

Ideal Profile

== for ==

OUTSIDE SALES REPS

Outside Sales Rep

Obtain new accounts in order to consistently achieve monthly sales goals.

Generate qualified leads, uncover what prospects need and want, provide on-target solutions and close sales at established margins.

Submit activity reports and annual territory analyses.

JOB DESCRIPTION

3 Measurements

We measured three (3) unique aspects of Outside Sales Reps to determine the common attributes associated with top performers.

01

Sales Personality (*style*)

02

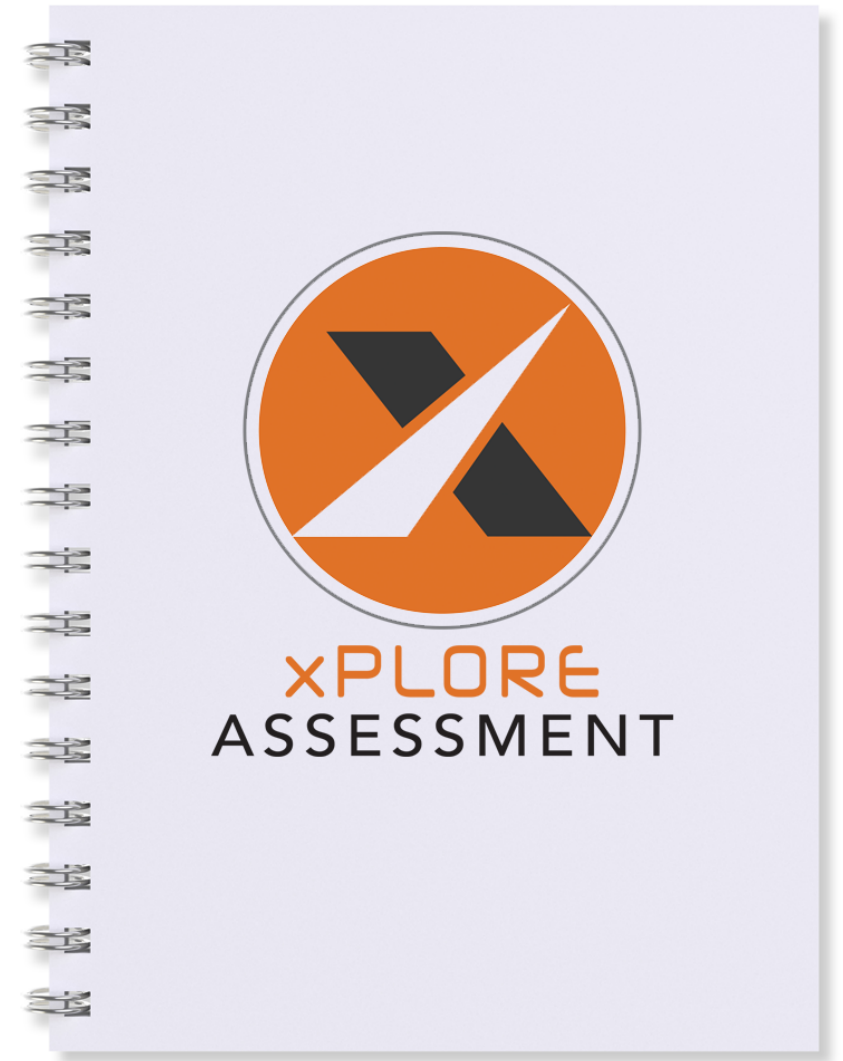
Sales Motivators (*heart*)

03

Sales Mentality (*mind*)

We used our online
xPlore Assessment
to assess
over 1000 Outside Sales Reps'
Sales Personality, Sales Motivators,
and Sales Mentality.

Here are our findings...



