



A Guide to the

XPLORE SALES
ASSESSMENT

The 3 critical questions every
Sales Manager
asks about salespeople...

**Should I hire this
sales candidate?**

**Which sales role are
they best suited for?**

**Why is my sales rep
not achieving quota?**





The xPlore Sales Assessment is our flagship online sales assessment test.

xPlore helps you answer those three questions with great accuracy and depth.

The xPlore Sales Assessments can help you:



HOW IT COMPARES TO **PERSONALITY TESTS**



PERSONALITY TEST

Magnifies only the **observable**
(personality style)



xPLORE SALES ASSESSMENT

Magnifies the **unobservable**
(motivation + thinking patterns + personality style)

HOW IT COMPARES TO **PERSONALITY TESTS**

	Myers-Briggs	Caliper	Predictive Index	DISC	FIRO-B	xPLORE SALES ASSESSMENT
Personality						
Sales Motivators						
Sales Mentality						

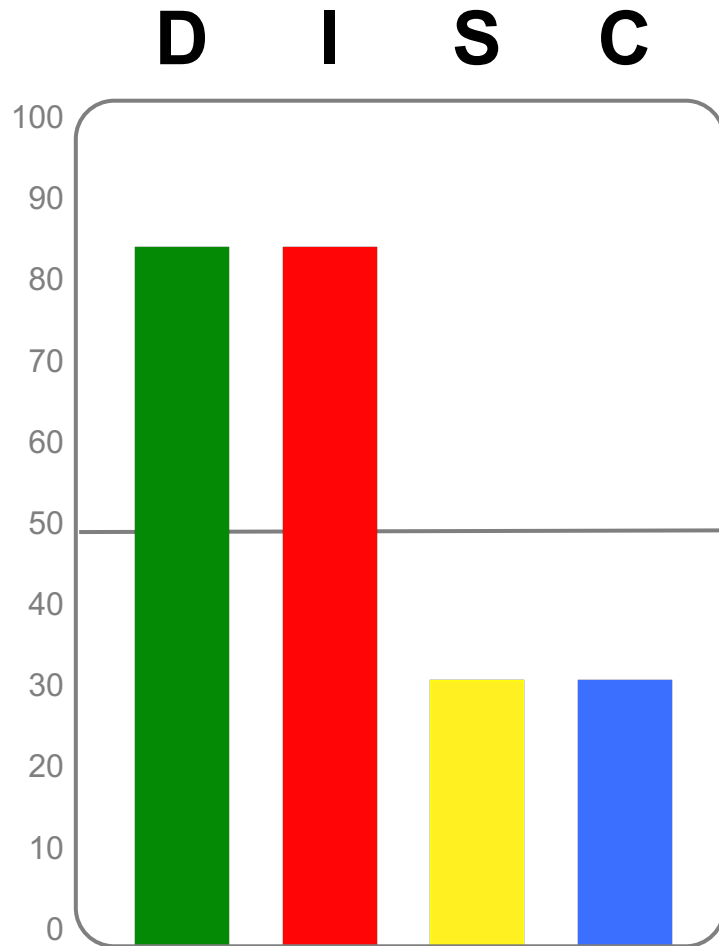


The **xPlore Sales Assessment** measures 3 categories of a sales rep:

- **Sales Personality**
- **Sales Mentality**
- **Sales Motivation**

Let's look at each one...

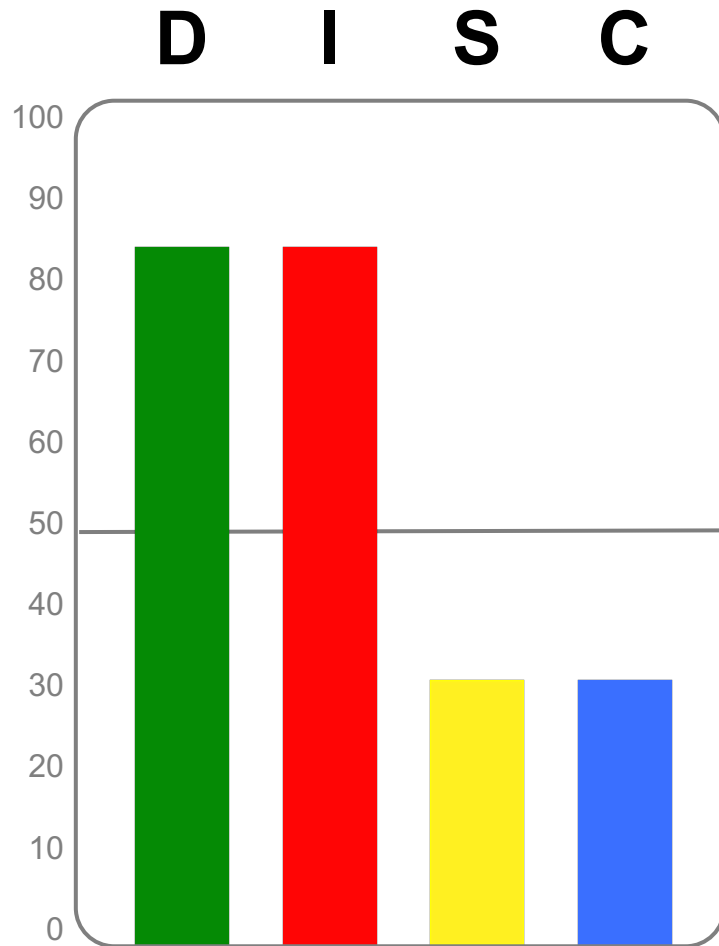
SALES PERSONALITY



SALES **PERSONALITY**

Sales personality is the **set of personal traits** that a salesperson or sales candidate exhibits most often.

