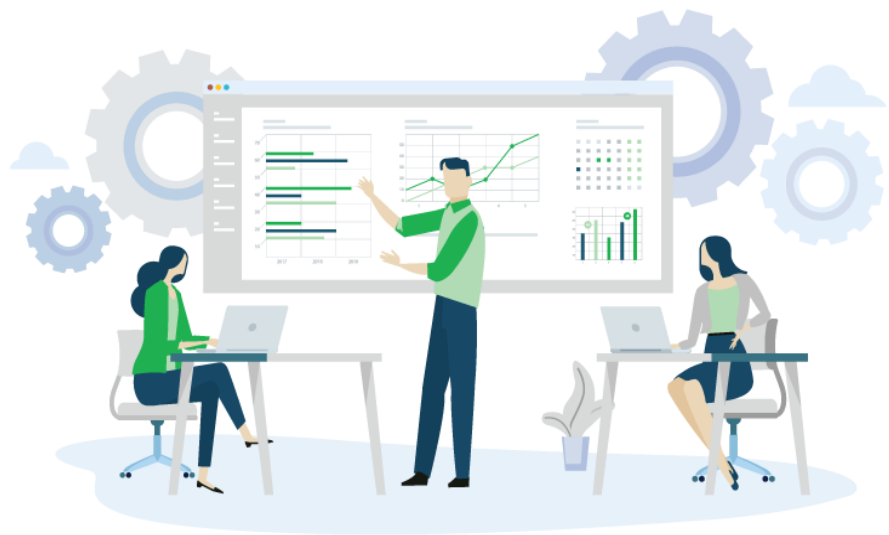


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# Simone Sample

Sales Roles

## Sales Competency Report



## Report Information

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This report has been generated using results from the Test Partnership Sales Roles, which analyses a person's personal preferences, motives, and behavioural tendencies.

This report presents personality scales based on the candidate's own responses to behavioural questions. Research has shown that the self-reporting measures used in this questionnaire are a valid measure of how people behave in the workplace.

Scales have been generated by comparing the candidate's responses with the responses of thousands of other people, to give a comparison of personality traits in the form of sten scores.

Sten scores of 4, 5, 6, or 7 are considered to be within an 'average' range for the comparison group, whilst higher and lower sten scores suggest stronger and weaker preferences compared with the comparison group. It is important to note that low sten scores do not necessarily mean poor performance; they just mean a low tendency to exhibit that particular personality trait. Indeed in some roles it is preferable to display low tendencies towards certain personality traits.

The information contained in this report is confidential and should be stored securely.

The information in this report is likely to remain valid for up to 24 months from the date of taking the questionnaire.

### Disclaimer

This report has been computer-generated and it cannot be guaranteed that this report has not been changed or adapted from the original computer-generated output. If the test was completed without supervision, the identity of the test-taker cannot be guaranteed.

Test Partnership accept no liability for the consequences of the use of this report.

## Report Sections

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### **Full Personality Scales**

This section gives a detailed view of the candidate's full personality profile presented on 20 scales. By providing a spectrum of personality traits, it's possible to focus on particular aspects of the candidate's personality.

### **Summary Personality Profile**





Since it's sometimes impractical or unnecessary to analyse every one of the personality traits contained in the first section, this summary profile recasts the candidate's personality traits in an aggregated, more tailored format for alternative interpretation.

### **Summary Personality Profile Report**





These pages act as narrative to support the Summary Personality Profile section. The report describes how the candidate's responses relate to each of the summary markers, and what their preferences indicate in practice.

## Full Personality Scales Report





### Adaptable and Resilient

<p><b>Collected</b> An individual's emotional consistency, rarely experiencing mood swings or negative emotional reactions.</p>		<p>Below average</p>
<p><b>Confidence</b> An individual's level of belief concerning their capability to overcome obstacles, setbacks and deterrents.</p>		<p>Well below average</p>
<p><b>Self-Directed</b> An individual's likelihood to feel in control, rarely feeling powerless over their life's direction.</p>		<p>Below average</p>
<p><b>Self-Esteem</b> An individual's perceived self-worth, concerning positive self-image and recognition of their own worth.</p>		<p>Well below average</p>





## Client Focus

<p><b>Cheerful</b> An individual's propensity towards optimism, positive thinking and an enthusiastic outlook on life.</p>		<p>Below average</p>
<p><b>Cooperative</b> An individual's propensity to avoid confrontation, cause upset or offence to other people.</p>		<p>Below average</p>
<p><b>Empathetic</b> An individual's concern for others' well-being, readily empathising with their situations, challenges and feelings.</p>		<p>Well below average</p>
<p><b>Social Tact</b> An individual's propensity to be careful, deliberate, and savvy when engaging in meaningful social interaction.</p>		<p>Average</p>




