

**Profiles Assessments Quick Reference Guide**

**PROFILES SALES INDICATOR**

LOW	PROFILES SALES INDICATOR SUCCESS QUALITIES	HIGH
<p>Reserved</p> <p>Non-confrontational</p> <p>Cooperative</p>	<p><b>Competitiveness</b> Competitiveness is identifiable as an enthusiasm for competitive activity and a confidence in the ability to compete successfully.</p> <p><b>High competitiveness</b> is often associated with a focus on leading others toward one’s goals. It is often associated with an expressed desire to win.</p> <p><b>Lower scores</b> suggest a minimal need to be thought of as the winner over others and a willingness to go along with the group.</p>	<p>Persuasive</p> <p>Confident</p> <p>Assertive</p>
<p>Welcomes support</p> <p>Appreciates the need for procedures</p>	<p><b>Self-Reliance</b> Self-Reliance defines the individual’s need for structure and support.</p> <p>A <b>highly Self-Reliant</b> person is usually interested in doing things in his or her own way. They may stretch the rules to get the job done. They rarely need or desire direct supervision.</p> <p>One with <b>low Self-Reliance</b> may allow others to guide his or her activities. They understand that rules and procedures are necessary, and will rely upon them.</p>	<p>Independent</p> <p>Individualistic</p>
<p>Flexible</p> <p>Good sensitivity</p> <p>Limited follow-through</p>	<p><b>Persistence</b> Persistence is related to sticking with a task until it is finished.</p> <p>A willingness to stay focused on tasks and make personal sacrifices is common among those with a <b>high Persistence</b> score. They do not typically give in to tension.</p> <p><b>Lower scorers</b> may be good at adjusting their actions to accommodate others.</p>	<p>Persevering</p> <p>Unwavering</p> <p>Emotionally tough</p>
<p>Systematic</p> <p>Steady paced</p> <p>Patient</p>	<p><b>Energy</b> Energy demonstrates a tendency toward restlessness and activity. This scale emphasizes a willingness to act in the here and now.</p> <p>The potential for risk-taking and seeking excitement and challenge can be found in an individual with <b>high Energy</b>. At the <b>low end</b>, an individual provides the patience and calmness fundamental to particular kinds of detail-oriented work.</p>	<p>High endurance</p> <p>Spontaneous</p> <p>Fast paced</p>
<p>Relaxed</p> <p>Unassuming</p> <p>Process focused</p>	<p><b>Sales Drive</b> Sales Drive refers to a focused drive that can provide motivation for action.</p> <p>Individuals with <b>high Sales Drive</b> are easily self-motivated and will tend to focus upon outcomes rather processes. They may tend to act as if the end result will justify the means.</p> <p>A low <b>Sales Drive</b> suggests an individual who will appear relaxed and appreciate inspiration from others. They may be interested in the way that something is done as much as in the result of the action.</p>	<p>Success oriented</p> <p>Outcome focused</p> <p>Internally driven</p>

## **Profiles Assessments Quick Reference Guide**

The following behaviors, critical to the sales process, result from a combination of Success Qualities (see previous page). Explanations of each Critical Sales Behavior are presented to suggest some of the variations found in the reports.

<b>Profiles Sales Indicator Critical Sales Behaviors</b>	<b>Description</b>
<b>Prospecting</b>	Highlights the preferred approach to engaging prospects for sales presentations. For example, those who are not easily deterred from a task may prefer the freedom to be original in their approach, while another could prefer the structure that results from having others set their schedule for them.
<b>Closing the Sale</b>	Describes the approach one prefers to move a prospect to buy, whether quickly with an aggressive level of confidence or by taking a step-by-step, more diplomatic approach.
<b>Call Reluctance</b>	Explains an individual's need for support to overcome hesitance in making calls. While some take an independent and self-motivated approach, others may prefer the added incentive and support a supervisor or team may provide.
<b>Compensation Preference</b>	Focuses on the effectiveness of various kinds of rewards that serve to motivate the salesperson. While some seek security with a guaranteed, fixed income, others may prefer the opportunity to expand their income with commissions.
<b>Working with a Team</b>	Emphasizes the level of openness an individual may have to cooperative and/or competitive participation in a team environment. While some make excellent leaders, demonstrating competitiveness and authority, others are best in the role of supporters and associates.
<b>Self-Starting</b>	Illustrates the preferred approach a salesperson may utilize to initiate activity; describes his or her preferred tempo when conducting business. Some individuals are prone to progress without being prompted and others tend to move forward best when a supervisor provides the momentum to get underway.
<b>Building &amp; Maintaining Relationships</b>	Illustrates the style by which a salesperson establishes & maintains relations with clients, whether in a structured and somewhat modest manner or rapidly, in an open and outgoing way.