

# SALES REPORT

Personality Questionnaire [Enhanced]



## Mikel Thomas

Completion date: 23/06/2021

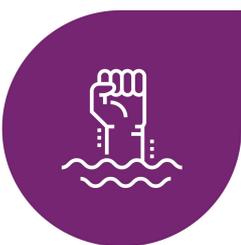


### This report could be used by:

Mikel's line manager, or the recruitment team. Can also be used for feedback with Mikel.

### This report describes:

Key findings from Mikel's personality profile that indicate his strengths and preferences in each stage of the sales cycle. The report covers:



GRIT



EMPATHY



APPETITE



FOCUS

## UNDERSTANDING THIS REPORT

### Introduction

This report provides a penetrating insight into the personal style, values and motivational drivers behind Mikel's sales potential. The report describes the aspects that Mikel feels are his strengths in each of the four sales quadrants, as well as highlighting some potential derailers based on his answers to the Personality Questionnaire [Enhanced]. This report can be used to inform Mikel and his colleagues about likely strengths to take advantage of in sales situations, and where he could devote some time for self development.

The results in this report were generated for Mikel's responses that he completed on 23/06/2021, and were compared with which comprises a diverse group of individuals who completed Criterion Personality Questionnaires in English from 2015-2020.

### Important points

When reading this report, please remember the following points:

- **Personality is not fixed** - it may vary over time, change through training/development, or simply vary depending on the situation.
- There are **no rights or wrongs**. The scores do not measure ability, skills, capability or competence. They are merely indications of preferences or typical styles of behaviour.
- The questionnaire is **very reliable but is not infallible**.
- The profile is intended to clarify Mikel's **self-perceptions** - it does not provide an objective measure.
- For further interpretation of the candidate's profile, you should seek the advice of a trained platform user.
- These results **must be kept within the boundaries of confidentiality** agreed with Mikel.
- The results must not be used for any purpose other than that agreed with Mikel.
- These results **must be kept securely and not retained** beyond the period agreed with Mikel.

### Further information about Mikel

Further reports can be downloaded for Mikel, which provide additional information about his personality:

- **Interviewer report** - Suggests interview questions based on Mikel's profile.
- **Insights report** - Describes Mikel's personality profile and contains information about each scale.
- **Personal feedback report** - Provides Mikel with detailed feedback on his preferred style and how this might affect his approach to work
- **Ability test report** - Details Mikel's ability test results, where additional assessments have been completed.

# MIKEL 'S SALES STRENGTHS

This page provides an overview of Mikel's responses to the Personality Questionnaire [Enhanced]. Scores for each quadrant are gathered from a composite of personality scales, with higher scores in each quadrant representing stronger sales potential. A more in depth look at Mikel's personality can be found on the following pages.



## SALES REPORT

Sales roles and strategies vary extensively across organisations, so establishing what makes a person successful can seem daunting. One unifying contributor is personality. Criterion's work over the past 25 years has highlighted four key personality areas that are shared by successful sales people.

These four areas cover the work styles and preferences that contribute to effective sales at each stage of the sales process. Whilst the report is designed to be universally applicable, there may be some factors that are particularly relevant to certain roles or levels. You should reflect upon the specific role you are considering whilst using this report.

Personality influences human behaviour and so it follows that high scores in the following four areas indicate strong sales potential.



### Grit

This quadrant refers to the candidate's overall attitude during the sales cycle, including after the sale has been closed. A high score in this area indicates someone who thrives under pressure and remains resilient in the face of adversity.

#### Key GRIT attributes:

- Approaches challenges with optimism
- Strong stress management skills
- Resilient in the face of criticism or unsuccessful sales
- Comfortable with changeable work environments



### Empathy

Successful sales require a person to build and maintain good relationships with their clients. Social poise and confidence in adapting one's style to fit the requirements of the customer will lead to high scores in this quadrant.

#### Key EMPATHY attributes:

- Builds rapport and trust
- Creates desire
- Adapts interpersonal style
- Maintains contact with clients



### Appetite

This quadrant relates to the latter part of the cycle, and candidates with high scores in this area will be particularly good at closing a sale.

Effective influencing skills and a sense of competition will be the key to success in this section.

#### Key APPETITE attributes:

- Presents and pitches with confidence
- Has profit awareness
- Assertive when appropriate
- Motivated to keep busy and accomplish targets



### Focus

After making first contact, successful sales people use the information they have learnt to create mutually beneficial outcomes, with the client as their priority. High scores in this quadrant require structured and creative thinking.

#### Key FOCUS attributes:

- Identifies client needs
- Maintains pace
- Finds intelligent solutions
- Achieves balance between the client's and the organisation's goals

# IN DEPTH LOOK AT MIKEL 'S SALES SKILLS

The following pages indicate Mikel 's two strongest aspects from each quadrant. Below each of these is 'something to watch out for' - this could be advice on how to avoid overexpressing her preferred sales styles, or tips on how to bolster those aspects that he may not feel as confident with.



## Grit

Mikel 's overall resilience and attitude to sales

- Has a strong sense of internal control over their surroundings. Ready to influence events towards successful outcomes and take appropriate responsibility if things don't go to plan.

- Effectiveness of performance at work may be constrained by reluctance to engage in self-development activities. May become complacent about effectiveness, skills, knowledge, and approach at work. Could be resistant to developmental feedback.



## Empathy

Mikel 's interpersonal sales style

- Adept at flexing their working style depending on the circumstance. Is confident in adapting interpersonal style to suit those they are trying to influence.
- Likes the company of others and has strong team work skills. Takes time to build relationships across groups with colleagues and clients. Is comfortable working in a sociable or people orientated environment.

- Has a tendency to share own opinions rather than listen to others, which may hinder relationships with colleagues or clients. Their talkative nature could lead to not paying enough attention to the views of others and missing key parts of conversations.

# IN DEPTH LOOK AT MIKEL 'S SALES SKILLS



## Appetite

Mikel 's preferred style of closing sales

- Not afraid to make their presence felt and voice their ideas and opinions. Happy to take a leading role during group projects. Good at tackling situations where a subtle approach would not suffice.
- Is highly motivated by making profit. Likely to look for opportunities to increase the organisation's profitability. Has good business sense and is comfortable in a culture that priorities profit.

- Persistently agreeing to disagree may tip into avoiding conflict or neglecting to present your views to others. Influence and persuasion may lack commitment or persistence. May lack the drive to overcome resistance and persuade others. Easy-going attitude to differences of opinion may lead to important arguments being unresolved.



## Focus

Mikel 's preference towards creating unique sales solutions

- Remains calm even during difficult situations. Tends not to worry or over think the day's events. Is a good person to turn to in a crisis.
- Will thrive in an environment that that values variety. A keen multitasker, they prefer to work on multiple jobs in parallel rather than sticking to one at a time.

- A strong preference for taking an expedient approach will likely mean that a deadline is always met, but possibly at the expense of quality, and/or attendance to details. May also become impatient with those more concerned with getting the details right.