We document their sales personality for you and help you determine the level of “fit” or “alignment” between your sales candidate and what the job requires.



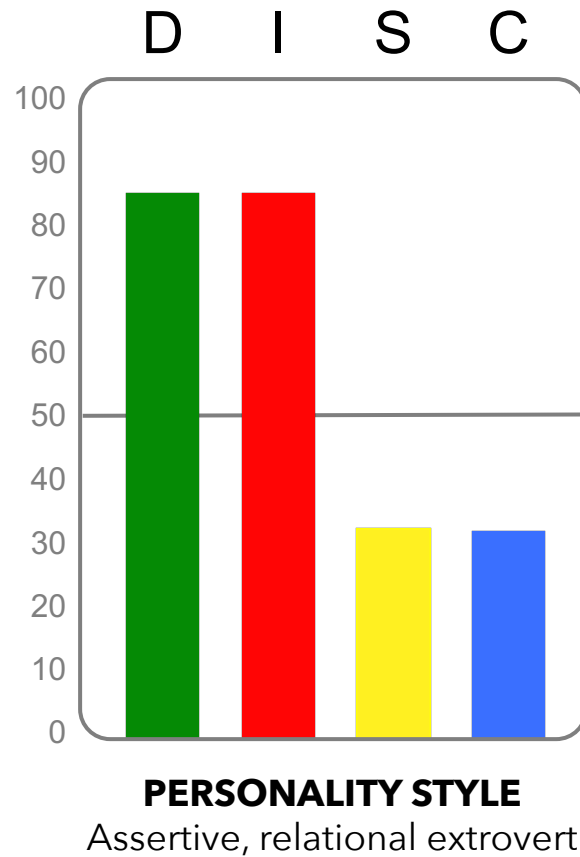
WHAT IT **MEASURES**

- Behavior style and emotions
- How sales rep adapts to their job
- How sales rep engages people, problems, and procedures

ANSWERS **QUESTIONS**

- Are they a **Hunter** or a **Farmer**?
- Are they **Passive** or **Assertive**?
- Are they **Introverted** or **Extroverted**?
- Are they **Relational** or **Analytical**?

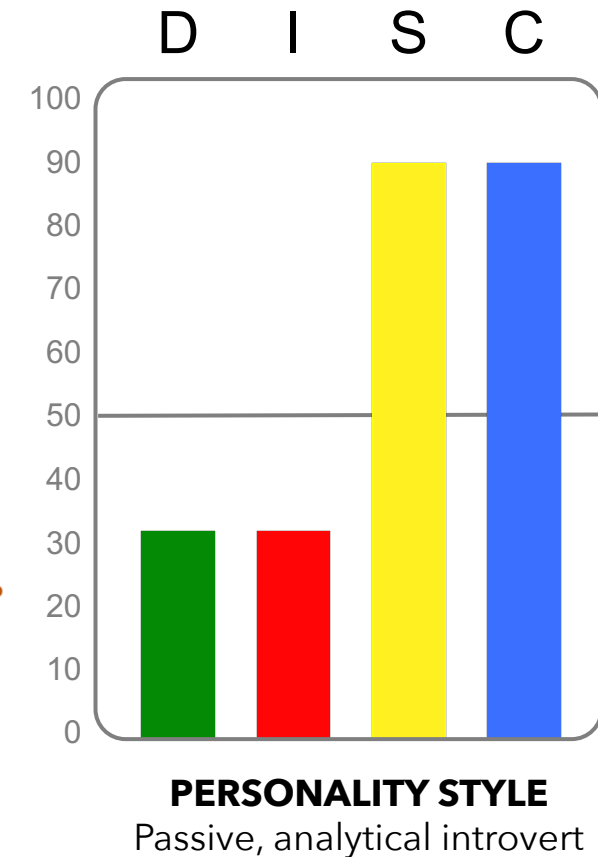
Want a great **HUNTER** sales rep?



HIRE this



NOT this

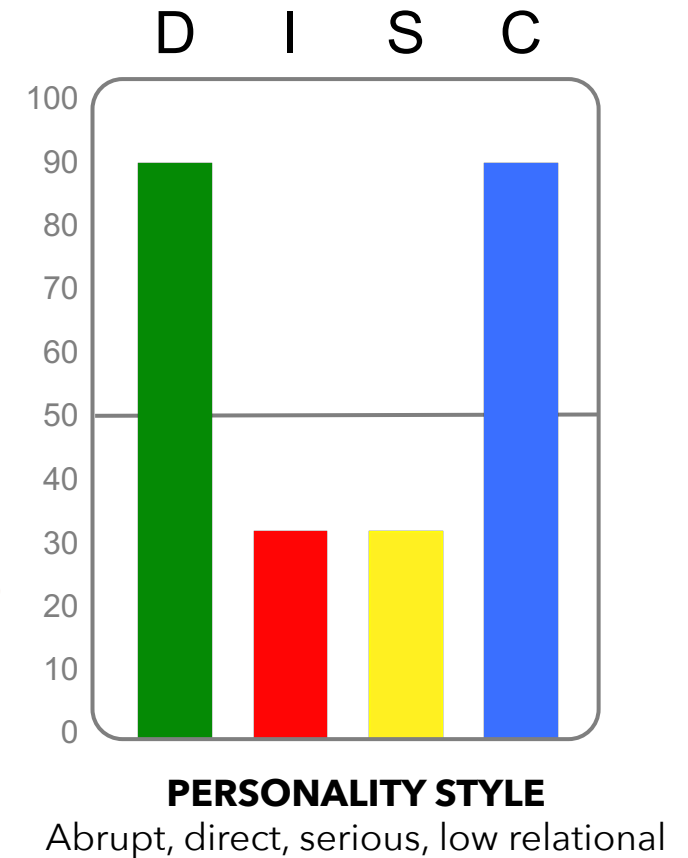


Want a great **FARMER** sales rep?



