

# SERVICE-MINDED SELLING

## Profiles Sales Indicator™



### Improve Your Hiring Results



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Using assessments in the hiring process is becoming more and more popular among small and medium size companies as access and affordability has improved. I chose Profiles International as my core assessment source and became a certified consultant in 2003.

Before I begin working with a client or sales person related to sales I have them complete the Profiles Sales Indicator™. The assessment provides a level of predictability related to a candidates sales ability of the product or service they would be selling. Resumes give us look into a candidates past, interviews offer a snapshot of the present and quality assessments tell us how people will behave in the future. The following excerpt on the Profiles Sales Indicator™ taken from the Profiles International website will help you understand using this **assessment can help increase the number of successful sales people you employ.**

### The Profiles Sales Indicator™ is an effective sales skills assessment.

*The "80/20 Rule" says that 80% of all products and services are sold by just 20 percent of the salespeople. This presents a challenge to sales executives who direct teams of salespeople. An analysis of several sales organizations reached the conclusion that about half of the people in the study lacked the behavioral characteristics required to effectively perform the duties that sales jobs call for. They should never have been hired for sales positions in the first place. The study found that of the remaining 50%, half had the potential for success in sales, but were not hired to sell the right kind of product or service. The study concluded that only about 25% of those working in sales position have a good match with the work they are doing. Thus, the "80/20 Rule" is only "valid" because people lacking sales essentials get hired and others are not matched with the right products or services.*

The Profiles Sales Indicator™ provides insight into **five qualities that make salespeople successful:**

- Competitiveness
- Self-reliance
- Persistence
- Energy
- Sales Drive.

It also predicts on-the-job performance in **seven critical sales behaviors:**

- Prospecting
- Closing Sales
- Call Reluctance
- Self-starting
- Teamwork
- Building and Maintaining Relationships
- Compensation Preference

The Profiles Sales Indicator is easy to use. It can be taken in just 15-20 minutes and produces clear, readable reports that are direct and to the point. To request a sample report send us an email at [info@salesmanagernow.com](mailto:info@salesmanagernow.com).