

Profiles Sales Indicator™

The Problem

It has long been accepted that 80 percent of all products and services are sold by 20 percent of the salespeople. The so-called “80/20” rule is a challenge to all sales executives who strive to build exceptional sales organizations.

Over half the people in sales lack the basic qualities required for success.

Profiles International has developed a tool for those who want to break with tradition and banish the “80/20” rule forever. The Profiles Sales Indicator™ measures the essential qualities of salespeople.

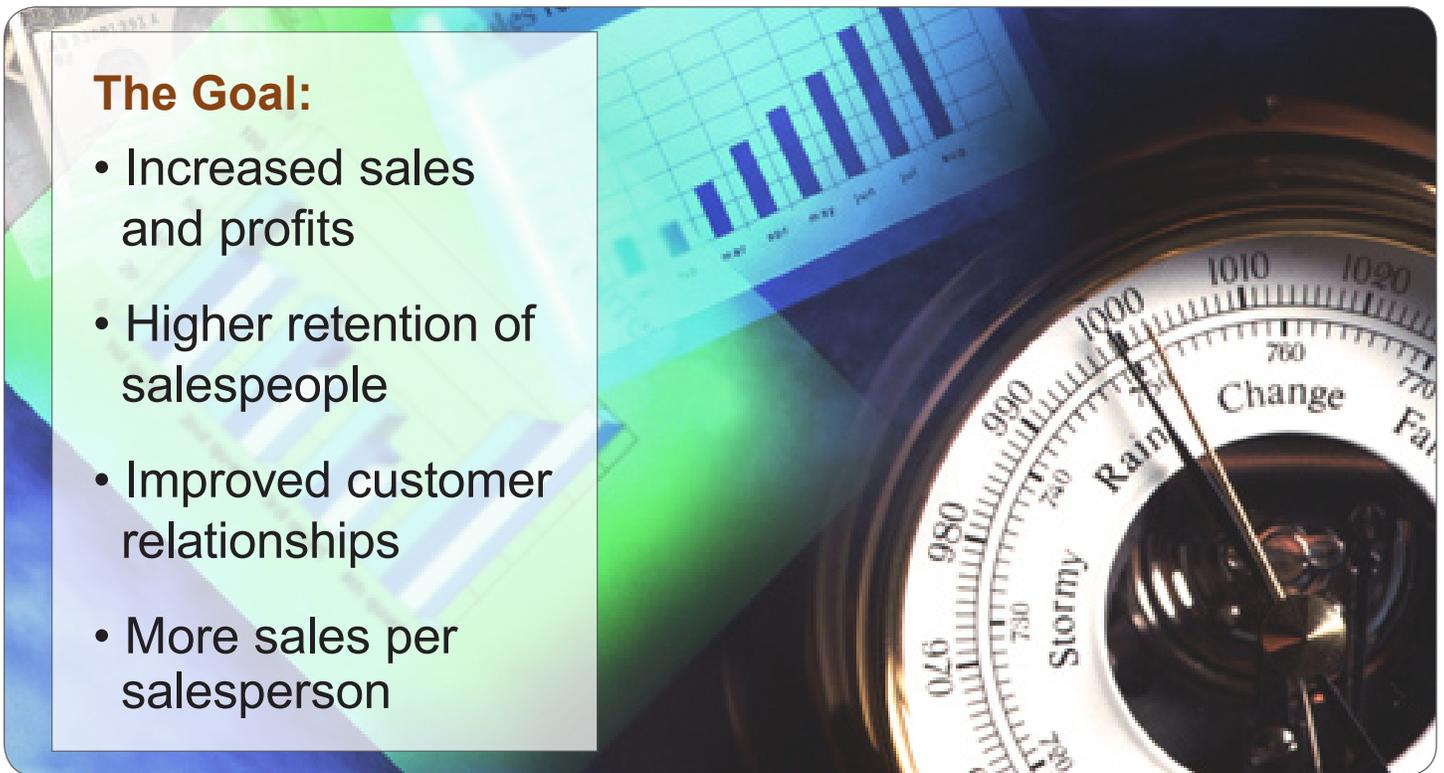
When people make an honest effort to do a good job and fail, it is usually because they were in jobs they did not fit. Matching people with the work they do is a primary mission of Profiles.



An analysis of people working in sales shows over half of them are miscast. They lack the basic qualities required for success in sales and should be doing something else for a living. Of those remaining, half could succeed in sales, but, at the moment, they are selling the wrong product or service. That leaves 20 to 30 percent of salespeople who are in jobs they fit. These are the people who sell about 80 percent of the world’s products and services.

The Goal:

- Increased sales and profits
- Higher retention of salespeople
- Improved customer relationships
- More sales per salesperson



WHAT THE SALES INDICATOR MEASURES

The five key qualities making salespeople successful:

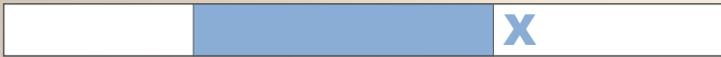
Percentage of
Job Match

89%

Match to your customized job pattern

Competitiveness

Persuasive • Confident • Assertive



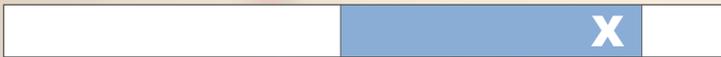
Self-reliance

Independent • Individualistic



Persistence

Persevering • Unwavering • Tough



Energy

High-Endurance • Spontaneous • Fast-paced



Sales Drive

Success-oriented • Internally driven • Outcome-focused



Profiles Sales Indicator™ predicts performance in seven critical sales behaviors:

- Prospecting
- Closing sales
- Call reluctance
- Self-starting
- Teamwork
- Building and maintaining relationships
- Compensation preference

Final Analysis

This suggests about half of the people in sales should never have been hired for sales jobs in the first place and another 25 percent should have been hired to sell something else. Thus, the typical employer may be making three hiring mistakes for each correct one. Obviously, the best place to attack the “80/20” rule is in the hiring process.

The Solution

When hiring salespeople, the objective is to hire only those who have the characteristics of the top 25 percent. The challenge is to find an instrument that can assess those characteristics with a high degree of accuracy. The Profiles Sales Indicator is the solution.

Profiles Sales Indicator™

Easy to Use:

- Can be taken in 20 minutes
- Offers clear, readable reports
- Reports are direct and to the point
- Provides a percentage of job match

Versatile:

- The selection of top salespeople
- A management training guide
- A guide to a planned self-improvement program

Customizable by:

- Company
- Sales position
- Department
- Department
- Manager
- Geography
- Any combination of these factors