HIRE this

NOT this



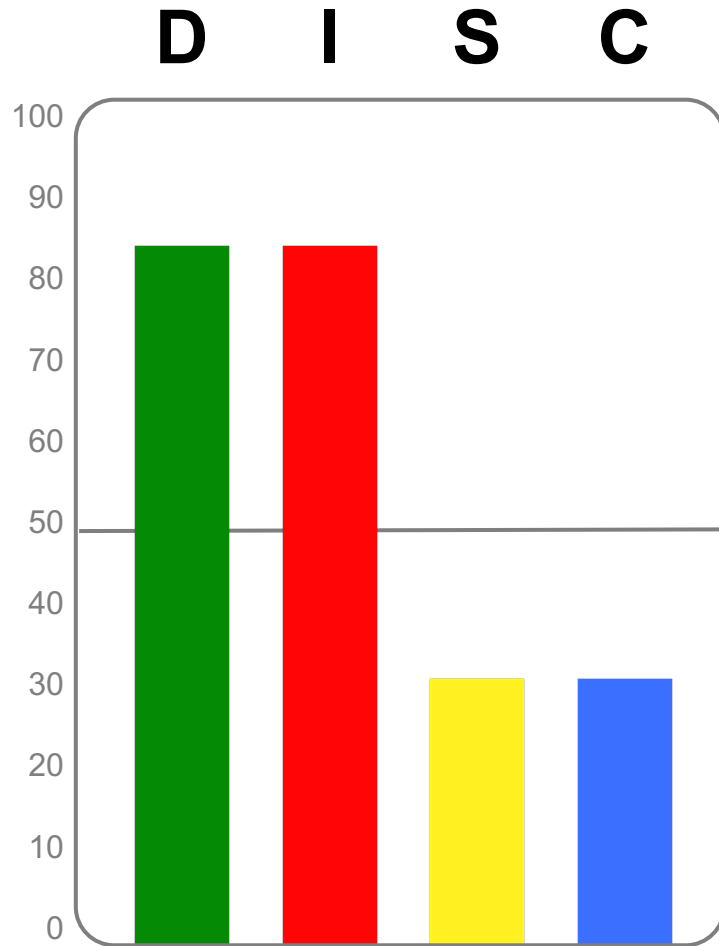
The **BENEFIT**

Measuring a sales reps' personality style ensures that their behavioral traits align with "what your job **requires**". You can be confident that your sales rep will have the right **energy level** and **relational capacity** to fulfill the behavioral requirements of the sales job. This is critical for prospecting, account management or technical sales. Each role and activities requires a unique personality style.

Never hire a sales rep whose personality style does not align with what your sales job requires.

If you do, you'll get poor results and your sales rep won't meet your expectations.

