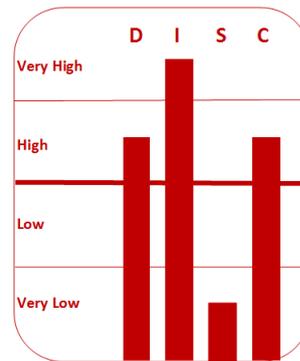# Sales & Contact Centre Report

Profile Ref: I/S 4

Introduction

The SalesMatch Behavioural Assessment process is based on the well-known, tried and tested DISC psychometric theory, use by thousands of organisations round the world. It centres around four different personality traits: Dominance, Inducement, Submission, and Compliance. The SalesMatch sales algorithm analyses this data to produce this specialist report. The DISC assessment is used in many fields to gauge things like work habits, management potential, conflict resolution, and leadership style.

About this Report

The questionnaire is a self-report tool and therefor the results reflect the individual's self-perception. Our extensive research has shown this to be a good indicator of how people are likely to behave in their role.

SalesMatch has undergone significant diversity testing to try to ensure that the results are a fair representation across gender, racial, ethnic, and cultural groups.

This report has been electronically generated and therefore do not guarantee it has not been changed or edited. We can accept no liability for how this report may be used and do not recommend this report is used in isolation to hire, dismiss, develop, or significantly change an employee working environment.

Scoring

The Natural Profile Character Traits are displayed using the Sten scoring system. Scores in the range of 4, 5, 6 and 7 are considered to be in the average range. Higher and lower scores suggest stronger and weaker traits.

Primary Characteristics

This candidate has great people sales skills and will be very well suited to a new business or relationship environment. Their naturally friendly and positive character means they will build confidence and trust quite quickly. Persuasive and 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 inquisitive and restless, always searching for new opportunities. Self-motivation is something they are not short of and they find it easy to influence the decisions of others. This candidate is always alert, mobile a naturally good communicator.

Sales Style Overview

	1	2	3	4	5	6	7	8	9	10
Opening the sales meeting and creating quick report A friendly but strong and controlled style.									■	
Fact finding and gathering key information Inquisitive and probing by nature which should ensure good information gathering.									■	
Presenting the solution as a sales benefit The presentation of information will tend to be detailed and precise but with good interaction.										■
Controlling and closing the sale This part of the sales process should come very naturally to this candidate.										■

Sales Role & Environment

A persistent and competitive style makes them ideal in a new business or account management role. Due to their natural interpersonal skills, they will be good at building and maintaining customer relationships. They would also suit a complex and detailed product or service. A strong ability to sell a technical product or service and work in a highly structured environment.

Face to Face Selling Role

	1	2	3	4	5	6	7	8	9	10
New Business - High commission Good at prospecting and identifying new business opportunities, enjoys the win, positively manages rejection.								■		
New Business - High salary Good at prospecting and identifying new business opportunities, enjoys the win, positively manages rejection.									■	
Relationship management Develops good customer relationships, enjoys maintaining existing revenue and growing business steadily.										■
Technical Sales Good at selling a product or service with a high technical or complex element.								■		
High Regulated Sales Good at selling a product or service with a high consultation element.			■							
Sales Support Enjoys the management and completion of sales paperwork and processes. Supports and coordinates the sales team activity.						■				

Contact Centre Agent Role

	1	2	3	4	5	6	7	8	9	10
Outbound New Business Good at prospecting and identifying new business opportunities, enjoys the win, positively manages rejection.								■		
Inbound New Business Good at identifying new business opportunities, enjoys the win, positively manages rejection.								■		
Relationship Management Develops good customer relationships, enjoys maintaining and growing existing revenue										■
Inbound/Outbound Technical Sales Good at selling a product or service with a high technical or complex element.									■	
Inbound/Outbound High Regulated Sales Good at selling a product or service with a high consultation element.				■						
Inbound Customer Service Good at managing customer issues, complaints, and processes.					■					

Natural Character Traits

I/S 4 **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.

Drive

	1	2	3	4	5	6	7	8	9	10
Ambitious and work focussed							■			
Likely to take control and assert in a leadership role							■			
Needs to achieve and be highly successful							■			
Self-motivated, in challenging situation							■			
Highly Competitive							■			

Communication

	1	2	3	4	5	6	7	8	9	10
Approachable and outgoing										■
Good at establishing relationships										■
Natural influential and persuasive style										■
Positive and optimistic attitude										■
Good communicator to individuals and teams										■

Support

	1	2	3	4	5	6	7	8	9	10
Compassionate and attentive to others needs				■						
Amiable, good listener				■						
Shows Empathy, sympathy and concern to others				■						

Pace

	1	2	3	4	5	6	7	8	9	10
Can be quite restless at times										■
Prefers a high paced work environment										■
Has a high activity levels										■
Ability to cope with change										■

Travel and Working Away

	1	2	3	4	5	6	7	8	9	10
Happy with regular work travel										
Able to cope with long periods away										

Attention to Detail

	1	2	3	4	5	6	7	8	9	10
Suited to technical/complex environment										■
Systematic, precise, analytical approach										■
Accuracy in detailed tasks										■
likes structure and process										■

Independence

	1	2	3	4	5	6	7	8	9	10
A firm, independent style									■	
Ability to work autonomously									■	
Opinionated and strong-willed									■	

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 others close to them. There is also a strong desire to have structure in their workplace.

Management Style

They are a natural leader with a friendly, motivational style of management. They will have high expectations of those who work for them. Persuasive, driving and focused are all words at the core of their profile. They are a natural motivator of others and can be inspiring at times. Often prefers to communicate by writing.

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

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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?

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.