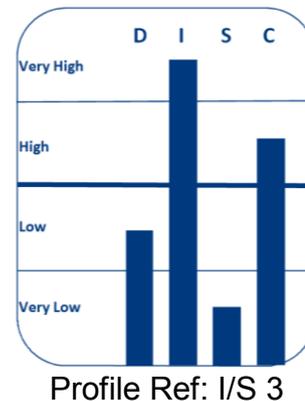


Sample Candidate - Aaron Wallis Profile Report (AWSR4401)



Overview of the Sales Profile Assessment

This work style questionnaire has been created to assist with the selection of sales staff. It is based on DiSC® personality theory of psychologist William Marston which is used by thousands of organisations around the world. This sales specific theory has been developed and tested by over five thousand sales people, prior to its commercial release. DiSC® assessment is used in many fields to gauge things like work habits, management potential, conflict resolution, and leadership style.

This profile was generated by an online questionnaire where the applicant has made choices between adjectives and how these describe themselves in the workplace. The resulting report is based on these choices and the data on the profile focuses on four different areas - Dominance, Influence, Steadiness (or pace) and Conscientiousness (or compliance). The report suggests characteristics, traits, styles and motivators commonly associated with this profile.

This tool should be used as an aid for interviewing and always deployed in association with other selection tools such as application forms, a CV, interviews and references. The conclusions in the report are based upon a methodical comparison against previous respondents and the validation criteria. You should always consider that the results could have been influenced by the environment in which the questionnaire was undertaken, or through previous experience. Therefore, the tool should never be solely used as a basis for your recruitment decisions.

Primary Characteristics

This candidate has very good people sales skills and will prefer a regular relationship sales environment. Their naturally friendly and positive character means they will establish rapport and trust quite quickly. Persuasive and relatively confident in style, they find it easy to communicate their ideas in the sales process and bring it to a conclusion. This candidate is likely to be alert and active, always searching for new opportunities. Their self-motivation is usually quite good if working in a positive environment. They find it easy to influence the decisions of others but may be tested if against a very dominant and assertive person. This candidate is always alert, mobile and naturally a good communicator.

Sales Style:

- Opening:** Friendly and outgoing and should establish rapport very well.
- Fact finding:** May not always demonstrate complete control of the sales meeting and could miss some important facts if not careful.
- Presenting:** The presentation of information will tend to be detailed and friendly with good interaction.
- Closing:** This part of the sales process could present some challenges. However, these challenges will tend to be overcome in a more technical situation where they know their product or service well.
- Sales Role:** Suitable for field or telephone based roles. This candidate will tend to take sales rejection quite hard, but they do have a natural ability to recover. This along with their competitive style makes them ideal in an account management role or new business if selling a more complex or technical product or service. Due to their natural interpersonal skills, they will be good at building and maintaining customer relationships.
- Environment:** A strong ability to sell a complex and technical product or service and work in a highly structured environment.
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Key Motivator:

They seek and enjoy public praise and recognition, particularly amongst their peer group.

Basic Fears:

This candidate is a people person and team player. They do not like rejection, particularly by those close to them.

Management Style:

They will tend to have a friendly and motivational style of management, which could prove stressful in a demanding sales environment. It is possible they may find it difficult to lead a team of strong individuals as their natural desire is to persuade rather than direct. This could change if it is a technical product or service, in which case confidence will increase.

Interview Questions:

Questions 1 & 2 are designed to explore their ability to concentrate on detail when required.

1. Have you ever had to produce lengthy and detailed proposals?
 - a. How do you feel about doing these and how do you ensure the information is correct?
 - b. Provide an example of when you did this.
 - c. If I asked your manager about the quality of the end proposal, what would they say?
2. How do you feel about spending all your time in the office?
 - a. Give an example of when you were successful in that kind of environment.

This profile is very personable but may shy away when required to take control of assertive people or stressful situations. Questions 3 - 6 should help to probe this.

3. How do you tend to manage people that you find to be very assertive and possibly intimidating?
 - a. Can you give me an example?
 4. What type of selling do you prefer: New Business or Account Management, and why?
 5. Can you give me three reasons why you wouldn't close an order at the first meeting?
 6. If you knew your manager was wrong about something, would you tell them or get on with things the best you can?
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Sales Character Trait Grid:

I/S 3 Natural Profile

The “Natural” profile report presents a view of the person’s core behavioural character traits. Matching a job role to these traits means a person is operating in a working environment that feels natural to them. This generates less stress and dramatically increases the likelihood of success.

Character Trait	Definition	Very Low	Low	High	Very High
Drive	Self-motivated, strong client meeting control, work-focused, ambitious, needs to achieve and be successful.	■			
Competitive	Very competitive and works hard to be the best.	■			
Communication	Excellent rapport builder, good at relationship management, a naturally influential and persuasive style, good communicator.	■			
Positive Attitude	Has very positive and optimistic attitude.	■			
Support	Likes dealing with customer problems and issues, very amiable and a good listener.	■			
Pace	Can be quite restless at times. Prefers a high paced work environment. Has high activity levels.	■			
Attention to Detail	Suited to technical/complex sales, tends to have a systematic approach, accurate paperwork, likes structure and process.	■			
Independence	A firm, independent style, has the ability to work autonomously and could be a bit strong-willed at times.	■			

Sales role	Definition	Very Low	Low	High	Very High
New Business	Good at prospecting and identifying new business opportunities, confident in closing, enjoys the win, positively manages rejection.	■			
Account Management	Develops good customer relationships, enjoys maintaining existing revenue and growing business steadily.	■			
Technical Sales	Good at selling or supporting the sales of a product or service with a high technical or complex element.	■			
Sales Support	Enjoys the management and completion of sales paperwork and processes. Supports and coordinates the sales team activity.	■			