

# CALL CENTER SALES - QUICK REFERENCE GUIDE

## Description of Call Center Sales Personality Scales

Empathy	This scale assesses the degree to which an individual describes him/herself as one who prefers taking action toward accomplishing a specific task; or, one who prefers taking action with people.
Organization	This scale assesses the degree to which an individual likes a variety of activities but dislikes organizing and following established routines and procedures; or, is generally conforming to routine procedures or accepted standards and is well organized.
Assertiveness	This scale assesses the degree to which an individual is retiring, quiet, and not outgoing; or, is persuasive, confident, and outgoing.
Persistence	This scale assesses the degree, to which an individual is undecided, uncertain, and vague in his or her opinions; or, is persevering, unchanging and determined in pursuing goals.
Creativity	A measure of bringing into being new ideas and unique approaches, a propensity for innovative things. Measuring the ability to interpret information and apply the knowledge to other uses or other solutions.
Incentive	This scale assesses the degree, to which an individual is reserved, unpretentious, and is one who has little need for social recognition; or, is desirous of recognition and feedback from others and wants to feel important by receiving attention and favorable notice. It also measures a person's approach to ideas and plans, whether the orientation is levelheaded, pragmatic and concerned with production and profit or more idealistic, imaginative and optimistic.
Maturity	This scale measures an individual's personal maturity level, the degree to which he or she uses good judgment, is stable, levelheaded and accountable.
Drive	This scale assesses the degree to which an individual is competitive and aggressive and may be described by others as being opportunistic at times; or, is unassuming and may be described by others as wanting to please and gain personal acceptance.