIONS/PROFESSIONS - Sales Profile R

1	Customer service representative	97%
2	Account manager	61%
3	Sales engineer	54%
4	Key account sales representative	52%
5	Salesperson (shop)	46%
6	Negotiator	45%
7	Telemarketer	45%
8	B2B salesperson	42%
9	Product manager	41%
10	B2C salesperson	38%
11	Salesperson/demonstrator	36%

1 **Customer service representative** 97%
Customer service representative, technical support...

Customer care positions involve providing follow-up, building customer loyalty, addressing requests, and proposing new products and services to customers.

2 **Account manager** 61%
Banking advisor, insurance agent, investment advisor

An account manager takes care of existing clients and builds customer loyalty. This person may work with companies or private clients and will recommend products and services based on the client's needs.

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