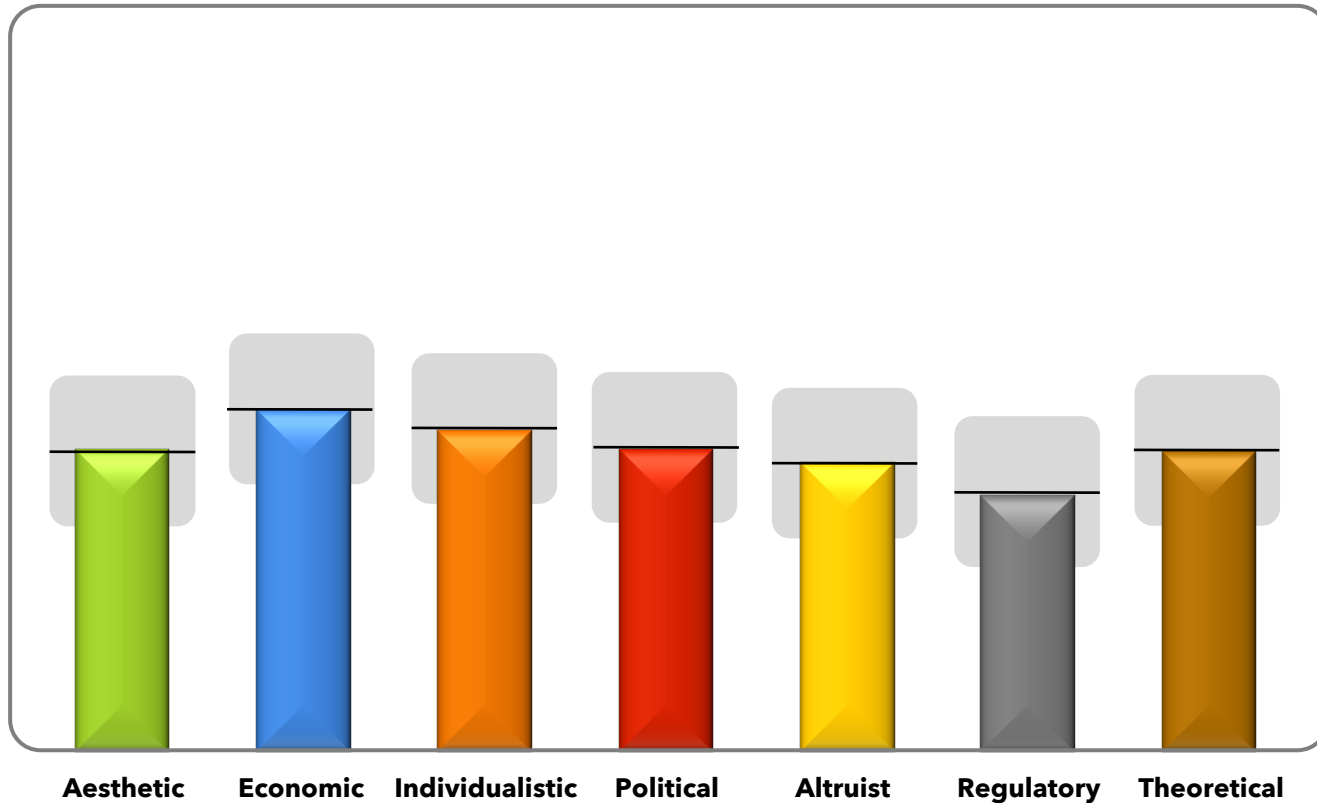




DON'T GET **FOOLED**

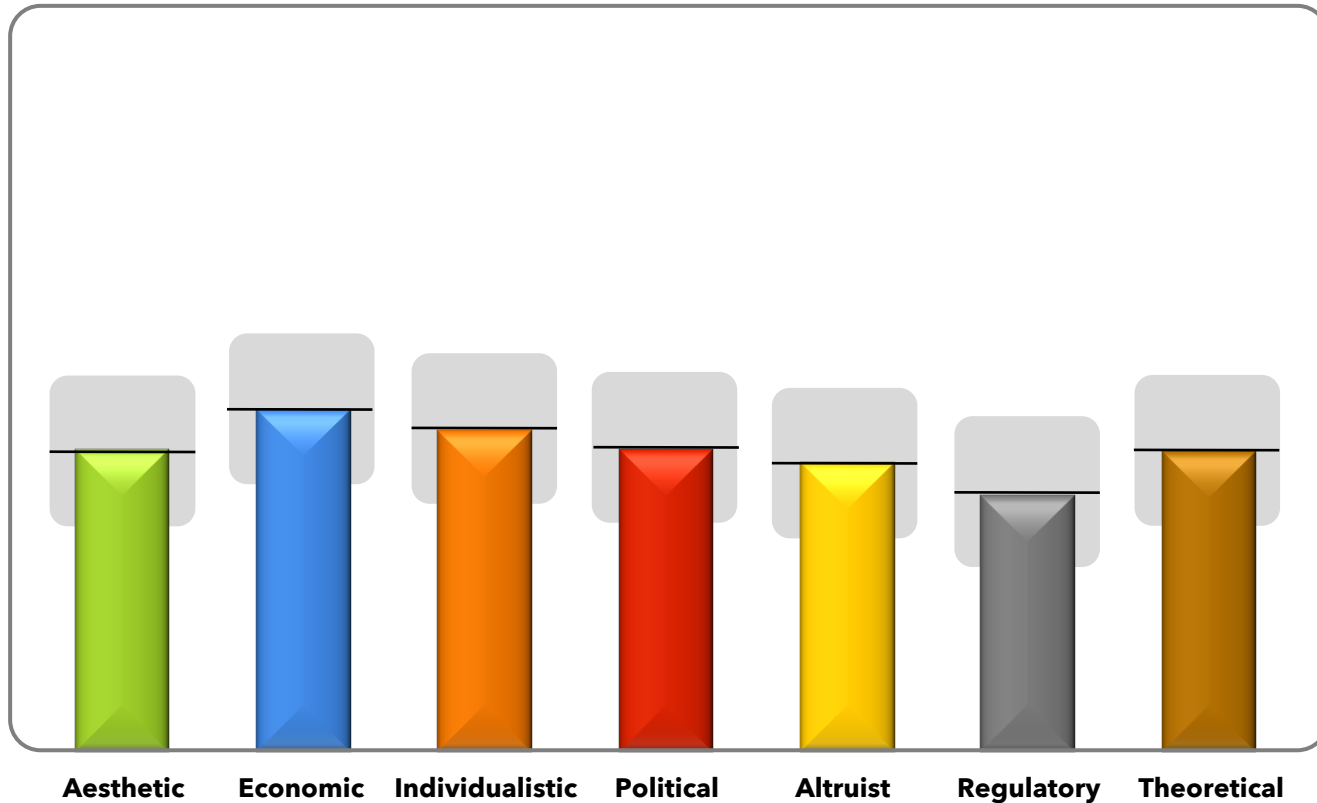
- Never make a hiring decision by measuring personality alone.
- Personality tests **don't** provide you with enough information. (You must measure more.)
- Candidates can and do **mask** their natural personality style in an interview. It's critical that you get an accurate measure of their **true self**. That's what xPlore does for you.

SALES MOTIVATION



SALES **MOTIVATION**

The Sales Motivation graph reveals what motivates a salesperson and drives them to perform. If a salesperson's job rewards what motivates them, they feel a sense of fulfillment with the role and will be **motivated from within** to do the job and seek the rewards it offers.