## Communicative and Engaging

<p><b>Assertive</b> An individual's propensity to take control of social situations and feel comfortable speaking their mind.</p>		<p>Well below average</p>
<p><b>Outgoing</b> An individual's affinity with others, warmth towards strangers and interest in interpersonal communication.</p>		<p>Well below average</p>
<p><b>Positive Expression</b> An individual's awareness and recognition of positive emotion, feeling able to express this to others.</p>		<p>Below average</p>
<p><b>Sociable</b> An individual's preference for group membership, participation in crowds and taking centre stage.</p>		<p>Above average</p>

## Enterprising

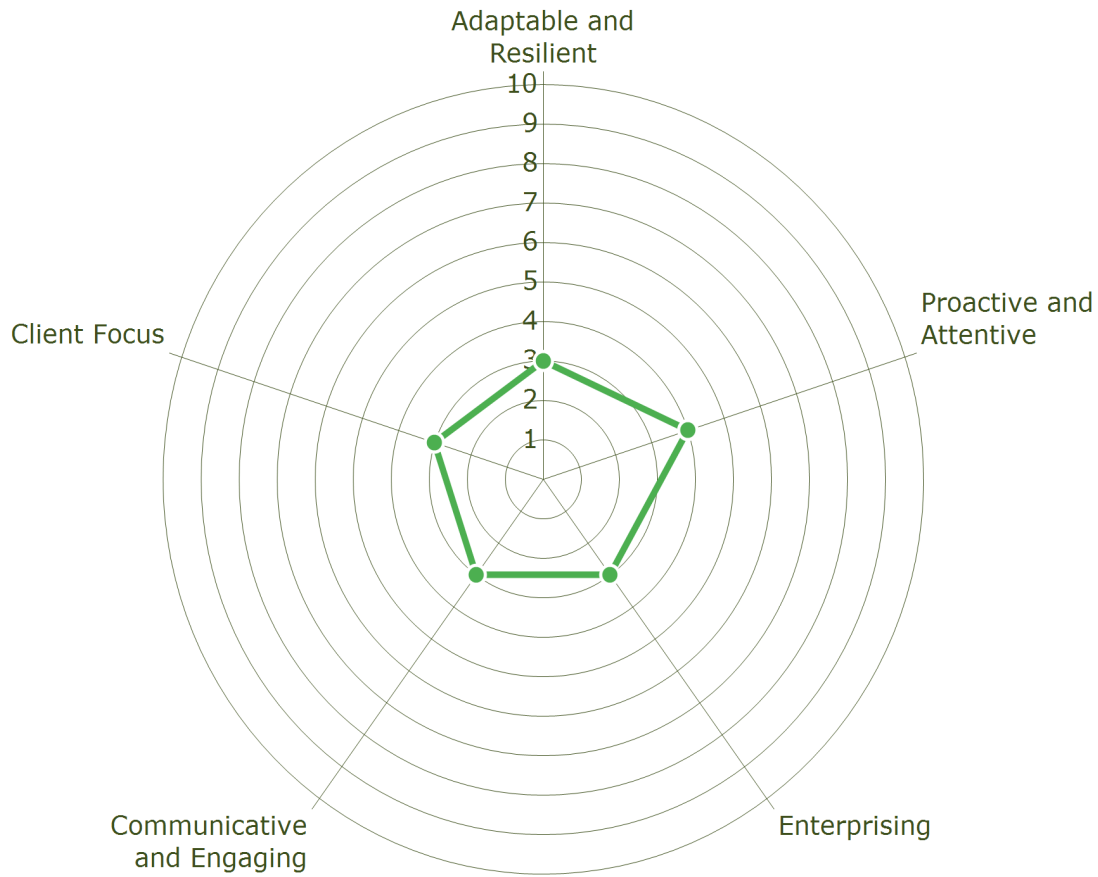
<p><b>Drive</b> An individual's desire to succeed or excel in everything they do, often seeking to outperform others.</p>		Average
<p><b>Goal Focus</b> An individual's preference for setting and achieving goals, gaining satisfaction from reaching targets.</p>		Well below average
<p><b>Perseverance</b> An individual's propensity to see long-term projects through to completion, even in the face of adversity.</p>		Average
<p><b>Persistence</b> An individual's likelihood of seeing a task through to completion, despite challenges, setbacks and obstacles.</p>		Well below average

## Proactive and Attentive

<p><b>Diligence</b> An individual's propensity to follow the rules, uphold procedure and fulfil their obligations.</p>		<p>Below average</p>
<p><b>Discipline</b> An individual's likelihood to remain productive and maintain focus during necessary day-to-day tasks.</p>		<p>Below average</p>
<p><b>Initiative</b> An individual's propensity towards proactivity, starting tasks autonomously without procrastination.</p>		<p>Average</p>
<p><b>Methodical</b> An individual's attention to detail and their propensity to conduct tasks in a meticulous way.</p>		<p>Below average</p>



# Summary Personality Profile



## Adaptable and Resilient

Score: **3**

Adaptable and Resilient relates to a sales professional's propensity to manage stress and handle pressure in high-stakes sales roles. It also provides a significant degree of protection against adverse stress related events, such as occupational burnout.

