



HALISI CONSULTING

SALES PROFILE-R - CENTRAL TEST

SAMPLE TEST's profile

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

4.5 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

48 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.

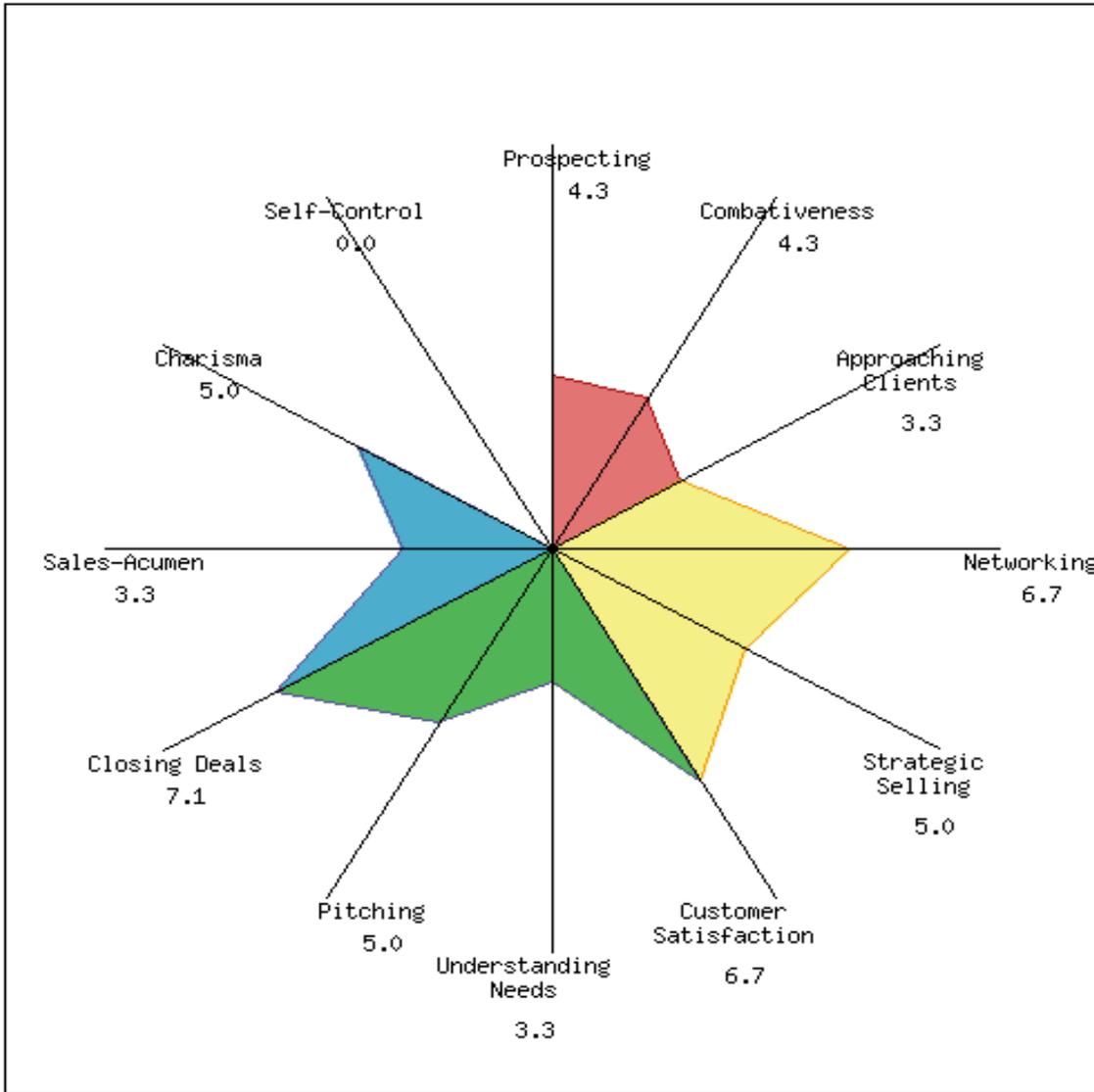


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HALISI CONSULTING Main results