01

how they sell

SALES PERSONALITY

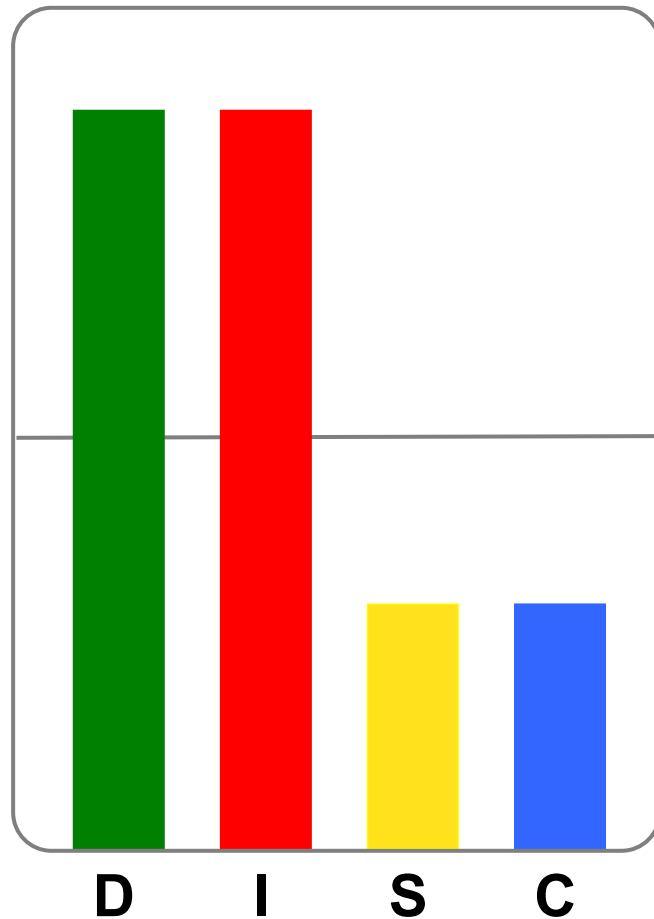
Sales Personality

a salesperson's relatively consistent behavioral traits

We measured four (4) dimensions of personality style. They are:

- **Director** – preferences for problem solving and getting results
- **Influencer** – preferences for interacting with others and showing emotion
- **Stabilizer** – preferences for pacing, persistence and steadiness
- **Controller** – preferences for procedures, standards and protocols

IDEAL SALES PERSONALITY



These are the top 2 styles of a Superstar “Hunter” sales rep

1. Director Style

Extroverted, intense, and **assertive**; tend to solve new problems very quickly and assertively; takes an active and **direct** approach to obtaining results; willing to **take risks**. Under stress or tension, can become belligerent.

2. Influencer Style

Extroverted, relational and **friendly**; tend to meet new people in an outgoing, **gregarious**, and socially assertive manner; talkative, interactive and open even with people whom they have just initially met. Under stress or tension, can become **emotional**.

CHARMING INTENSITY

72% of top performing Outside Sales Reps possess a combination of the high **Director style and the high **Influencer** style.**

The majority of the top performing Outside Salespeople had a personality style described as **“charming intensity”**. Their dominant extroverted style exhibits a driven, intense, friendly, gregarious, **hunter-style sales professional**. This combination provides them with the kinetic energy to multi-task, travel and juggle multiple appointments in a short period of time. In addition, it helps them to **drive the sales process** with urgency, as well as, relate to people and develop relationships.

It takes a lot to be a “Hunter”. Therefore, it is important for outside salespeople to have the drive and energy to **pursue new business**. Also, they need the ability to initiate contact and **form connections** with people they do not know. Hiring sales candidates with a combination of these two personality styles (D & I) is a key ingredient to the make-up of a stellar outside sales rep.

