



## Sales Suitability Report

name:

Sample Person

email:

sampleperson@email.com

date:

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This report provides information on an individual's skills, motivations and approach to selling and provides an overall indication of a candidate's suitability to perform in a sales role. This report is based on the outputs of SHL's OPQ32 and MQ assessments. The OPQ32 provides a measure of an individual's work based preferences and the MQ looks at an individual's motivational drivers.

No specific training is required to interpret this report however it is assumed that the recipient of the report will hold a good knowledge of the requirements of the role being assessed, effective selection techniques, and the skills necessary to be a successful sales person. Any decisions made should be made on as many sources of information as possible, such as CV reviews, interviews and additional psychometric assessment, and should not be made purely on the outputs of a single report.

This report provides guidance on three areas that are important in a sales role:

The **Sales Skills** section provides information on an individual's strengths in a range of skills that have been shown to be important in most sales roles.

The **Sales Motivators** section provides information on motivational factors which are important in a range of different sales roles. Ensuring that an individual is going to be motivated by the demands of a sales role is imperative in ensuring a candidate is successful in role.

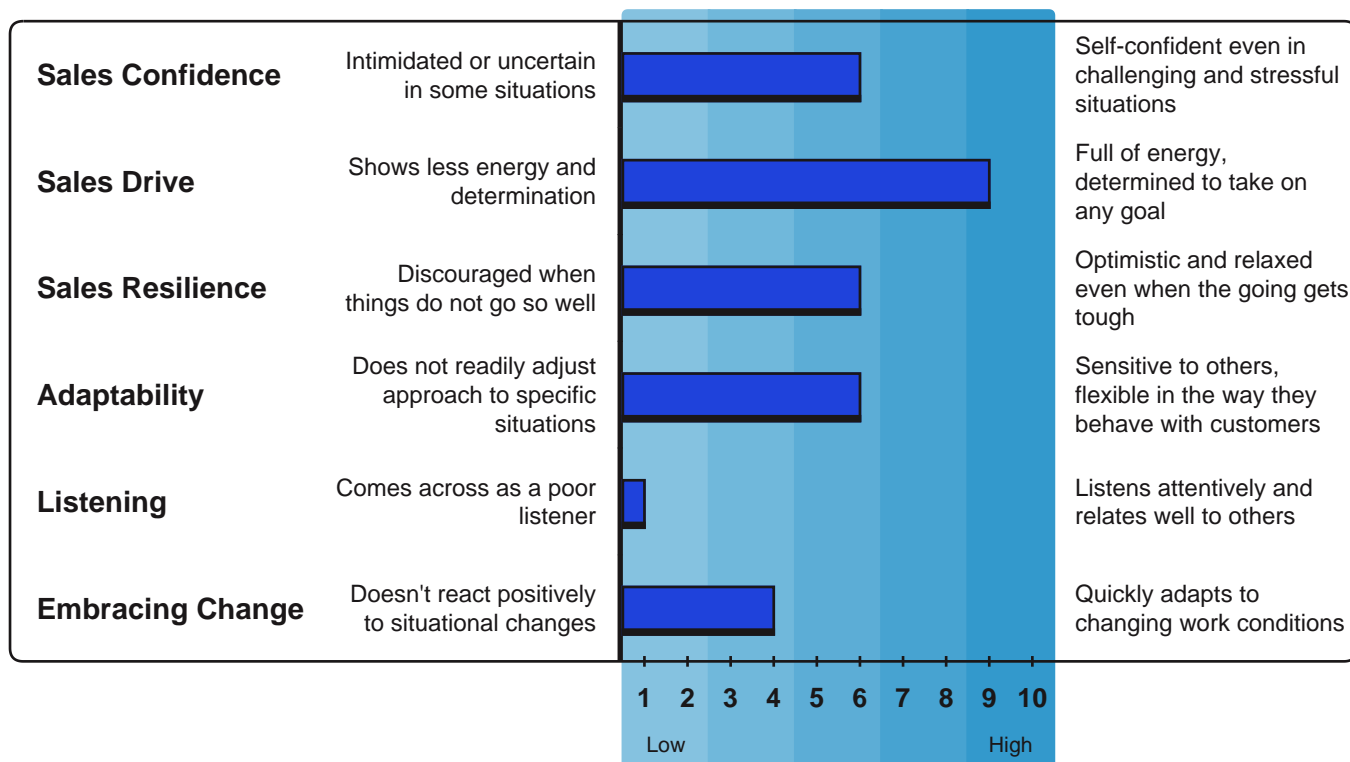
The **Sales Flow** section provides a guide on an individual's preferences when conducting a sale and their approach to sales. This section can provide key insight into the type of sales an individual will be suited to, such as new business development or account management relationships.