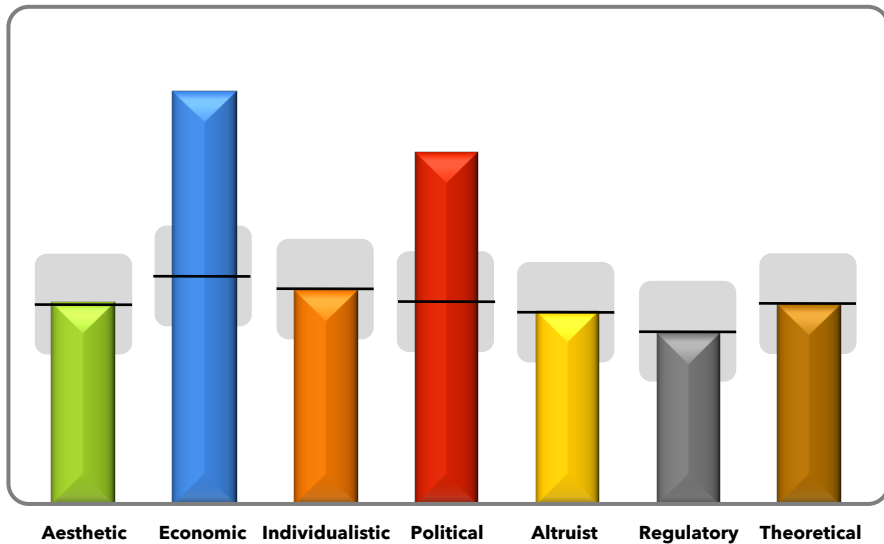
WHAT IT **MEASURES**

- **WHY** a salesperson sells
- **WHAT** drives them to perform

ANSWERS **QUESTIONS**

- Are they driven by **Commissions**?
- Are they **Independent** or **Dependent**?
- Are they **Coachable** or **Resistant**?
- Do they **Discount** or get **Full Margin**?
- Do they **Follow Rules** or **Break Them**?

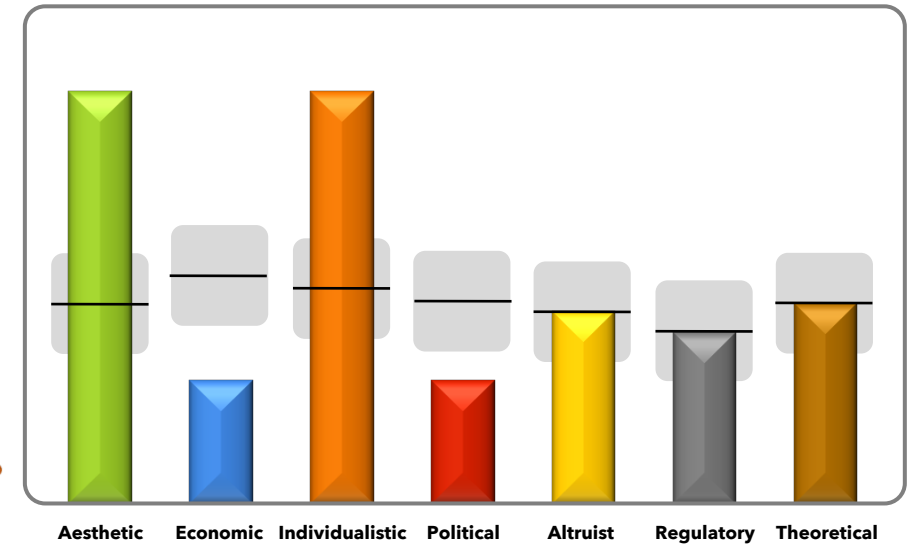
Want a great **HUNTER** sales rep?



MOTIVATION
Commissions & autonomy

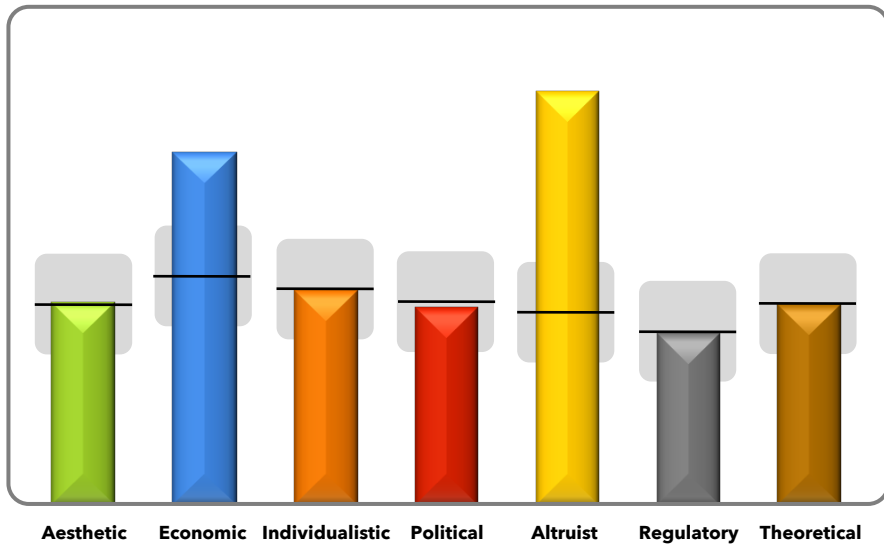
HIRE this

NOT this



MOTIVATION
Straight-salary & dependence on Sales Manager

Want a great **FARMER** sales rep?



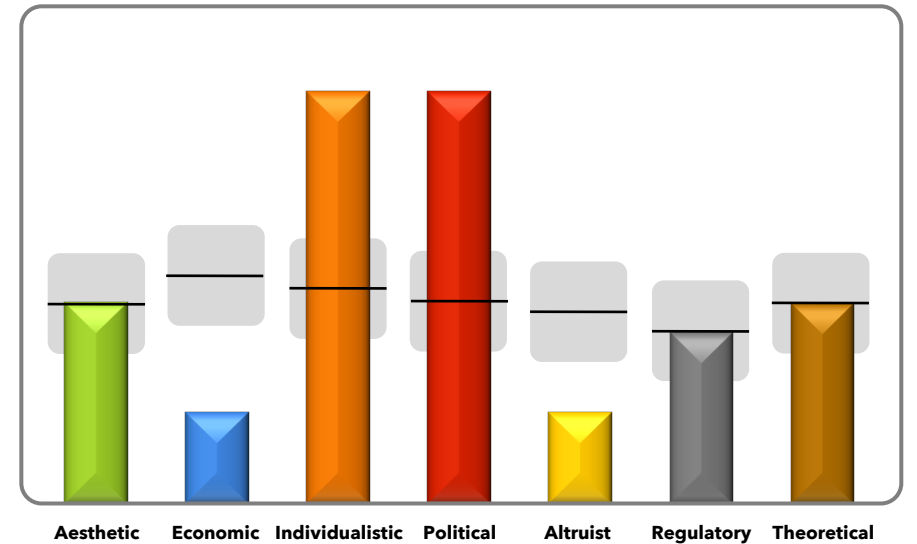
MOTIVATION

Commissions & serving customers

HIRE this



NOT this



MOTIVATION

"It's all about me"