02

why they sell

SALES MOTIVATORS

Sales Motivation

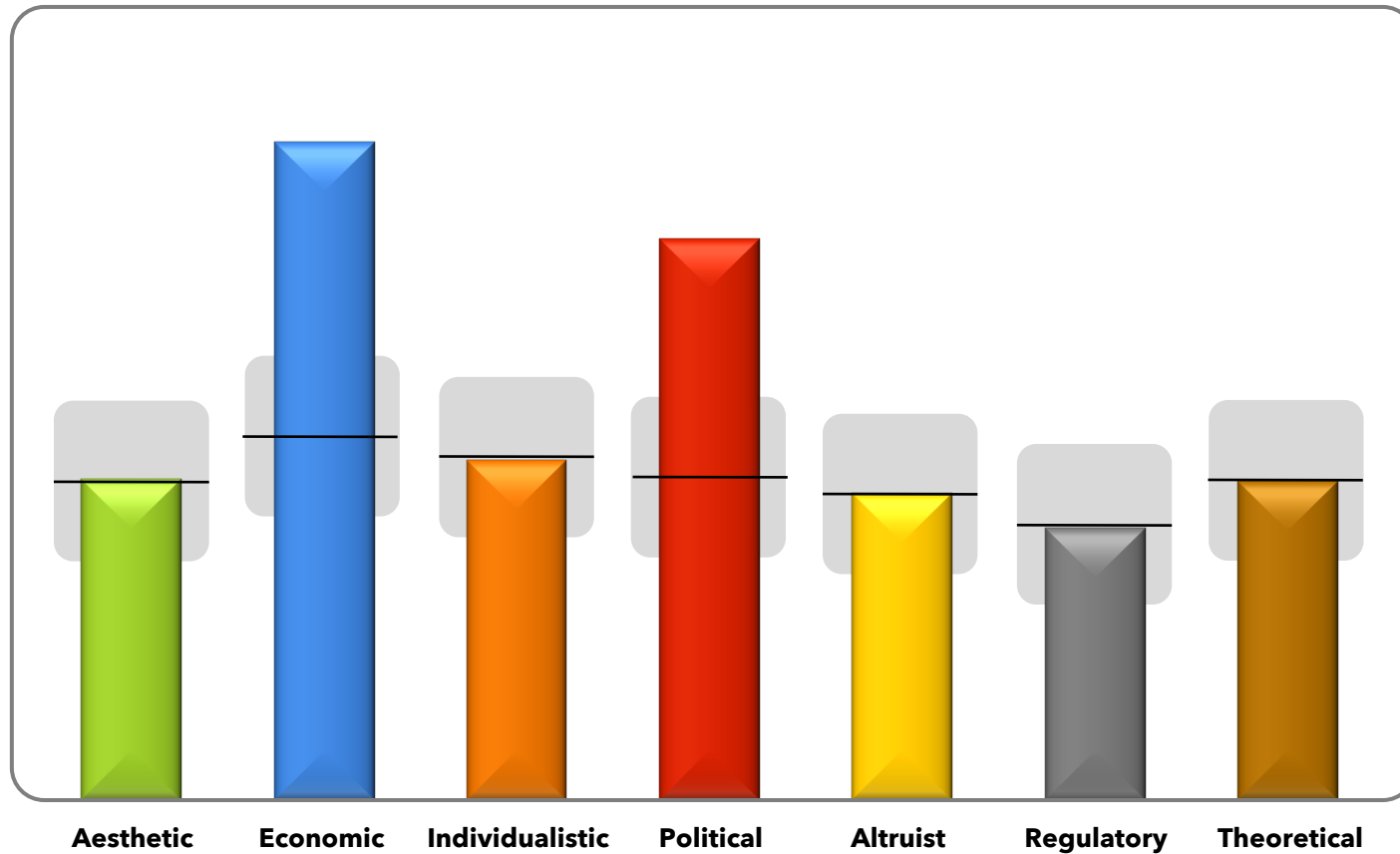
the initiative to begin or continue an activity without any external influence

We measured seven (7) dimensions of motivation. They are:

- **Aesthetic** - a drive for balance, harmony and form.
- **Economic** - a drive for economic or practical returns.
- **Individualistic** - a drive to stand out as independent and unique.
- **Political** - a drive to be in control or have influence.
- **Altruist** - a drive for humanitarian efforts or to help others altruistically.
- **Regulatory** - a drive to establish order, routine and structure.
- **Theoretical** - a drive for knowledge, learning and understanding.

IDEAL SALES MOTIVATORS

These are the top 2 motivators of a Superstar “Hunter” sales rep



1. Economic Motivator

The drive for security derived from economic gain, and to achieve **practical** returns. Preferences for commissionable pay plans and “hands-on” training. The preferred approach of this dimension is a professional one with a focus on bottom-line results.

2. Political Motivator

This drive is for power and control. The drive to be seen as a leader and to have influence and control over one's environment and/or success. Preferences for autonomy, independence and freedom. **Competitiveness** is often associated with those scoring high in this motivation.

FINANCIAL AUTONOMY

86% of top performing Outside Sales Reps possess a combination of the high **Economic drive and the high **Political** drive.**

We found that this combination produces a sales professional who is driven to achieve **“financial autonomy”** for themselves. This means they desire a variable pay plan based on performance. Their philosophy is - “The more I sell, the more I make!” This is not a function of greed, but of a desire for direct **economic return** based on their investment of time, energy and effort by generating sales for the company and personal income for themselves.