## Sales Skills

The Sales Skills chart indicates an individual's strengths in six skills which are considered to be important in most sales roles. Some skills will be more important in some roles than others but as a guide a strong score in any of the competencies will usually be considered beneficial to an individual in a sales position.

Each of these factors has been shown to influence sales success across a variety of sales situations. As a general rule, a high level in any factor is preferred for most sales roles. However, some factors may be more or less relevant in different sales situations. You should determine which factors are more and less relevant for your specific situation.

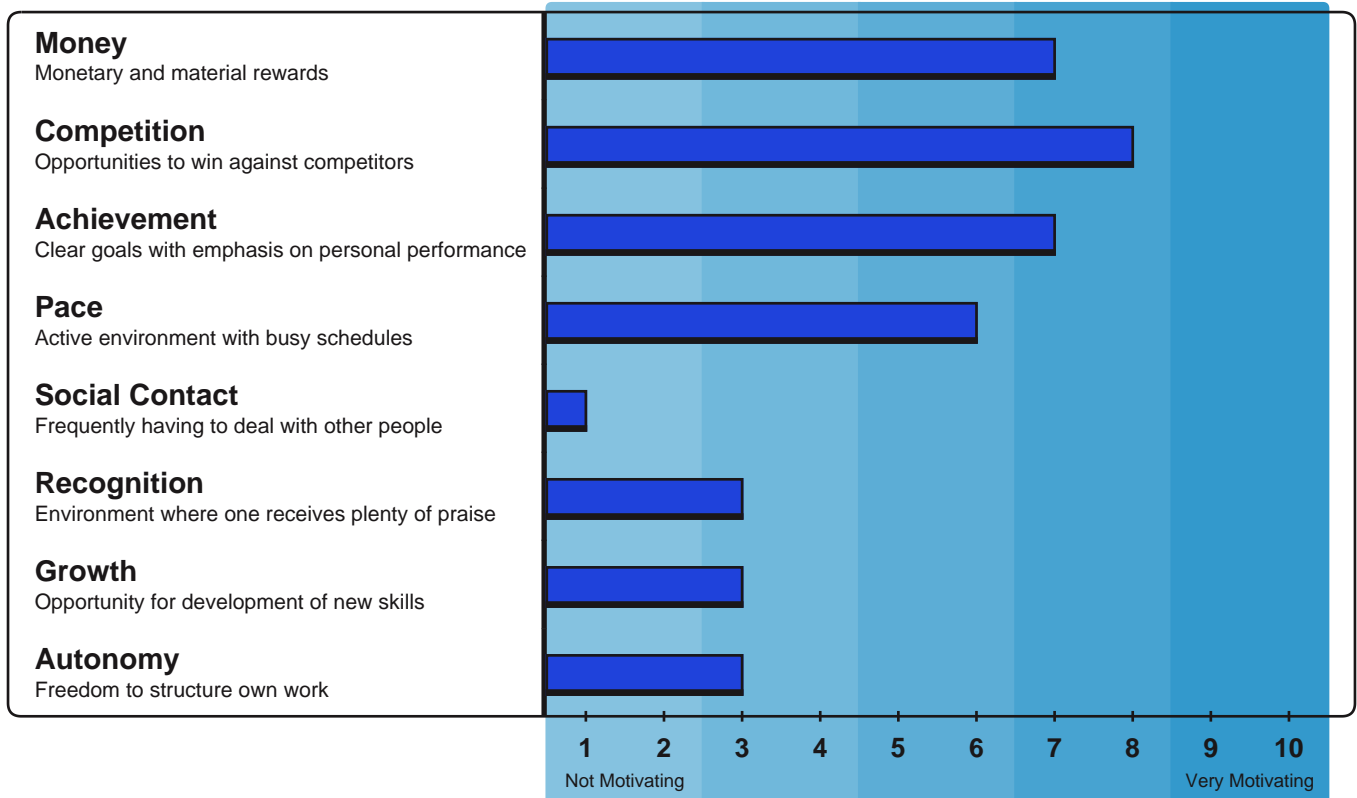
The chart includes descriptions of what high and low scores might look like for each skill.



