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The McQuaig Word Survey®

Sample Candidate
Sample Reports



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Selling Style

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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, she enjoys the challenge of opening up new territories and closing new accounts. When dealing with existing customers, she concentrates more on up-selling activities than on-going account maintenance.

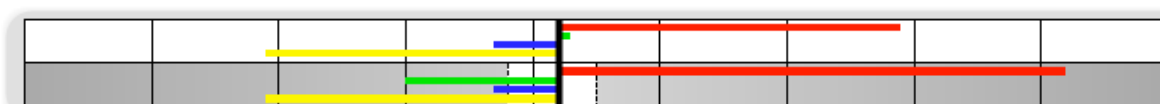
- Very strong minded, she is determined to overcome resistance and will take an innovative approach to bring the sale to a positive conclusion. She enjoys autonomy and will dislike structured selling roles.
- Taking a direct, sometimes too direct, and straightforward approach, she emphasises quantifiable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

Prospecting

- Extremely competitive, she prospects proactively in the toughest sales territories, using all the resources at her disposal. However, she sometimes does not listen as well as she should.
- Very independent, she is a tenacious and resolute prospector, even in the face of adversity, and she will not let objections stand in her way.
- Objective, she does not take rejection or resistance personally. However, she 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, she can temper her desire to move quickly with a more systematic approach to prospecting than more strongly driven individuals would.

Presentation

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



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

Closing

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

Note: While this report is based on her temperament and offers key information on her 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 her capabilities fully. This report should be viewed in combination with the full Interpretation Report and The McQuaig Job Survey® results for this position.