They also desire a great deal of **freedom and independence** in their role. They are the one’s who set their own schedules, make their own appointments and travel throughout their territory. A successful salesperson in this role must have a strong drive for autonomy. Statistically, “dependent” salespeople, those who consistently rely on their Sales Manager for relational support or help throughout the sales process, do not perform as well in this role.

03

will they sell

SALES MENTALITY

Sales Mentality

the clarity of thought for comprehension and decision making

We measured over seventy five (75+) dimensions of thought.

(see next page for full list)

- Accountability For Others
- Attention To Detail
- Attitude Toward Honesty
- Attitude Toward Others
- Balanced Decision Making
- Conceptual Thinking
- Concrete Organization
- Consistency and Reliability
- Conveying Role Value
- Correcting Others
- Creativity
- Developing Others
- Diplomacy
- Emotional Control
- Empathetic Outlook
- Enjoyment Of The Job
- Evaluating Others
- Evaluating What Is Said
- Flexibility
- Following Directions
- Freedom From Prejudices
- Gaining Commitment
- Handling Rejection
- Handling Stress
- Human Awareness
- Initiative
- Integrative Ability
- Intuitive Decision Making
- Job Ethic
- Leading Others
- Long Range Planning
- Material Possessions
- Meeting Standards
- Monitoring Others
- Persistence
- Personal Accountability
- Personal Commitment
- Personal Drive
- Personal Relationships
- Persuading Others
- Practical Thinking
- Proactive Thinking
- Problem and Situation Analysis
- Problem Management
- Problem Solving
- Project and Goal Focus
- Project Scheduling
- Quality Orientation
- Realistic Expectations
- Realistic Goal Setting For Others
- Realistic Personal Goal Setting
- Relating To Others
- Respect For Policies
- Respect For Property
- Results Orientation
- Role Awareness
- Role Confidence
- Seeing Potential Problems
- Self Assessment
- Self Confidence
- Self Control
- Self Direction
- Self Discipline and Sense of Duty
- Self Esteem
- Self Improvement
- Self Management
- Self Starting Ability
- Sense of Belonging
- Sense of Mission
- Sense of Timing
- Sensitivity To Others
- Status and Recognition
- Surrendering Control
- Systems Judgment
- Theoretical Problem Solving
- Understanding Attitude
- Understanding Motivational Needs
- Using Common Sense

TRUSTED BUSINESS ADVISOR

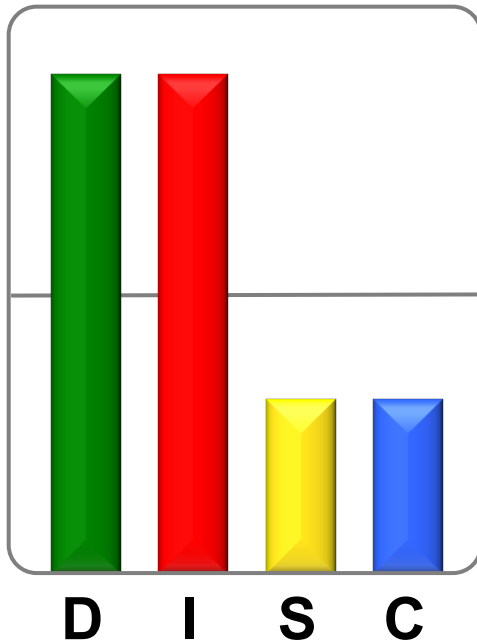
77% of top performing Outside Sales Reps consistently rank high in four (4) out of these five (5) thinking attributes:

- 1. Handling Rejection** - ability to avoid taking rejection or criticism in an overly personal manner.
- 2. Self-Starting Ability** - ability to find internal motivation for initiating and accomplishing a task.
- 3. Persistence** - ability to stay on course in times of difficulty.
- 4. Self-Confidence** - ability to develop and to maintain inner strength based on the desire to succeed and on the belief that they possess the capabilities to succeed.
- 5. Practical Thinking** - ability to realistically identify problems and solutions in practical terms, rather than in theoretical or conceptual terms.

