

Selling Style Report

Sample Candidate **The Holst Group**

Summary

Although lacking an especially people-orientated approach, this profile shares the other characteristics of people who are particularly suited to generating new business in tough markets. Very assertive, potentially too assertive and dominating, he enjoys the challenge of opening up new territories and closing new accounts. When dealing with existing customers, he concentrates more on up-selling activities than on-going account maintenance.

- Very strong minded, he is determined to overcome resistance and will take an innovative approach to bring the sale to a positive conclusion. He enjoys autonomy and will dislike structured selling roles.
- Taking a direct, sometimes too direct, and straightforward approach, he emphasises quantifiable benefits and favours sales which do not require much relationship building or an empathetic approach but which are based on providing factual information.
- Because his sense of urgency makes him want the sale to move along fairly quickly, he is comfortable with short-to-mid-term sales cycles; but, he can easily adapt to longer term ones if necessary.

Prospecting

- Extremely competitive, he prospects proactively in the toughest sales territories, using all the resources at his disposal. However, he sometimes does not listen as well as he should.
- Very independent, he is a tenacious and resolute prospector, even in the face of adversity, and he will not let objections stand in his way.
- Objective, he does not take rejection or resistance personally. However, he will focus less on developing instant rapport or building on existing relationships, showing a definite preference for providing answers rather than asking questions.
- While somewhat pressure orientated, he can temper his desire to move quickly with a more systematic approach to prospecting than more strongly driven individuals would.

Presentation

- A very goal-orientated individual, he sets direction, maintains control of the sales interview and will work his presentation to achieve his desired outcome. His firm belief in his own solutions, though, can sometimes cause him to discount dissenting signals from his customer.
- He states his ideas and recommendations firmly, resolved to have the customer buy into and accept his point of view. His big picture approach may be too general for the more detail-orientated customer.

- Focused on the objective delivery of information, he makes his points in a businesslike manner but occasionally his lack of sensitivity to the customer's feelings may cause him to miss important clues.
- Somewhat driving, he wants to keep the presentation moving forward, imparting a sense of urgency in his message.

Closing

- Exceptionally success orientated, he will be an aggressive closer.
- Doggedly persistent, he is not afraid to ask for the order repeatedly and try new approaches if rejected. His occasional lack of attention to detail, though, may result in after-sale problems.
- Analytical, he focuses on facts when closing, sometimes missing important emotional subtleties.
- He is inclined to close quickly, but he can wait for the right moment when necessary.

Caution: The above is a description of his normal, day-to-day behaviours. However, he is currently making significant on-the-job adjustments. Further probing is recommended to ascertain why he is making these changes and whether they will impact his current and/or future sales potential.

Note: While this report is based on his temperament and offers key information on his potential for success in sales, other personal characteristics such as attitudes, self-motivation, stability, emotional maturity, intelligence, etc., as well as skills and abilities, must be probed thoroughly to understand his capabilities fully. This report should be viewed in combination with the full Interpretation Report and The McQuaig Job Survey® results for this position.