

Profile XT Sales

How Effective Are Your Sales People?

In today's corporate environment, organisations face many challenges with identifying, developing, retaining and leveraging top sales performers. In fact, the number one priority is talent acquisition and retention. When it comes to talent acquisition and retention of sales professionals, employers find this position the most difficult to fill. Because of this situation, **organisations must rely on a select few to maintain sales effectiveness.**

Sales drive companies - and top sales performers drive sales. It is a simple equation, but may be hard to calculate without the right tools. Assessments are a critical first step in matching top performers to sales organisations.

Helping Sales Leaders Predict Suitability and Accurately Match Sales People with the Work They Do

The Profile XT Sales assessment, through its innovative, advanced, online JobFit™ technology, measures essential data to help sales leaders predict job suitability and accurately match salespeople with the work they do. It is a **'total person'** assessment used for selecting, training, managing and coaching salespeople who are, or who will develop into, superior performers and can effectively assist in building and developing an exceptional professional sales organisation.

Solving these challenges:	<ul style="list-style-type: none"> • Deciding which salespeople to promote • Deciding which salespeople have the right attributes for specific roles within sales –new business developer or account manager. • Hiring salespeople with low productivity • Profitability issues • High sales talent turnover • Ineffective sales training • Poor communication 				
Used for:	Predicting sales success, increasing revenue, sales team placement, sales person promotion and fit, sales team succession planning, sales coaching, self improvement, and avoiding turnover costs_				
Measures	<p>1. Thinking and Reasoning Style – 5 scales</p> <ul style="list-style-type: none"> • Learning Index • Verbal Skill • Verbal Reasoning • Numerical Ability • Numerical Reasoning <p>2. Behavioural Traits – 9 scales</p> <ul style="list-style-type: none"> • Energy Level • Assertiveness • Sociability • Manageability • Attitude • Decisiveness • Accommodating • Independence • Objective Judgment <p>3. Occupational Interests – 6 scales</p> <ul style="list-style-type: none"> • Enterprising • Financial • People Service • Creative • Technical • Mechanical 				
Type of assessment	Normative	Time to take	50 minutes	Results turnaround	Immediate
What you will receive	<ul style="list-style-type: none"> • You pay ONCE per candidate • A range of eleven, visual, clear reports: <ul style="list-style-type: none"> ○ Instant and at no extra cost ○ Regenerate on demand ○ With simple graphics and language – understandable by management • Reuse candidate results again for other roles – at no extra cost. • A distortion score shows when a person has portrayed a different image of his or her true self – vital in recruitment. 				

Information to Help You Improve your Sales Organisation

The traditional practice of recruiting sales people from the available pool of prospects produces a high incidence of employee turnover. The cost of turnover has a direct negative impact on your profit and loss statement. It can be expensive to select and train people who do not become above-average performers. The cost of turnover can be significantly diminished by using the **Profile XT Sales** assessment. The unique job match pattern process separates candidates with real potential from those who will waste your resources. It is generally accepted that about 20 percent of a sales team are responsible for 80 percent of the sales production. The job-related attributes of the top 20 percent have been analysed to determine what makes them different from average and below-average producers.

Identify Top Sales Performers

The **ProfileXT Sales assessment** helps organisations recognise individuals with those attributes to give them an advantage in making better recruitment decisions, coaching and training and motivating for better sales performance.

The **ProfileXTSales** is a comprehensive report generated from the **Profile XT assessment**. This report is used to help evaluate prospective sales professionals seeking to join your sales force as well as your current employees. It reveals key strengths, weaknesses and areas of interest that will make placement, coaching and training consistently more effective. Profiles International has streamlined the entire process to be intuitive and easy to use for sales leaders, salespeople, and job candidates.

Key Benefits

- Accurately predict success in a given sales position
- Develop strategic succession planning
- Implement employment/redeployment programs
- Receive important information on thinking style, behavioural characteristics and occupational interests on current employees or candidates.
- Convenient to use
- Presented in easy to understand sales language
- Allows sales leaders as well as key decision-makers to generate management or placement-focused reports and individual reports, 24 hours a day, 365 days a year.

Interviewing

Customised, tough interview questions that are prepared specifically for your candidate based upon his or her assessment results, can help you avoid incompatible candidate matches, save time, and make the selection process more effective.

These customised interview questions are to be used in tandem with the insights provided by the employee assessments to further assist the employer in making a well informed selection decision. These custom interview questions are a significant improvement over common interview questions.

Several Valuable Reports

The Profile XT Sales produces these informative reports:

- **Individual Reports** - Used for personal growth and development. It describes a person's attributes and gives insights to improve job performance and productivity.
- **Placement Reports** - Used to put the right person in the right job. It gives employers assessments of job candidates' thinking style, behavioural traits, and occupational interests, giving the candidate's percentage match to the company's top performers. The report also suggests questions interviewers can ask to help determine a candidate's suitability for the position being filled.
- **Summary Reports** - Give you a "snapshot" of essential information about employees and job candidates.
- **Succession Planning Report** - Lets you look into the future. It compares a person to all of the jobs in your company and indicates those where they have a good job match. With this information, you can help employees prepare for greater responsibilities by making sure they acquire the skills and experiences they will need in order to perform competently the jobs they will fill in coming years.
- **Candidate Matching Report** - Helpful for narrowing your search as you seek to fill a position. It compares the attributes of several candidates to your Job Match Pattern and, at a glance, shows you which of them have the highest Job Match Percentage. Then, by closer examination of the top candidates' Placement Reports, you can easily determine which of them you want to interview and graduate to the next steps in your hiring process.

- **Coaching Reports** – A manager's guide to helping the people they manage develop better work habits. The report has suggestions for improving employee performance so it approaches the productivity of the company's top performers. Using the reports to direct the development of employees enables managers to develop their leadership abilities.
- **Job Analysis Reports** - Describes in great detail, the type of person who has the right qualities and characteristics to fit a particular job. This report complements a standard job description that details the skills and duties the job requires. Used together, they contain a Total person approach to explaining the requirements of a particular position.
- **Profile XT Sales Reports** – These are detailed reports designed to help evaluate prospective sales professionals seeking to join your sales force as well as your current employees. It reveals key strengths, weaknesses and areas of interest that will make placement, coaching and training consistently more effective.
- **Graph Reports** - A visual representation of job match data.

Easy to Use

The Profile XT Sales is conveniently administered on the internet, so you can assess employees and job candidates anywhere there is Internet access. Other administration options are available on request. Results are available immediately and can be shared with decision makers in any of your company's offices.

The Profile XT Sales is the One to Use

The Profile XT Sales is much more than an assessment. It gives you customised Job Match patterns, suggests relevant interview questions, yields a percentage match when comparing a candidate to your top performers, provides a detailed positive analysis of the individuals you assess, and can provide thousands of "experienced" Job Match Patterns for use in developing your own patterns.

Our clients tell us The Profile XT Sales is three to five times more effective than any other assessment they have used. It is a versatile management tool that develops Job Match Patterns that can be customized by company, department, manager, position, geography, or any combination of these factors.

Use with Complete Confidence

The Profile XT Sales satisfies all requirements of the EEOC, the ADA, the DOL, and the Civil Rights Act. It was designed and developed to be specifically job-related and has been validated in accordance with American Psychological Association standards. It is registered with the British Psychological Society. The Profile XT is validated to be age-blind, gender-blind, and ethnicity-blind. It measures only those factors relevant to selecting the best people to fit the requirements of specific jobs.

For more about the Profile XT Sales:

- **Call: 0845 600 1556**
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