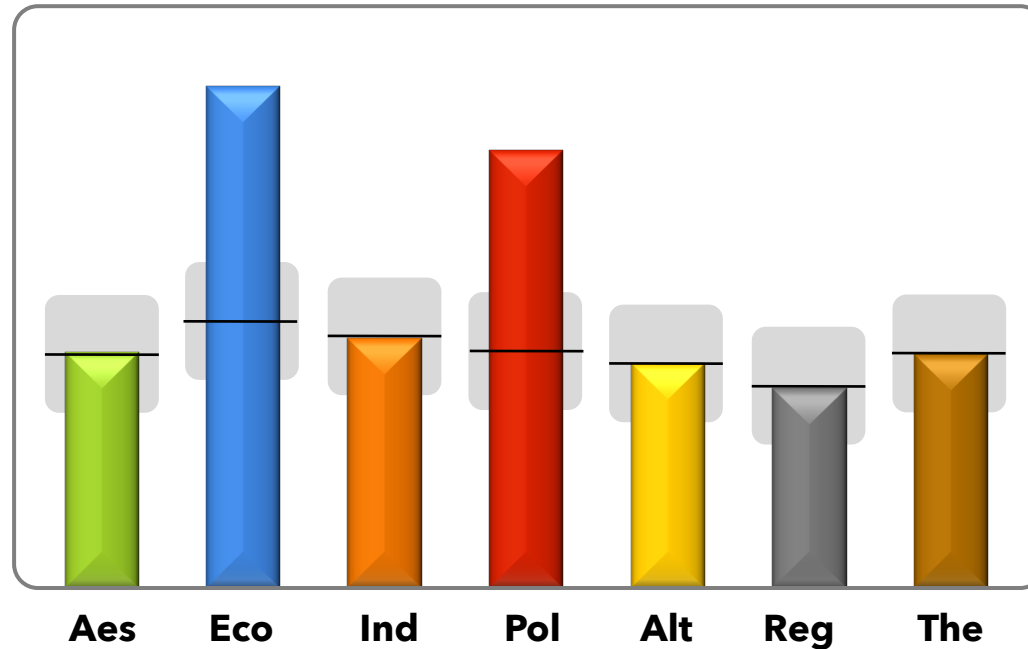
Conclusion

Improve your sales team performance by hiring sales candidates like this:

SALES PERSONALITY



SALES MOTIVATION



SALES MENTALITY

- 1. Handling Rejection**
- 2. Self-Starting Ability**
- 3. Persistence**
- 4. Self-Confidence**
- 5. Practical Thinking**

