

Thank you for taking the test. We hope it meets the purpose.
Your report is presented in multiple sections as given below:

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Graphic representation and detailed description of each factor

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Personality traits distinct to the candidate's profile

How different professions suit your profile

Complementary analysis for better assessing your abilities

Indicators

Social Desirability Score

4.4 0  10

A high score (a number greater than 7) indicates a tendency to respond favorably, that is, the candidate has deliberately or unknowingly responded to the test items in such a manner as to create a positive impression of him/her self. A high score on this indicator suggests that the candidate's sales profile is an inaccurate representation of his/her true capacities.

Note: The average social desirability score on this test is around 4.0.

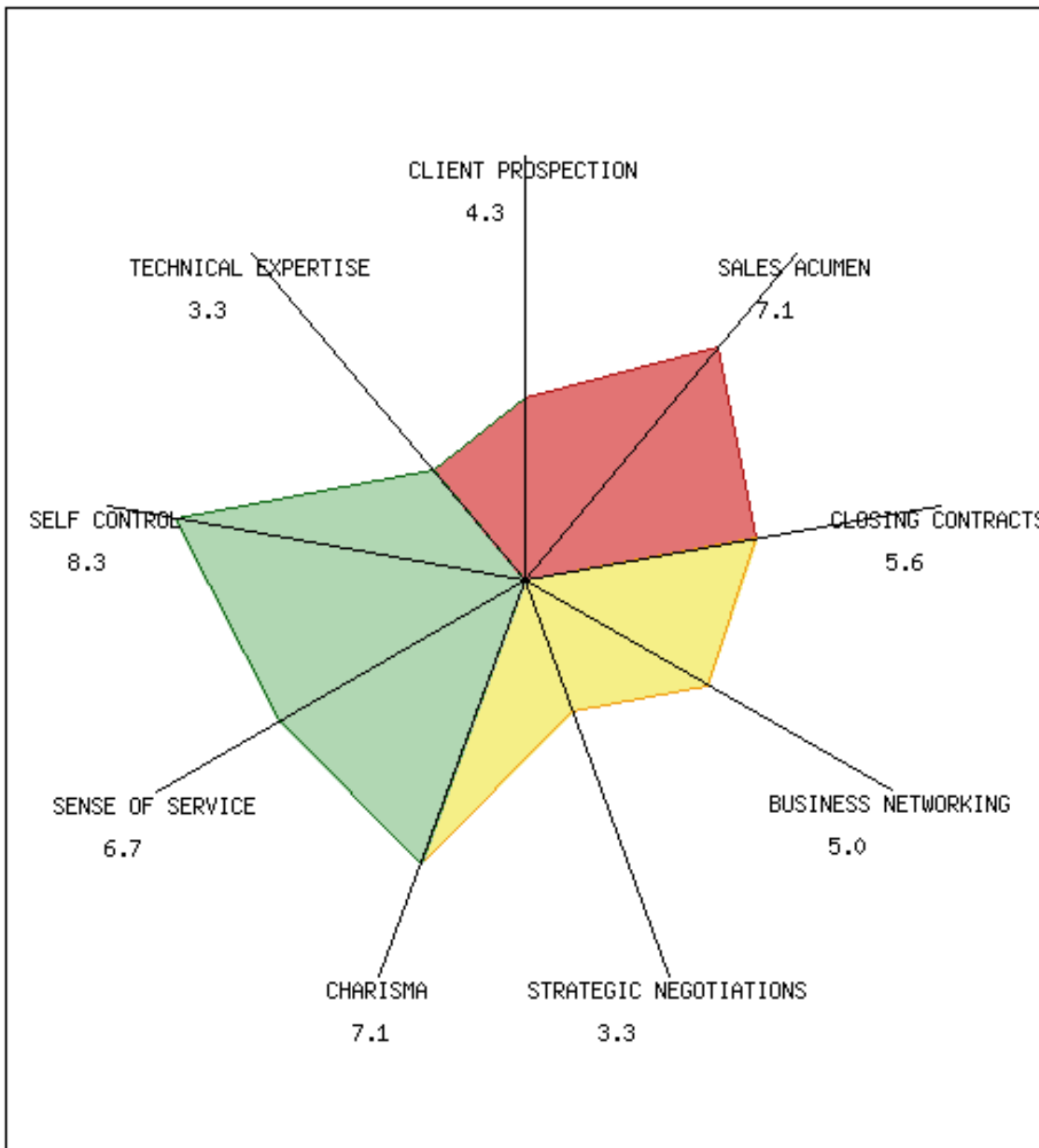
Sales Potential Score

58 0  100

[scores between 57 and 59] The analysis of the responses to the 'sales related items' shows that the candidate has a good potential towards sales and prospection. A detailed list of his/her strengths and weaknesses is given in this report. This indicator is measured by a number of sales related items from the questionnaire. The maximum score is 100 (a brilliant salesperson). The mean average for salespeople is slightly higher than 60. Against the general population distribution, 50% of people have scores weaker than the candidate.

Main results

Your principal results (score out of 10)



Legend

- SALES FORCE («Field Sales»)
- SALES FORCE («Business Development»)
- CLIENT RELATIONS

Detailed results

Position of the candidate/employee against standard behavioral dimensions related to sales.

By behavioral dimension, scores range from 0 to 10.

- 1 SALES FORCE («Field Sales») 5.7
- 2 SALES FORCE («Business Development») 5.2
- 3 CLIENT RELATIONS 6.1

SALES FORCE («Field Sales») 5.7
 Audacious and perseverant, a salesperson «field sales» would prospect and develop new markets, finally increasing substantial company revenues.

CLIENT PROSPECTION 4.3
 Establishing new contacts can sometimes be a source of stress for you. You prefer to follow up on prospects your colleagues have already approached since the initial contact has been established. You must free yourself of mental blocks and approach business relationships with a positive attitude, and build your confidence in establishing contacts.

SALES ACUMEN 7.1
 ++ Your Sales Acumen score is high. You consider selling a strategic game in which each step takes you closer to victory. You find the prospect of closing a difficult sale stimulating and invest all your energy into it. You master the tactical and relational aspects of selling.

