



Thank you for taking our tests. We hope they will prove useful in your future endeavors.  
Your test is broken down into different parts.

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## Sales Potential Indicators

### Social Desirability Score

3.3      0       10

A high score (above 7 out of 10) signifies that the candidate wanted to respond favourably to this questionnaire and tends to invalidate his/her entire result. This indicator is measured on the basis of several questions given in the test.

Please note : The general average for this indicator is approximately close to a 4.0/10 since the last version of the questionnaire updated in June 2007.

### Sales Potential Score

64      0       100

[scores between 65 to 70] The analysis of the responses to the 'sales related items' show that the candidate has a high potential towards sales and prospecting. A detailed list of his/her strengths and weaknesses are given in this report. This indicator is measured from a number of sales related items given in the questionnaire. The maximum score is 100 (a brilliant salesperson). The mean average for salespersons is slightly higher than 60. Against the general population distribution, only 20% of all people have a higher score than the candidate.

## Your General Profile

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

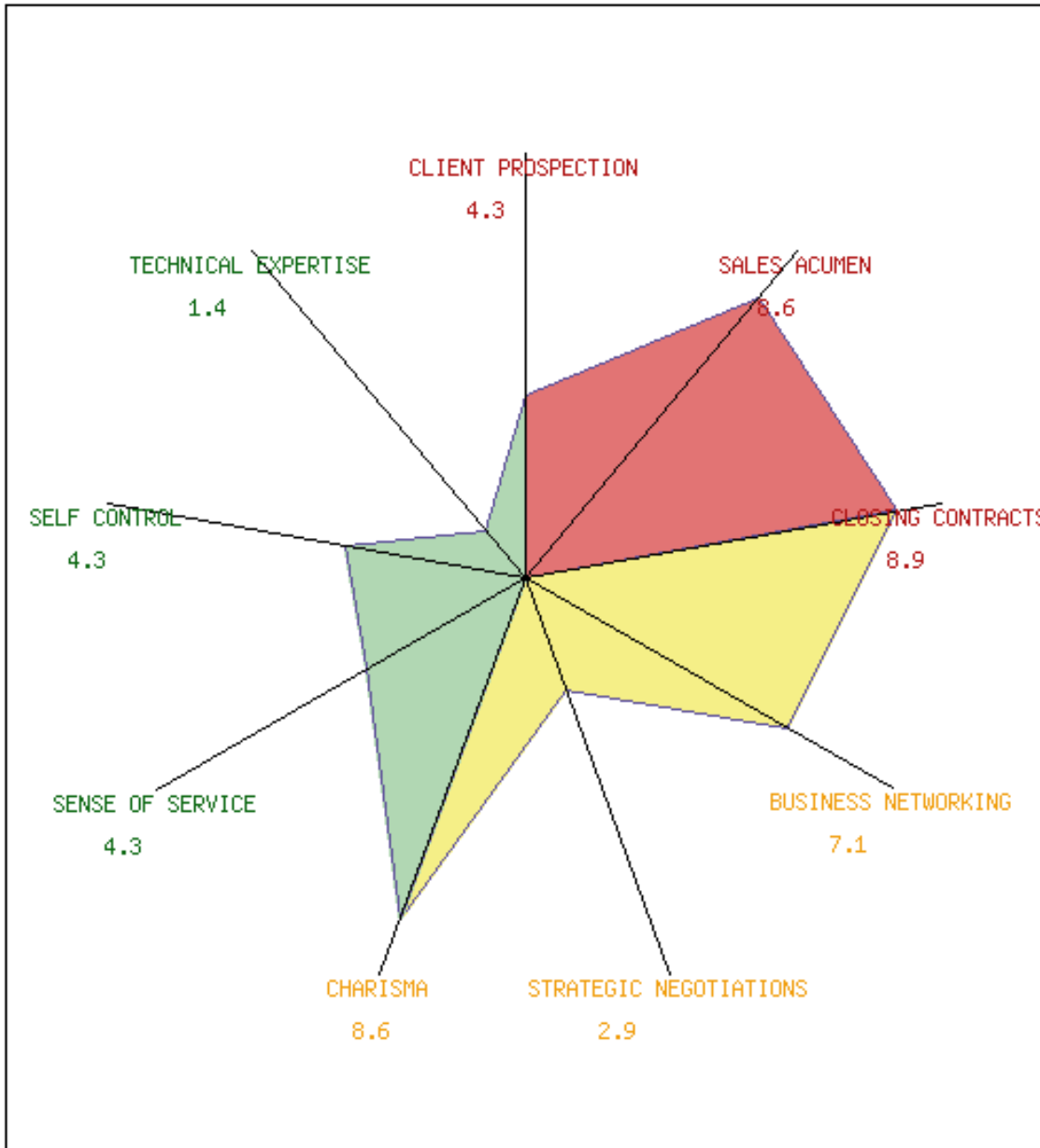
By behavioral dimension, marks range from 0 to 10.