Principal results (score out of 10)



Legend

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

Taken on 16/10/2015



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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	6.1
3 Negotiation Skills	5.2
4 Selling Skills	2.8

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, SAMPLE 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, SAMPLE will think hard before committing to a challenge, in order to optimise 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, SAMPLE 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 6.1
These sales people make the most of and build their client base. They build their networks and are reassuring to clients, being available and personable. They focus whenever possible on building strategic relationships and they are patient and effective when following up on clients.

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Networking

6.7

For SAMPLE, the conversation does not stop once the contract is signed. He maintains good relationships with clients outside of the negotiation process. Being aware of the potential of his network, he knows how to use it wisely in order to quickly reach his goals.

Strategic Selling

5.0

SAMPLE enjoys taking care of key accounts and implementing customised projects. He likes being an esteemed partner to his clients and taking part in long-term negotiations. By learning to enjoy complex sales even more, he will be able to take on bigger challenges.

Customer Satisfaction

6.7

SAMPLE always makes sure that clients are fully satisfied with his services, even if this requires much of his time. He carefully follows up on clients who buy his services and this keeps clients coming back.

Negotiation Skills

5.2

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

3.3

SAMPLE seems to have difficulty in determining a client's needs. He will therefore have a tough time during the negotiation process, lacking preparation and specific arguments. He could improve his effectiveness by listening more closely and analysing the client's needs.

Pitching

5.0

SAMPLE knows how to address his client's needs, while presenting his argument and being able to think quickly and provide answers, even though some objections may unsettle him. By working on these skills, he will improve his pitch by adapting it to fit his prospect.

Closing Deals

7.1

SAMPLE insists on maintaining his margin and quickly getting the client to sign. Not easily shaken, he rarely gives unjustified discounts and he keeps discussions concrete and effective.

Selling Skills

2.8

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.



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Sales-Acumen

3.3

SAMPLE tends to think that sales is 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

5.0

SAMPLE does not hesitate to express his points of view and will even try to impose his opinion if he deems it necessary. He makes an effort to choose his words carefully. He likes observing and listening as much as he likes being the centre of a conversation.

Self-Control

0.0

Having an impulsive nature, SAMPLE may let his emotions take over during difficult situations, especially when the pressure to sell is too high, or if he is not yet making enough sales. His spontaneity may lead him to say things he will regret later.

Personalized analysis of the report

In this section you will find the features that stand out the most in SAMPLE's profile.

Candidate's strengths

- > [Closing deals] SAMPLE will do whatever it takes to maintain his margin, while quickly closing the sale. He knows how to direct discussions towards the terms and conditions of the sale.
- > [Customer satisfaction] Having a sharp sense of service, SAMPLE makes sure that services are rendered properly and that customers are satisfied. He rigorously follows up on clients and takes whatever time is necessary to address specific client needs.
- > [Networking] Having good relationship skills, SAMPLE can build trust and long-lasting relationships with clients. He has friendly relationships with them, especially with decision-makers, in order to build his network and seize new opportunities.

Areas to develop

- > [Self-control] Being impulsive, SAMPLE risks not being able to withstand sales pressure, and he may become impatient when dealing with a difficult client or when results are slow to come in.
- > [Approaching Clients] Having to force himself to make the initial contact, SAMPLE will have difficulties in approaching prospects. Therefore he must develop assurance and confidence in himself.
- > [Sales Acumen] Being quite cartesian, SAMPLE 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.

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	Key account sales representative	53%
2	Account manager	51%
3	Product manager	50%
4	B2B salesperson	49%
5	Negotiator	49%
6	Sales engineer	45%
7	B2C salesperson	39%
8	Salesperson (shop)	37%
9	Salesperson/demonstrator	36%
10	Customer service representative	34%
11	Telemarketer	29%