## Sales Motivators

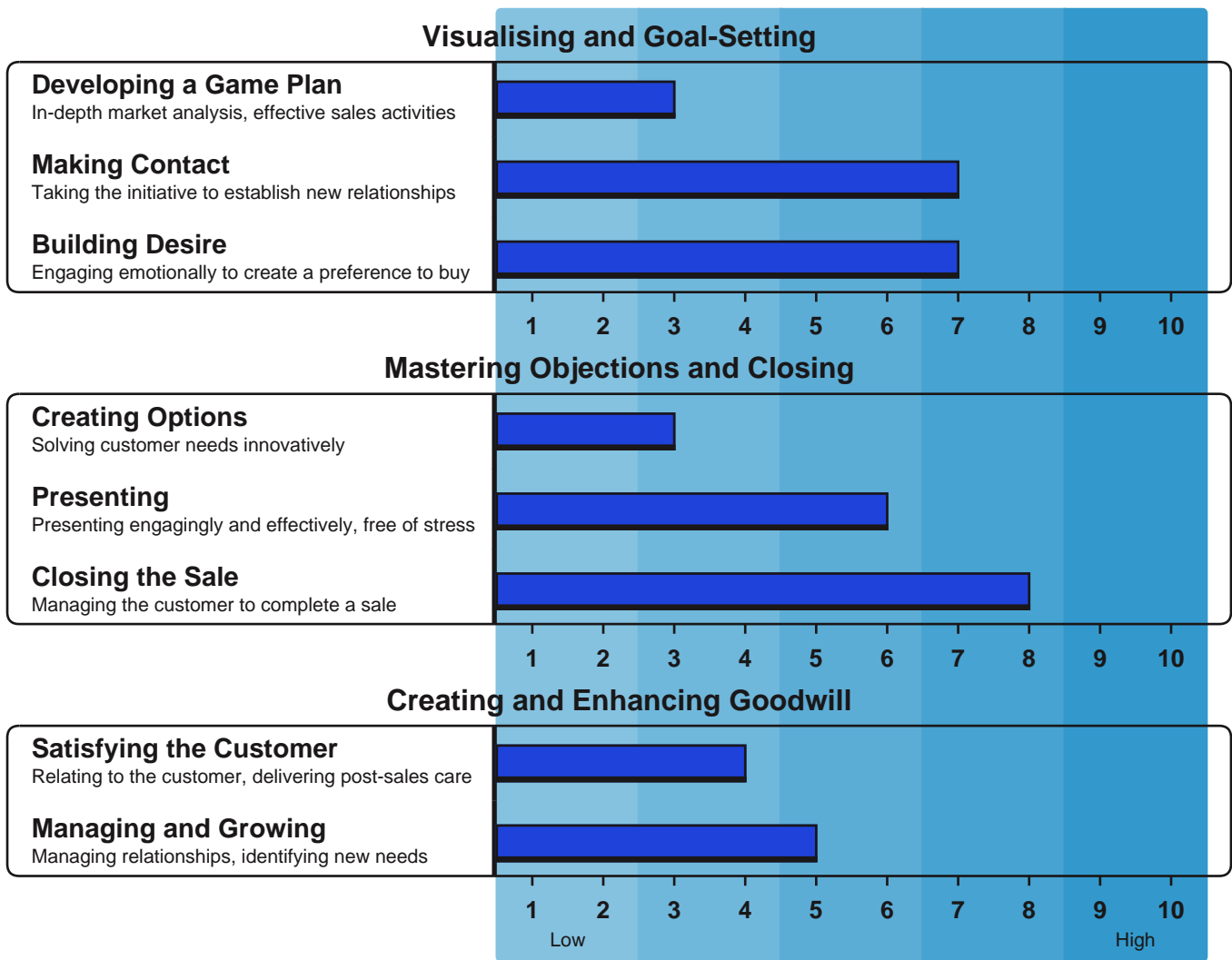
The Sales Motivators chart provides insight into important aspects of a sales role and how they will motivate the individual. These scales do not provide an overall measure of motivation and focus specifically on the factors which are relevant in a sales role.

Different factors will be important to different roles and individuals, for example someone who is very motivated by money may not be happy in a role with limited earning potential; alternatively someone who is not motivated by pace may find thriving high pressure environments such as telesales roles uncomfortable.



Most sales situations will progress through a number of well recognised stages before an opportunity is closed. The Sales Flow chart shows an individual's preferences at each stage of the sales process and provides an indication of their effectiveness at each stage.

The eight stages of a sale have been grouped into three broader areas; Visualising and Goal-Setting, Mastering Objections and Closing, and Creating and Enhancing Goodwill. Although high scores in all areas will be beneficial in most sales roles, some aspects may be more important in particular sales roles, for example Visualising and Goal-Setting behaviours may be particularly important in new business development role and Creating and Enhancing Goodwill factors may be more preferable for an account management role.



## About this report

This report shows the results obtained from the OPQ32 and MQ surveys provided by SHL. The report herein is generated from the results of test(s) answered by the respondent. This report has been generated electronically - the user of the software can make amendments and additions to the text of the report.

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