The above descriptives are just generic.

1 SALES FORCE (« Field Sales »)	7.3
2 SALES FORCE («Business Development»)	6.2
3 CLIENT RELATIONS	3.3
1 SALES FORCE (« Field Sales »)	7.3
Audacious and perseverant, a salesperson «field sales» would prospect and develop new markets, finally increasing substantial company revenues.	
2 SALES FORCE («Business Development»)	6.2
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.	
3 CLIENT RELATIONS	3.3
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.	

## The Graph

Your principal results (score out of 10)



Description of the factors evaluated (Available in html version of the report).

Key

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



## The Comments

Note: Certain character traits may seem contradictory in the descriptions.

### CLIENT PROSPECTION

Establishing new contacts does not bother you, but it can be a source of stress. You prefer to follow up with prospects approached by your colleagues, since the initial contact has already been established. You must remove the psychological barriers, approach business relationships with a positive attitude and assert yourself in order to build your confidence in establishing contacts.

### SALES ACUMEN

+++ Your Sales Acumen score is very high. Your entrepreneurial mind helps you approach each sale as a challenge. You are not put off by any negotiation. Challenges motivate you because you can use your negotiating skills. You excel in the art of selling and enjoy earning new clients.

### CLOSING CONTRACTS

+++ Your score in Closing Contracts is very high. Your unrelenting desire pushes you to put all your energy into winning that highly coveted contract. When you argue, it's to convince the other person. You know how to deal with objections and to assert yourself. Moreover, you often receive support from others, even during tough, complex negotiations. You consider challenge as an opportunity.

### BUSINESS NETWORKING

++ You have a high score in Building Business Networks. You know to identify influential people and decision makers who can help you realise your objectives. You do not hesitate to use them as a lever to extend further your knowledge of the market and your influence network. You know how to establish a climate of confidence with your business partners.

### STRATEGIC NEGOTIATIONS

- Your score in Strategic Negotiations is below average. It is probable that long negotiations and contracts made-to-order do not interest you. You seem to be at ease at situations that require direct actions and where the contract is sure to be signed more quickly.



## CHARISMA

+++ You have a very high score in Charisma. Within no time you gain the trust and confidence of your listeners with your sense of humour, charm and eloquence. You leave each time an indelible impression on those whom you meet. You are an excellent ambassador of your product and your company.

## SENSE OF SERVICE

You scored average in sense of service. Although you recognize the importance of identifying the client's needs and consequently adjusting your offer, your listening skills and judgment can sometimes contribute to failure. You may have a tendency to hasten the sale. You prefer to focus on the most profitable clients.

## SELF CONTROL

Your Self-Control is average. Although you usually succeed in controlling your emotions, you sometimes explode when there is too much stress. You can become impatient if things do not go as expected or say things that you might regret afterward.

## TECHNICAL EXPERTISE

-- Your Technical Expertise score is well below average. It is important for you to carefully choose the field in which you want to work. You have better skills as a generalist and you prefer to use a functional, tangible approach with the purely technical elements of a product. Moreover, you probably don't like the administrative side of sales, preferring to work in the field.