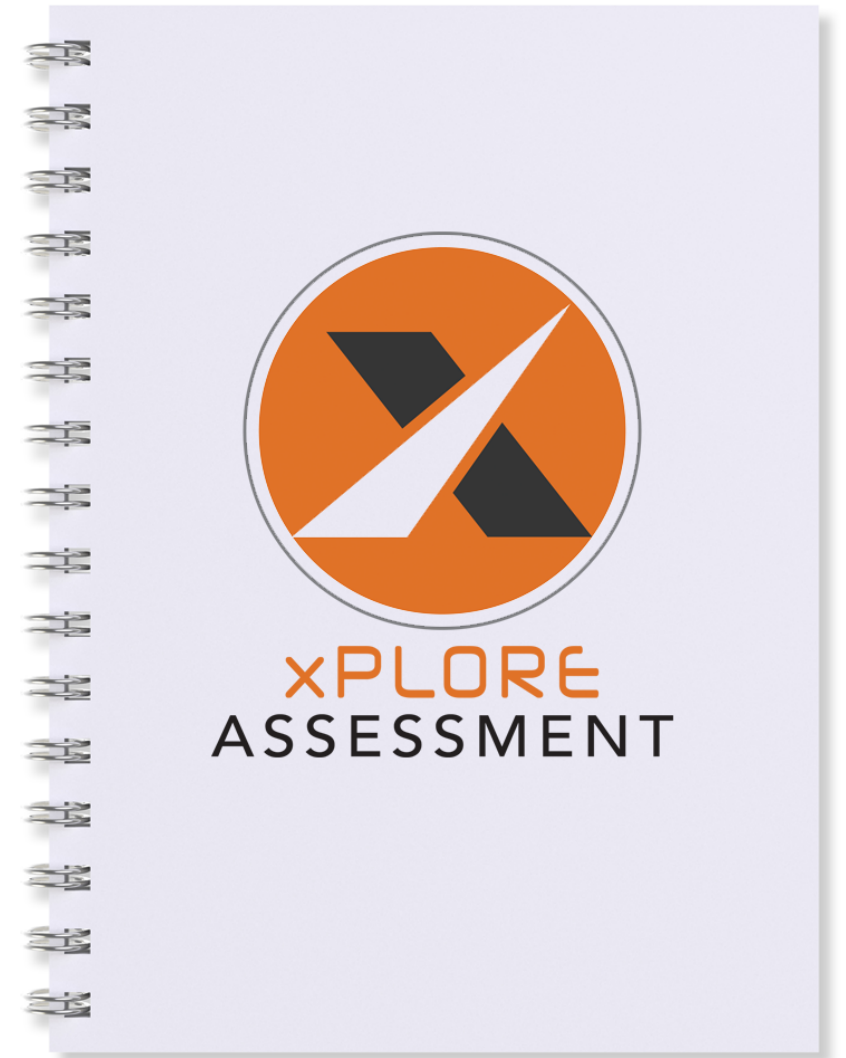


now it's your turn

TAKE THE NEXT STEP

WHAT YOU GET

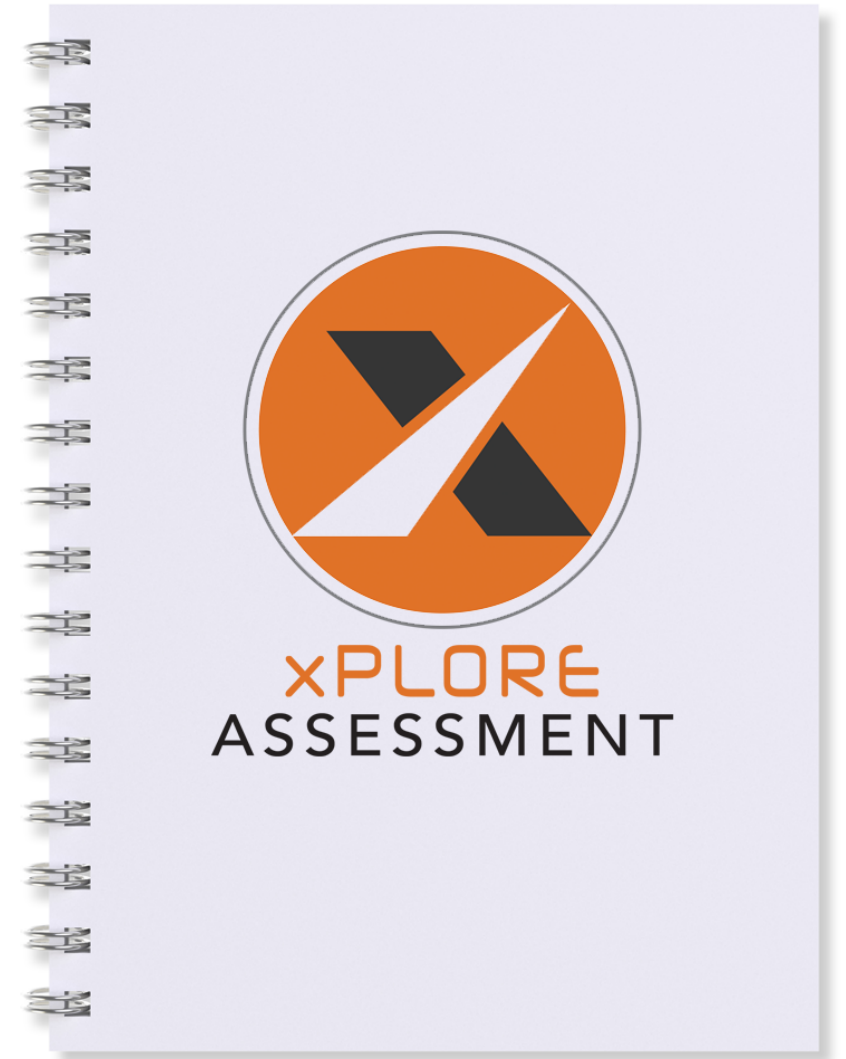
- Validated online sales assessment
- 70-page report
- Over 100 data points
- “Must have” hiring tool for sales candidates
- Development tool for incumbents
- Instant results via email (pdf file)
- Interpretation with Certified Assessment Consultant
- Offered in 9 languages
- EEOC compliant
- Pay-as-you-go: no contracts, minimums, or set-up fees