The **BENEFIT**

Measuring a sales rep's motivation ensures that your candidate or incumbent's drivers align with "what the job **rewards**". You can be confident that your sales rep will be intrinsically **motivated to sell**, make money and be profitable to the company.

Never hire a sales rep whose motivators do not align with what your sales job rewards.

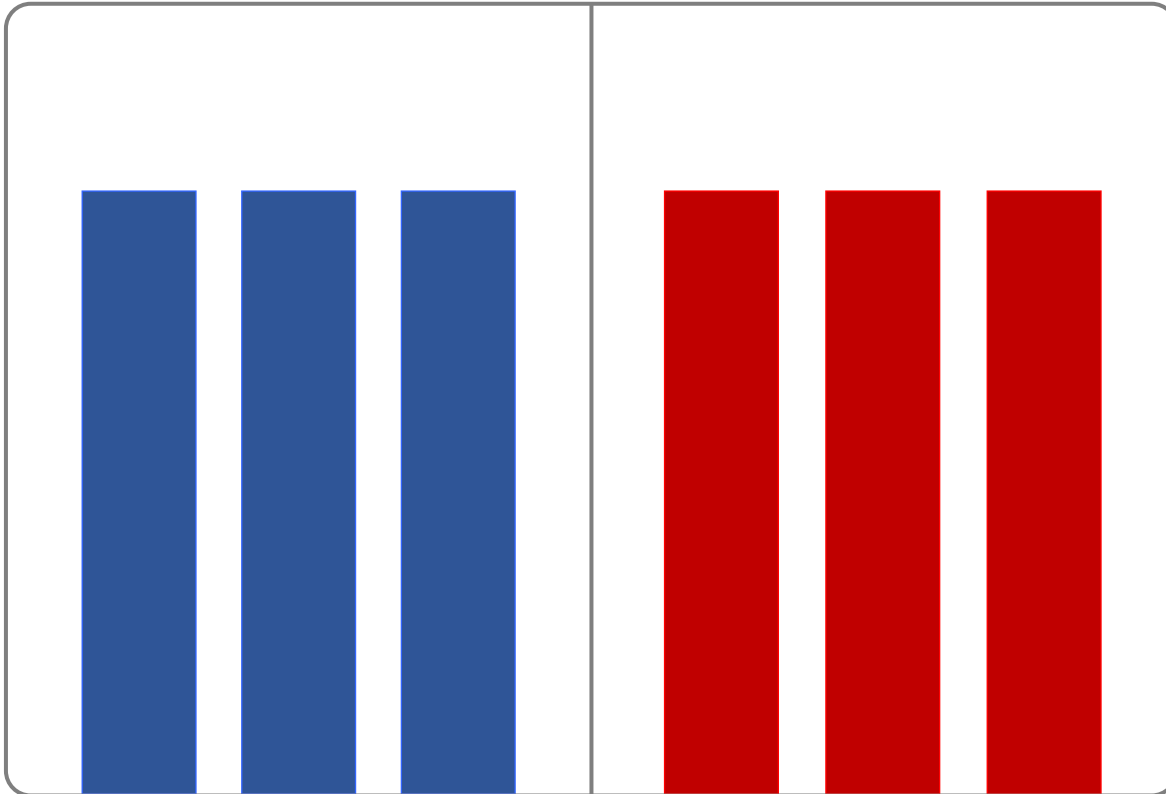
If you do, they won't perform. Your turnover and frustration will increase. In addition, you'll fail to gain traction in the marketplace by having to continually hire and train new sales reps.