## Personalized analysis of the report

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

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

[Closing contracts] Sunder is bold and tenacious, which is generally associated with good physical resistance. He has the high level of assertiveness and risk orientation found in successful closers. He does not back down from a challenge, seizing opportunities to gain clients or to earn income for the company. Sunder is very comfortable with and even stimulated by competition. He knows how to be insistent with hesitant clients and to follow up with them when necessary. Sunder's motivation to attain his objectives will incite him to use all available means to succeed. Sunder will be able to deal with any objections that arise and regain control of the conversation afterward.

Advice to Sunder : Be careful and try not initiating the closing process too early in the negotiation.

[Sales Acumen] Spontaneous and audacious, Sunder considers the sales process to be a game in which each stage is a "set" to be won. He rarely makes concessions so as to maintain his margins. Backed by a good strategic plan, Sunder likes to negotiate and to be up against difficult sales in order to change the point of view of potential clients. A born entrepreneur, Sunder is quite simply drawn to sales.

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

[Charisma] Sunder knows how to impress his audience during professional negotiations, putting to use his skills in eloquence, personal presentation and natural charm. He knows perfectly how to play the role of "ambassador" of the product he is responsible for promoting. For him, winning the friendship of his client/prospect plays in his favour to close the sale. However, A little too sure of his charisma, Sunder might give an impression of « speaking mostly nonsense without coming straight to the point ».

[Building business networks] Sunder is sociable and likes to build a network of contacts. He has the art to seek out influential persons, decision-makers or purchasing advisors, and knows how to make reliable acquaintances among them by creating an atmosphere of trust and confidence, which could in turn prove very helpful in realising sales and strategic partnerships. He does not hesitate to use his contact network whether personal or professional to initiate a business negotiation.



## SALES PROFILE

Sunder RANGARAJAN's profile

Strong points of the candidate : dimension "Client relations"

No dominant trait could be detached there from your profile.

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

[Technical expertise] If it involves selling products or services that require in-depth technical knowledge, Sunder may have trouble adapting from the outset. However, some people are good technicians, but aspire to do more functional work, such as project management (which would explain a low score on this factor compared to their actual skills). Regardless, Sunder is more of a generalist than an expert.

[Strategic negotiations] Sunder may have a tendency towards contracts that conclude rapidly over those that need difficult negotiations. If he wishes to establish high profile partnerships Sunder needs to take the risk and engage in negotiations that have an amount of uncertainty around them.

## How different professions suit your profile

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

A perfect adequacy would correspond to a rate of 100 %.

The rate must be at least equal to 50% to consider that the profile of the candidate corresponds well to the behavioral dimensions.

### COMMERCIAL PROFESSIONS

1	B2C SALES FORCE	85%
2	SHOP ASSISTANT / STORE MANAGER	62%
3	TELEMARKETERS	60%
4	B2B SALES FORCE	38%
5	BUSINESS DEVELOPMENT (SME / MNC)	37%
6	SALES ENGINEER	35%
7	BANK / INSURANCE AGENT	15%
8	CLIENT SUPPORT / AFTER-SALES	0%

1	B2C SALES FORCE	85%
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*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 sum up 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.

2	SHOP ASSISTANT / STORE MANAGER	62%
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*Store sales person, shop manager (or assistant), counter rep.*

In-house sales of products requiring a certain degree of specialization.

You handle clients, acting as an advisor or specialist, while meeting sales goals. Depending on the size of the cost centre, you also take part in its sales management (purchases, stock management, cashier, accounting, etc.).

Prerequisites include a desire for versatility, and possibly possessing specialist skills..



## 3 TELEMARKETERS

60%

*telemarketers (junior/senior), teleprospection, telesales, etc...*

Prospecting by phone to find new customers.

Your mission is to sell products of your company to a niche market by phone whether it is the general public or companies. You have a capacity of understanding and listening to the needs of your clientele quickly. Endowed with good stress management skills, you will demonstrate the ability to solve problems and manage difficult clients.

Essential qualities: open and communicative, you are by nature a person with determination, persistence and thoroughness to detail, which are primary qualities to survive in an inbound or outbound call center environment.