Adaptability and resilience are essential traits for success in sales roles because sales is constantly changing and salespeople are often faced with a variety of challenges and obstacles.

Being adaptable means being able to adjust to new situations, environments, and customers. In sales, this might mean being able to quickly shift your approach or product pitch to better match the needs of a particular client or market. For example, if a company suddenly changes its target market or a new competitor enters the market, a salesperson who is adaptable will be able to adjust their sales strategy to stay competitive.

Resilience is the ability to bounce back from challenges and setbacks. In sales, resilience is crucial because salespeople are often met with rejection and disappointment. A resilient salesperson will be able to handle rejection without becoming discouraged, and will continue to work towards their goals even when things don't go as planned. They will not be easily discouraged by challenges and will not give up easily. They will learn from their mistakes and use it to improve their approach to close more deals.

In addition, an adaptable and resilient salesperson will be able to handle the fast-paced and ever-changing nature of sales. Sales is a highly competitive field, and salespeople must be able to adapt to new technologies, market changes, and customer needs in order to be successful.

Adaptability and resilience are also important for building and maintaining relationships with clients. A salesperson who is adaptable and resilient will be able to understand and respond to the needs of their clients, even when those needs change over time. They will also be able to handle difficult situations and conflicts with clients in a professional and effective manner.

In conclusion, adaptability and resilience are key traits for success in sales roles. Salespeople must be able to adapt to changing markets and customer needs and bounce back from challenges and setbacks in order to be successful. Building and maintaining relationships with clients also requires adaptability and resilience. A salesperson who possesses these traits will be able to navigate the competitive and ever-changing world of sales, and will be more likely to close deals and achieve success.

This score indicates a low level of the Adaptable and Resilient competency, relative to the chosen norm group for this assessment.

## Client Focus

Score: **3**

Client Focus relates to a sales professional's propensity to build a meaningful rapport with their clients, make the client's needs a high priority, and take a genuine interest in the issues that they face.

Being client-focused is critical in sales roles because it helps sales representatives to understand and meet the needs of their customers, build trust, and ultimately drive sales.

When sales representatives are client-focused, they take the time to understand their customers' pain points, goals, and decision-making processes. This allows them to tailor their sales pitch to address the specific needs of their customers, and to present solutions that align with their customers' objectives. By focusing on their customers' needs, sales representatives are able to build trust and credibility, which are essential for closing sales.

Client-focused sales representatives also pay close attention to customer feedback and use it to improve their sales approach. They are responsive to customer complaints, concerns and queries, and take action to address them. This allows them to build positive relationships with their customers and to retain them over time.

Being client-focused also helps sales representatives to identify new sales opportunities. By understanding the needs of their customers, they are able to identify new products or services that would be of value to them, and to upsell or cross-sell accordingly. This helps them to maximise revenue and increase the lifetime value of their customers.

Moreover, client-focused sales representatives are able to anticipate their customers' future needs and plan accordingly. They can anticipate what customers need and make sure that the company has it available for them. This helps them to create long-term relationships with customers and retain them for a long time.

Companies can foster a client-focused culture by providing regular training and coaching on customer service and relationship-building skills. Additionally, companies should foster a positive and supportive work environment that encourages employees to be client-focused. Recognising and rewarding employees for their client-focused approach can also help to reinforce this behaviour.

In summary, being client-focused is essential in sales roles. It enables sales representatives to understand and meet the needs of their customers, build trust, and ultimately drive sales. By fostering a client-focused culture through training, support, and recognition, companies can help their sales representatives to provide better service to customers and drive revenue growth.

This score indicates a low level of Client Focus, relative to the chosen norm group for this assessment.

## Communicative and Engaging

Score: **3**

Communicative and engaging relates to a sales professional's interpersonal skills, their propensity to exert their influence to convince others. It also determines whether a sales professional will feel comfortable with public speaking and purposeful interpersonal interaction.

Being communicative and engaging is important in sales roles because it helps salespeople effectively connect with potential customers and build relationships with them.

Effective communication is essential for conveying information about products or services, and for understanding the needs of potential customers. A salesperson who is skilled in communication can clearly and concisely explain the benefits of a product or service, and can answer any questions or address any concerns that a customer may have. They can also use active listening skills to understand the customer's needs and tailor their pitch accordingly.