CLOSING CONTRACTS 5.6
 + You are competitive and pursue your objectives with perseverance. But you are not persistent when you encounter rejections or obstacles during negotiations. You will negotiate with a potential client until you think it is futile to put in more energy.

SALES FORCE («Business Development») 5.2
 Talented at the art of negotiation, quiet charismatic, a salesperson "Business Development" likes challenges and to indulge in important sales or strategic partnerships with niche markets.

Jennica CARTER's profile

BUSINESS NETWORKING	5.0
<p>You recognize the importance of having a good network of contacts. However, you sometimes hesitate to take advantage of your network to achieve your goals. You are undoubtedly more effective in short sales cycles than longer sales negotiations.</p>	
STRATEGIC NEGOTIATIONS	3.3
<p>- Your score in Strategic Negotiations is below average. Long term negotiations and customized contracts are not likely to interest you. You seem to be at ease in situations that require specific and quick action.</p>	
CHARISMA	7.1
<p>++ You believe that you will be able to sell more by gaining your customer's trust and are eloquent in your interactions with potential clients. You are considered to be a good spokesperson for your company and product.</p>	
CLIENT RELATIONS	6.1
<p>Always available and open to the clients needs, he/she would assure proper information and client satisfaction, with a personal follow-up and care of the technical aspects of the contract.</p>	
SENSE OF SERVICE	6.7
<p>++ You are attentive to your clients' needs and try to adapt your offers accordingly. Your ability to listen is reassuring and your clients trust your judgment. You maintain contact with your clients and let them know that you are always available for assistance.</p>	
SELF CONTROL	8.3
<p>+++ Your score indicates that you have exceptional self-control. You manage your negative emotions easily, regardless of unexpected failures. No client is too difficult to make you lose your enthusiasm or composure. However, you may sometimes be perceived as cold, distant, or aloof. Make sure you leave room for spontaneity while interacting with others.</p>	
TECHNICAL EXPERTISE	3.3
<p>- Your Technical Expertise score is below average. The administrative aspects of sales are probably not your strength and you tend to neglect the technical aspects of a product. You prefer a functional approach which involves explaining how the product will benefit the client rather than explaining how the product works. It is important for you to have the logistical and technical support of your team.</p>	

Personalized analysis of the report

The personality traits that are distinct to the profile of Jennica are :

Social Desirability Score : 4.4 (/10)