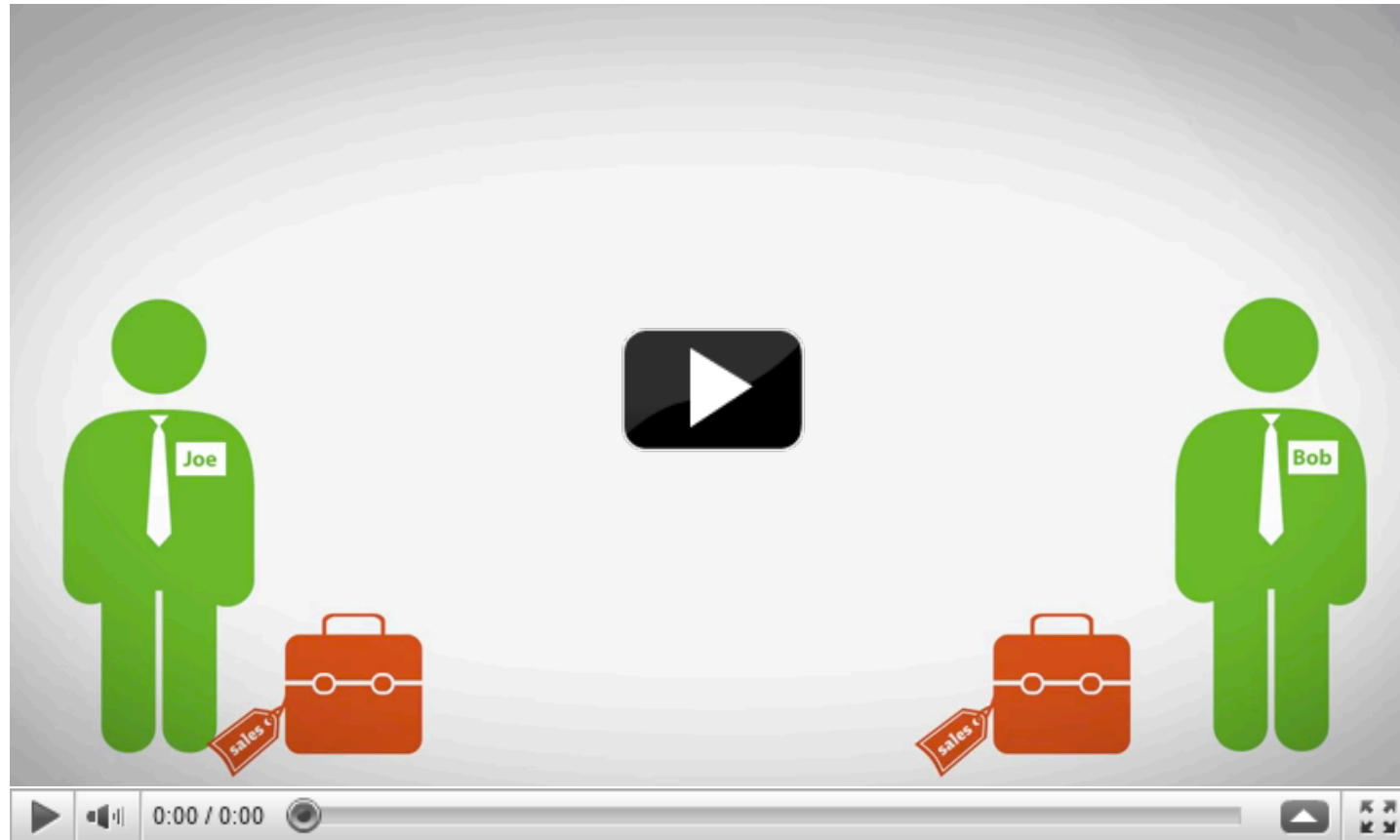
GET STARTED



[Click here to schedule a Demo](#)



SEE HOW IT WORKS



[Click here](#) to watch the video



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