Being engaging means to be able to capture and hold the attention of potential customers, and to make them interested in what you have to offer. An engaging salesperson can create a positive and memorable experience for the customer, which can lead to repeat business and positive word-of-mouth recommendations. They are able to present their product or service in an interesting and exciting way, and they can use storytelling and other techniques to make the customer feel more connected to the product or service.

Both communicative and engaging salespeople are able to build trust with potential customers, which is crucial for closing deals and building long-term relationships. Customers are more likely to buy from a salesperson whom they trust and feel comfortable with, and effective communication and engagement can help establish that trust.

Being communicative and engaging also helps salespeople stand out in a competitive industry. With so many salespeople vying for the attention of potential customers, those who are skilled in communication and engagement are more likely to be remembered and have an advantage over their competitors.

In conclusion, being communicative and engaging are essential skills for success in sales roles. Salespeople who are skilled in communication and engagement can effectively connect with potential customers, build trust and relationships, stand out in a competitive industry, and provide excellent customer service. These skills can lead to more closed deals and long-term success in sales.

This score indicates a low level of the communicative and engaging competency, relative to the chosen norm group for this assessment.

## Enterprising

Score: **3**

Enterprising relates to a sales professional's motivation to achieve their goals and display a competitive spirit. This competency also determines whether sales professionals remain consistent in the face of obstacles, striving to achieve their goals no matter what.

Being enterprising is important in sales roles because it helps sales representatives to identify and capitalise on new opportunities, take initiative, and drive results.

An enterprising sales representative is proactive in seeking out new business opportunities, rather than waiting for them to come to them. They identify potential new customers and markets, and are willing to take calculated risks to pursue these opportunities. They are not afraid to think out of the box and come up with new and innovative ideas that can help them to stand out in a competitive marketplace.

Being enterprising also means taking initiative to drive results. Sales representatives who are enterprising have the drive and determination to succeed, and they take ownership of their sales goals. They are not afraid to take on new challenges and are willing to put in the extra effort to achieve their goals. This helps them to close more deals and achieve higher sales.

Moreover, enterprising sales representatives are able to build and maintain a robust network of contacts that can provide them with leads, referrals and knowledge about the industry. They also attend networking events, join professional organisations, and engage in other activities that allow them to build relationships with potential customers, partners, and other industry professionals.

Enterprising sales representatives also have strong communication and negotiation skills that are essential for closing deals and building relationships with customers. They are able to present products or services in a compelling way, and to overcome objections and close deals. They are also able to negotiate win-win agreements that benefit both the customer and the company.

Companies can foster an enterprising culture by providing regular training and coaching on sales strategies, market research, and relationship building. Additionally, companies should create an environment that encourages employees to take initiative, be creative and have a growth mind-set. Recognising and rewarding employees for their enterprising approach can also help to reinforce this behaviour.

In summary, being enterprising is a vital trait for sales representatives to possess. It enables them to identify and capitalise on new opportunities, take initiative, and drive results. By fostering an enterprising culture through training, support, and recognition, companies can help their sales representatives to achieve higher sales and revenue growth.

This score indicates a low level of the Enterprising competency, relative to the chosen norm group for this assessment.

## Proactive and Attentive

Score: **4**

Proactive and Attentive relates to a sales professional's propensity to remain focused, diligent, and consistent on a daily basis. It also determines whether sales professionals take autonomous ownership of tasks, rather than waiting for a request from management.

Being proactive and attentive are essential qualities for success in sales roles for several reasons. First, being proactive means taking initiative to find and pursue new sales opportunities, rather than waiting for them to come to you. This is important because it allows salespeople to expand their customer base and increase revenue for their company. Proactive salespeople are always on the lookout for new leads and are not afraid to reach out to potential customers. They are not only able to identify new business opportunities but also take the necessary steps to close the deal.

Second, being attentive means paying close attention to the needs and concerns of customers. This is important because it allows salespeople to tailor their sales pitch and approach to the specific needs of each customer. Attentive salespeople are able to listen carefully to their customers and respond to their questions and concerns in a timely and appropriate manner. They are also able to identify and address any potential objections a customer may have, which can help to close the sale.

Third, being proactive and attentive is also important for building and maintaining customer relationships. Proactive salespeople are always looking for ways to add value for their customers, whether it be through offering new products or services or providing exceptional customer service. Attentive salespeople are able to understand the needs of their customers and provide solutions that meet those needs. This helps to build trust and loyalty with customers, which can lead to repeat business and positive word-of-mouth referrals.

In conclusion, being proactive and attentive are vital in sales roles because they allow salespeople to find and pursue new sales opportunities, tailor their sales approach to the specific needs of each customer, and build and maintain strong customer relationships. These qualities can help salespeople to increase revenue for their company and achieve success in their sales career.

This score indicates an average level of the Proactive and Attentive competency, relative to the chosen norm group for this assessment.