



TRAIT SALES PROFILE

Test TSP
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RECRUITMENT POTENTIAL



High Potential Recruit



DRIVE FOR PERFORMANCE	7	Is goal oriented, energised by competition, and committed to completing what they have started
POSITIVITY AND RESILIENCE	10	Is likely to have strong self-belief, hold a positive outlook, and be generally calm and composed
SOLUTION INNOVATION	6	Is relatively efficient in understanding issues, is somewhat imaginative in their approach, and explore a variety of solutions to a problem
SALES PROCESS MANAGEMENT	4	Is unlikely to follow plans, is careless with detail, and may be unconcerned with following rules, policies or procedures
CUSTOMER CARE	9	Reads into, and understand others emotions, provides comfort, and makes others feel good
COMMUNICATING AND PERSUADING	6	Is relatively sociable, is as comfortable as most meeting new people, and leads conversations with others when necessary

DRIVE FOR PERFORMANCE



DESCRIPTION OF COMPETENCY

Being driven, goal oriented and regularly setting and striving to meet sales targets. Being energised and motivated by competition, and striving to outperform others. Being able to unite individuals and cause them to work together, and remaining committed to completing what they have started. Creating plans for goals, and working towards achieving them.

PERFORMANCE IMPLICATIONS

The respondent's profile indicates that he...

- Is more likely than most to be consistently focused on sales goals, and can get others to work together
- Is likely to regularly set targets, and make plans to fulfil them, following them through to completion
- Is likely to be excited by competition, and is more likely than most to want to outperform others

INTERVIEW QUESTIONS

- Describe an example of when you have set yourself a stretching sales target or goal, and worked towards it through to completion.
- Describe an example when you have worked in a competitive sales environment. How did you feel working in this environment, and what were you able to achieve?

POSITIVITY AND RESILIENCE



DESCRIPTION OF COMPETENCY

Holding an optimistic outlook, and high level of self-belief when approaching sales and tackling problems. Remaining calm and composed in most situations, being tolerant to frustrations, and annoyances. Viewing rejection, setbacks and challenges positively.

PERFORMANCE IMPLICATIONS

The respondent's profile indicates that he...

- Is more likely than most to have strong self-belief in performance potential, and feel that no problem is too big to overcome
- Is more likely than most to be calm and composed, and is unlikely to be easily bothered by things
- Is likely to adopt a positive outlook, and feel in control of their own success in sales

INTERVIEW QUESTIONS

- Describe a time when you have achieved a notably successful sale. What do you attribute this success to?
- Describe a time when you have faced a difficult setback during a sale. How did you feel when tackling this problem, and what outcome was achieved?

SOLUTION INNOVATION

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DESCRIPTION OF COMPETENCY

Quickly analysing and assimilating information to understand problems. Being familiar with a range of ideas, and product solutions and using these to create a range of varied workable options. Analysing situations and aiming to solve problems in an imaginative and creative manner.

PERFORMANCE IMPLICATIONS

The respondent's profile indicates that he...

- Is likely to interpret and understand customer problems as quickly as most, but may require additional time for complex issues
- Is as creative and imaginative as most when creating solutions
- Is likely to be familiar with a range of ideas, and is as likely as most to explore and create some varied solutions to problems

INTERVIEW QUESTIONS

- Describe a time when you have solved a customer or client problem, explaining how you generated and decided on the solution.
- Describe an occasion when you analyzed and created multiple solutions to a meet a customer need. How did you do this and what was the outcome of your solutions?

SALES PROCESS MANAGEMENT

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DESCRIPTION OF COMPETENCY

Using a methodical and systematic approach to work and sales process management. Being careful of rules, policies or procedures, and attentive to details when working. Following plans, and efficiently starting and completing work.

PERFORMANCE IMPLICATIONS

The respondent's profile indicates that he...

- Is more likely than most to be unconcerned with following rules, sales policies or procedures
- Is unlikely to follow a schedule or plan, and may take longer than most to start work
- Is more likely than most to be careless with detail when working on sales administration

INTERVIEW QUESTIONS

- Describe an example when you have taken on a new sales process or procedure. How did you approach it, and what were you able to achieve?
- Describe an example of when you have worked on a detailed or complex sales administration. How did you minimize the likelihood of making mistakes?

CUSTOMER CARE



DESCRIPTION OF COMPETENCY

Reading into the emotions of customers and clients, and providing comfort when necessary. Understanding how others are feeling by imagining what it is like to be in their situation. Taking an interest in customers and their problems, and making them feel good.

