First Name, Surname - Profile Report (Client code)

D   I   S   C

Very High

High

Low

Very Low

Chameleon
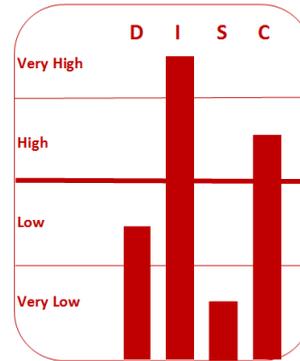
Profile Ref: I/S 3

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. 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.

Role Match	Definition	Very Low	Low	Med	High	Very High
Outbound New Business	Good at prospecting and identifying new business opportunities, confident in closing, enjoys the win, positively manages rejection.	█	█			
Inbound New Business	Good at identifying new business opportunities, confident in closing, enjoys the win, positively manages rejection.	█	█	█		
Telephone Account Management	Develops good customer relationships, enjoys maintaining existing revenue and growing business steadily.	█	█	█	█	█
Inbound/Outbound Technical Sales	Good at selling a product or service with a high technical or complex element.	█	█	█	█	
Inbound/Outbound Highly Regulated Sales	Good at selling a product or service with a high consultation element	█				
Inbound Customer Service	Enjoys the management and completion of sales paperwork and processes. Supports and coordinates the sales team activity.	█	█	█		

Agent 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.

Environment: A strong ability to sell a complex and technical product or service and work in a highly structured environment.

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.

Communication Suggestions for Manager and Colleagues:

- Get them to talk about opinions, ideas and dreams
- Try to develop mutually stimulating ideas together
- Try not to argue, instead explore alternative solution you can both share with enthusiasm
- Summarise in writing what you both agree upon
- Be entertaining and fast moving
- They are positively affected if you use testimonials from important people or companies with which they can relate

How this person may appear:

- Very enthusiastic and friendly
- Positive and verbal, tells stories and anecdotes
- Could appear superficial and impulsive
- Very friendly handshake – pump or hold
- Office may well be untidy and disorganised. May have pictures of self or awards for performance
- Well dressed, stylish, fashionable, gimmicks, executive toys, the latest electronic gadget
- Will talk with their hands, very tactile
- May delay a decision, prefers to persuade or coach rather than confront, or demand

Homeworking Character Traits:

Communication and interaction are at the core of this person's profile. They will tend to suffer loneliness very quickly and could become depressed if not kept motivated. Homeworking could become challenging and demotivating after a relatively short period of time.

Suggestions to manage and support this person when working from home
- This is a very positive, enthusiastic and friendly group and will feel the isolation of homeworking more than all other groups.
- They are likely to appear the most enthusiastic of all the groups in the idea of transferring to homeworking, but the lack of team interaction will soon take its toll.
- Being very gregarious and tactile by nature, they are likely to leave their work and gravitate towards others in the house.
- Regular daily contact is essential with this group, not only by the company, but also by work colleagues and those in their team. Constant interaction is absolutely key.
- In communication with them, try not to argue or be negative, instead explore alternative positive solutions. Their greatest fear is rejection, which will be heightened when working on their own.
- Video conferencing should be used for communication with work and colleagues when possible.
- Summarise conversations in writing with what you both agree upon.

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?

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	Med	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.	█	█			

Graph Meaning

Modified – This shows the person's current behavioural traits in their working environment. Therefore, the following changes between the Modified and Natural graphs are an indication that the person is currently modifying their behaviour and should be investigated.

"D" = possible change in assertiveness. Lower = less, higher = more.

"I" = possible change in communication style. Lower = less outgoing, higher = more.

"S" = possible changes in pace. Significant changes here can also indicate stress.

"C" = possible changes in attention to detail. Lower = less, higher = more.

Core – how the person reacts under pressure

Natural – The "Natural" profile report presents a view of the person's core behavioral 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.