SALES MENTALITY

EXTERNAL VIEW

INTERNAL VIEW



SALES MENTALITY

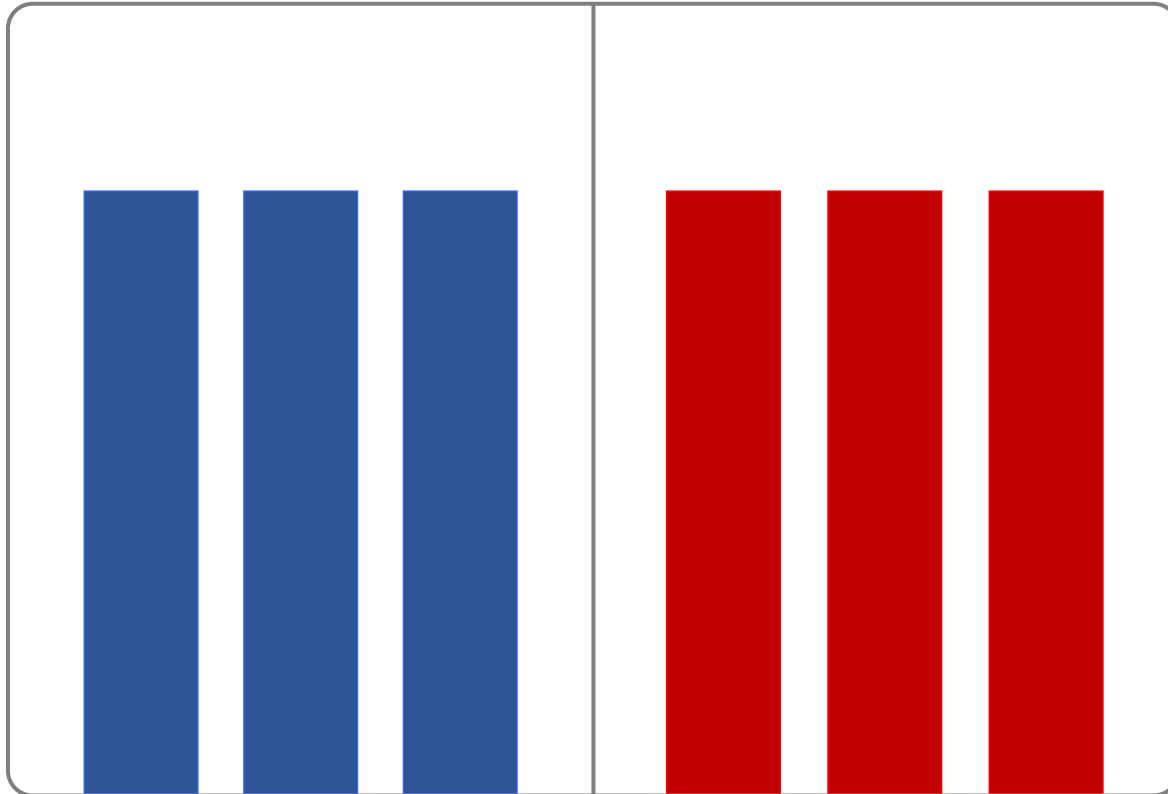
Sales mentality is the capacity for a sales rep to consistently make good decisions to fulfill the expectations of the job. It's also their ability to focus.

We document their sales mentality to help you determine their level of capacity across six dimensions of thought and emotion:

- **People**
- **Tasks**
- **Processes**
- **Self-awareness**
- **Roles**
- **Future direction**

EXTERNAL VIEW

INTERNAL VIEW



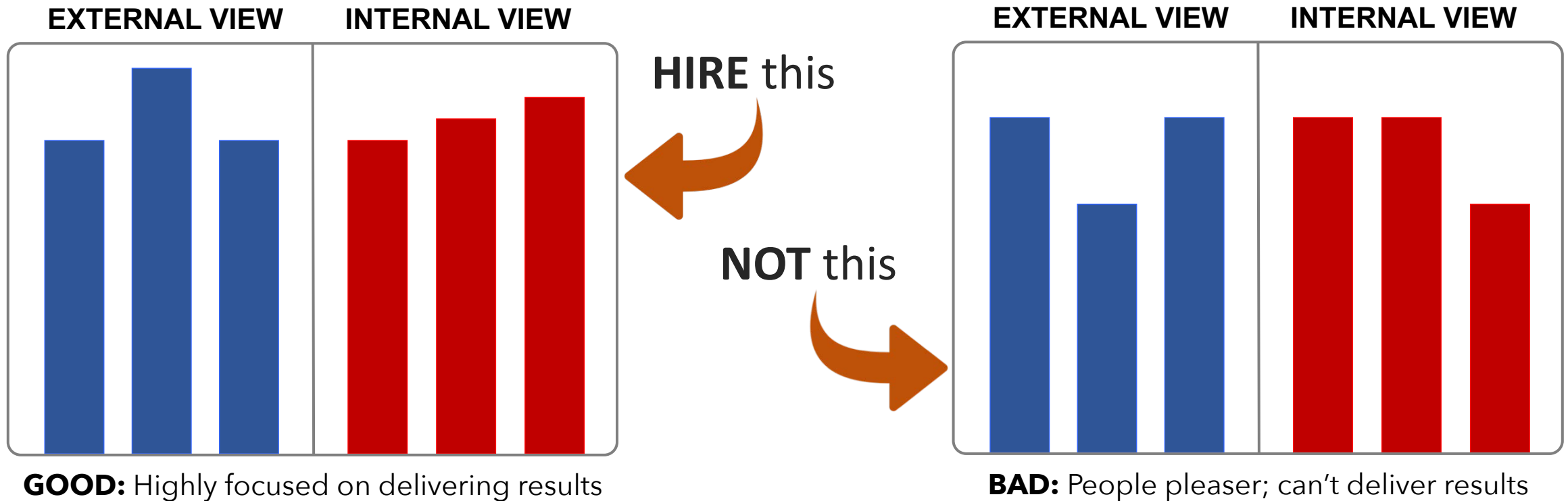
WHAT IT **MEASURES**

- **WILL** they sell?
- Decision-making capacity
- Ability to think clearly and focus