Sales Potential Score : 58 (/100)

group	Weaker points / areas that need improvement		Average range	Strong points	
	Dominant trait	Marked trait		Marked trait	Dominant trait
Sales force («field sales»)				> Sales acumen 7.1	
Sales force («field sales»)			Closing contracts 5.6		
Sales force («field sales»)			Client prospection 4.3		
Sales force («business development»)				> Charisma 7.1	
Sales force («business development»)			Business networking 5.0		
Sales force («business development»)		> Strategic negotiations 3.3			
Client relations					>> Self control 8.3
Client relations				> Sense of service 6.7	
Client relations		> Technical expertise 3.3			

Strong points of the candidate : dimension Sales force "Field sales"

- > [Sales Acumen] Spontaneous and bold, Jennica considers the sales process to be a game in which each stage is a "game" to win. She rarely makes concessions so as to maintain his margins. Backed by a good strategic plan, Jennica likes to negotiate and the challenge of difficult sales where she has the opportunity to persuade potential clients. A born entrepreneur, Jennica is drawn to sales.

Strong points of the candidate : dimension Sales force "Development"

- > [Charisma] Jennica knows how to impress her audience during professional negotiations, playing up her eloquence, personal presentation and natural charm. She naturally plays the role of "ambassador" of the product she is responsible for promoting. For her, winning the friendship of her client/prospect factors into closing the sale.
 However, a little too sure of her charisma, people might think Jennica is telling them what they want to hear.

Strong points of the candidate : dimension "Client relations"

- > [Self-control] Jennica generally remains calm and enthusiastic, despite setbacks and events beyond her control. Jennica is a good thinker and expresses her views thoughtfully, even in stressful situations. She is skilled at controlling her emotions and at finding appropriate solutions. Jennica is rarely upset by rejections, complaints, accusations, delays or last-minute schedule changes.
- > [Sense of service] Jennica ensures client loyalty through regular contact. She likes to check in with her clientele regularly and demonstrates a willingness to maintain and improve the service offered. For her the satisfaction of the client comes first.
 However, Jennica may overlook her own objectives and those of the company and concentrate only on the client's interests.

Weaker points / areas that need improvement (from a sales perspective) :

- > [Strategic negotiations] Jennica may prefer contracts that are closed quickly over those that call for difficult negotiations. If she wishes to establish high profile partnerships Jennica needs to take the risk and engage in negotiations that have an amount of uncertainty around them.
- > [Technical expertise] Jennica has trouble selling products or services that require in-depth technical knowledge. However, some people are good technicians but prefer more functional work, such as project management (which would explain a low score on this factor). Regardless, Jennica is more of a generalist than an expert.

Detailed results

Position of the candidate/employee against standard behavioral dimensions related to sales.

By behavioral dimension, scores range from 0 to 10.

- | | |
|----------------------------------------|-----|
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Jennica CARTER's profile

3 B2C SALES FORCE 53%
Product sales representative (door to door sales), financial product consultant...

Finding new customers by implementing the company's sales policy.

You are in charge of selling company products to a precisely defined group of private clients. You quickly sumup the expectations of the client, and modify your sales pitch where necessary. Independent, you act as an interface between your company and the industry for which you are responsible.

Good physical condition (for door to door sales), a highly developed sales pitch, a good notion of psychology, and an unyielding persistence are essential.

4 BANK / INSURANCE AGENT 51%
Banking customer service representative (tellers, personal bankers, etc.), insurance sales consultant, investment advisor...

Managing the sales of a portfolio of clients.

Your main function is to work with customers, both private and corporate, and to develop their loyalty. Your job is to offer them the most suitable solutions for their needs, while promoting your own company's products (financial products, for example). From time to time you may even be called on to prospect very precisely defined groups of clients.

Skills required : in-depth knowledge of the company's products/services, making desisions, communicating clearly and related methods of management (accounting, financial analysis, taxation, etc.).

5 CLIENT SUPPORT / AFTER-SALES 50%
Head of customer support, call centre agent, director of customer services.

Implementing the company's after sales policy and quality control.

You ensure that quality standards are implemented throughout the company and you deal with customer needs (those not taken into account by sales representatives). You keep track of all your operations, and you take part in developing the company's after-sales policy, your main mission being to build customer loyalty.

You will need to have technical knowledge, be organized and methodical, and withstand stress.

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