PERFORMANCE IMPLICATIONS

The respondent's profile indicates that he...

- Is more likely than most to take an interest in customers and clients, and is likely put themselves into someone else's situation to better understand their feelings
- Is more likely than most, to be able to easily read customer emotions
- Is likely to find it easier than most to provide comfort to others, and make them feel good

INTERVIEW QUESTIONS

- Describe a time when you have read into the emotions of a customer or client. What did you recognize, and how did you respond?
- Describe an example at work when you have shown effective customer care. How did you do this, and how did you feel during this situation?

COMMUNICATING AND PERSUADING



DESCRIPTION OF COMPETENCY

Being assertive when communicating with customers. Starting conversations with others, and leading the conversation when necessary. Feeling comfortable meeting new clients and customers, and taking charge of communication and persuading people.

PERFORMANCE IMPLICATIONS

The respondent's profile indicates that he...

- Is generally sociable, and is as likely as most to start conversations with, and persuade others
- Is as comfortable as most with meeting new clients and customers
- Is as likely as most people to be assertive, take charge and lead conversations

INTERVIEW QUESTIONS

- Describe an example of when you have persuaded a customer or client. How did you do this, and what was the outcome?
- Describe an example of when you communicated with, and built a relationship with a customer. How did you do this, and how did you feel during this situation?

Below are suggested development actions to help the recruit close potential competency gaps. Explore ways that you can support them with these actions.

DRIVE FOR PERFORMANCE

7

- Monitor their progress on tasks regularly i.e. weekly, monthly etc. and develop habits to work towards tasks until their completion
- Practice setting stretching goals or targets, and review them daily to remain motivated

POSITIVITY AND RESILIENCE

10

- Practice problem focused coping strategies when facing difficult problems to identify personal resources and support available from others to overcome it
- Reflect on setbacks to determine the factors that are reasonably within their control and those that are not, focusing on what positive actions can be taken

SOLUTION INNOVATION

6

- Identify key issues and use a methodical and systematic process to create solutions
- Plan out several solutions to a problem, and the intricate parts of each

SALES PROCESS MANAGEMENT

4

- Use tools or systems to monitor accuracy when working on complex sales and negotiations
- Develop a habit of critically reflecting on work actions and behaviours, to ensure they conform to required processes and procedures

CUSTOMER CARE

9

- Develop awareness of how customers are feeling by imagining themselves in others' situation
- Undertake learning and development in the area of customer service and care

COMMUNICATING AND PERSUADING

6

- Undertake learning and development in the areas of interpersonal communication and assertiveness
- Make effort to establish rapport with clients, learning from a role model in this area

HOW TO USE THIS REPORT

This report presents a summary of interpretations of the respondent's answers to the Trait Sales Profile (TSP).

Personality assessment can help you understand people's natural preferences and patterns of behaviour, enabling you to learn about their potential work performance strengths and to anticipate and plan around weaknesses and development needs. This report is designed to assist you in your recruitment decision-making. It should be used alongside other assessments to inform your final decision and should not be the sole evidence for recruiting or not recruiting.

The TSP assessment covers 6 key competencies needed for effective performance in sales roles across different sectors. Although no questionnaire can offer total certainty about performance potential, the TSP has been evaluated and researched extensively in providing an accurate summary. The interpretations in this report reflect the respondent's answers to the items on the questionnaire.

To interpret the respondent's profile, we have compared them to a sample of people from the working population. Each dimension is scored on a 1-10 scale. Solid black circles marked on each of the scales show the respondent's scores.

Higher scores on the competency dimensions indicate higher potential in that area of leadership performance.

For each of the competencies, you will find the following in this report:

- Description of the Competency: A general description of the competency to describe the performance behaviours it captures
- Performance Implications: Work behaviour implications of the respondent's score
- Exploration Questions: Suggested competency questions that can help you assess the respondent in more depth at interview
- Development Plan: At the end of the report, where appropriate, recommended ways in which respondents can undertake development to improve, to assist with on-boarding and induction

Please note that information in this report is confidential and should only be seen by you and the respondent. You are responsible for managing the respondent's data in line with your local Data Protection policies and legislation. We hope that the information in this report contributes effectively to your selection process. If you do have any questions about the report feel free to contact our team by visiting our website: www.traitonline.co.uk.