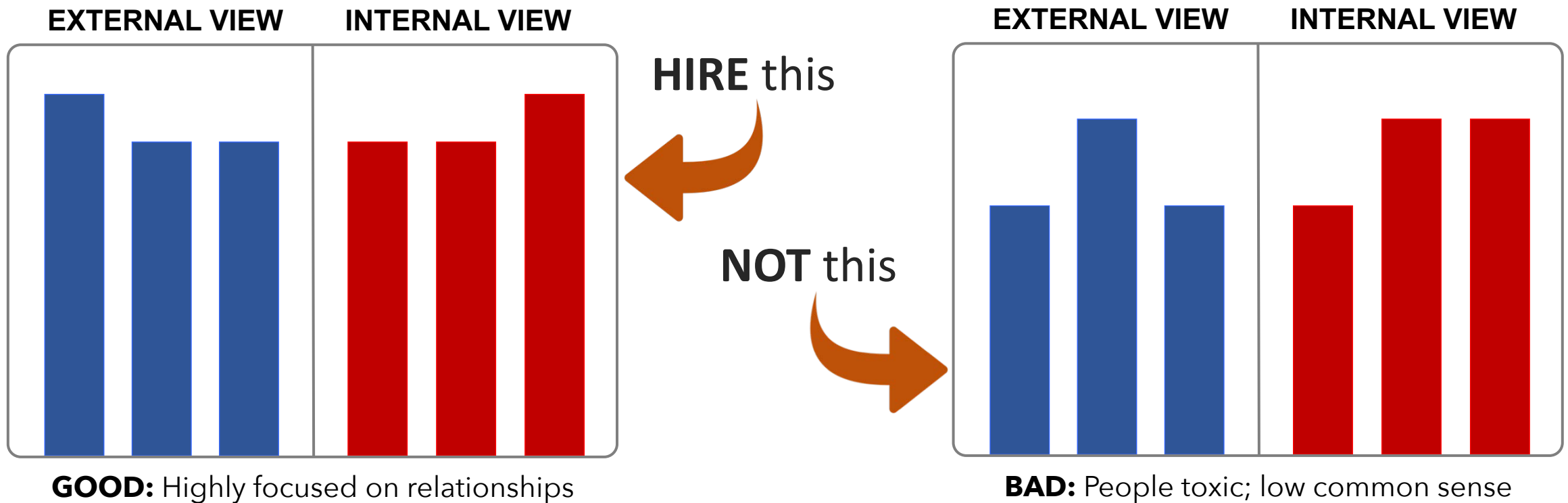
ANSWERS **QUESTIONS**

- Can they **Handle Rejection**?
- Are they a **Self-starter**?
- Can they **Handle Stress**?
- Are they an **Approval Seeker**?
- Do they have a **Self-confidence**?
- Can they deliver **Results**?
- Are they **Persistent**?
- Can they set and achieve **Goals**?
- Do they use **Common Sense**?
- *Plus 70 more!*

Want a great **HUNTER** sales rep?



Want a great **FARMER** sales rep?



The **BENEFIT**

Measuring a sales rep's mentality ensures that your candidate or incumbent's thinking patterns lead to good decision-making. This dramatically increases their probability of success.

Never hire a sales rep whose sales mentality does not align with what your sales job requires.

If you do, they will eventually make poor decisions - both personally and professionally. This will greatly impede performance and produce very poor sales results.



TAKE THE NEXT STEP...



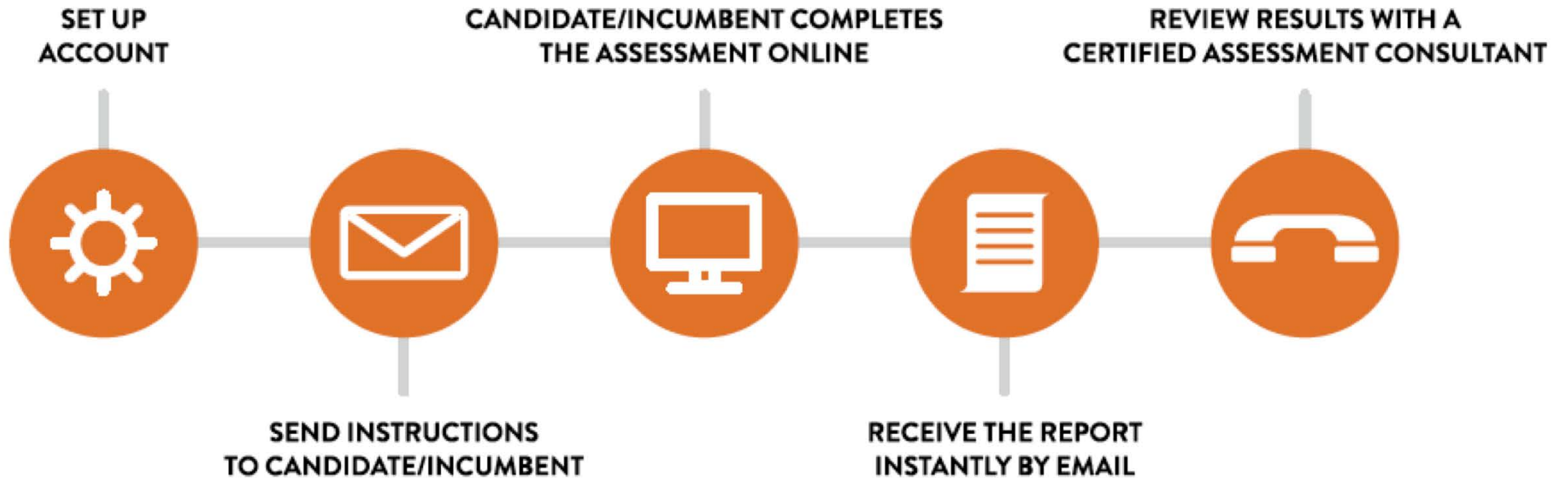
WHAT **YOU GET**

- Over 100 sales performance data points
- Telephone interpretation with a **Certified Assessment Consultant**
- Use for sales candidates and incumbents
- Use for hiring, troubleshoot performance issue, skill development, promotion, and benchmarking
- 9 languages
- EEOC compliant
- No contracts, minimums, or set-up fees
- Pay as you go, stop any time
- \$300 per assessment (includes telephone interpretation)

**Price subject to change*

xPotentialSelling.com

The **PROCESS**





START USING **xPLORE** TODAY



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