

SALES REPORT

Criterion Personality Questionnaire [Core]



Olivia Hansen

Completion date: 07/03/2018

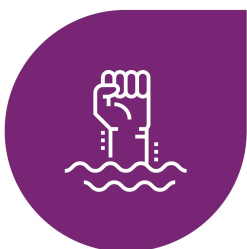
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BUSINESS PSYCHOLOGISTS

This report could be used by:

Olivia's line manager, or the recruitment team. Can also be used for feedback with Olivia.

This report describes:

Key findings from Olivia's personality profile that indicate her strengths and preferences in each stage of the sales cycle. The report covers:



GRIT



EMPATHY



APPETITE



FOCUS

UNDERSTANDING THIS REPORT

Introduction

This report provides a penetrating insight into the personal style, values and motivational drivers behind Olivia's sales potential. The report describes the aspects that Olivia feels are her strengths in each of the four sales quadrants, as well as highlighting some potential derailers based on her answers to the Criterion Personality Questionnaire [Core]. This report can be used to inform Olivia and her colleagues about likely strengths to take advantage of in sales situations, and where she could devote some time for self development.

The results in this report were generated for Olivia's responses that she completed on 07/03/2018, and were compared with a large, diverse group of candidates who completed the test for UK based organisations between 2009-2018.

Important points

When reading this report, please remember the following points:

- **Personality is not fixed** - it may vary over time, change through training/development, or simply vary depending on the situation.
- There are **no rights or wrongs**. The scores do not measure ability, skills, capability or competence. They are merely indications of preferences or typical styles of behaviour.
- The questionnaire is **very reliable but is not infallible**.
- The profile is intended to clarify Olivia's **self-perceptions** - it does not provide an objective measure.
- For further interpretation of Olivia's profile, you should seek the advice of a trained Psycruit user.
- These results **must be kept within the boundaries of confidentiality** agreed with Olivia.
- The results must not be used for any purpose other than that agreed with Olivia.
- These results **must be kept securely** and not retained beyond the period agreed with Olivia.

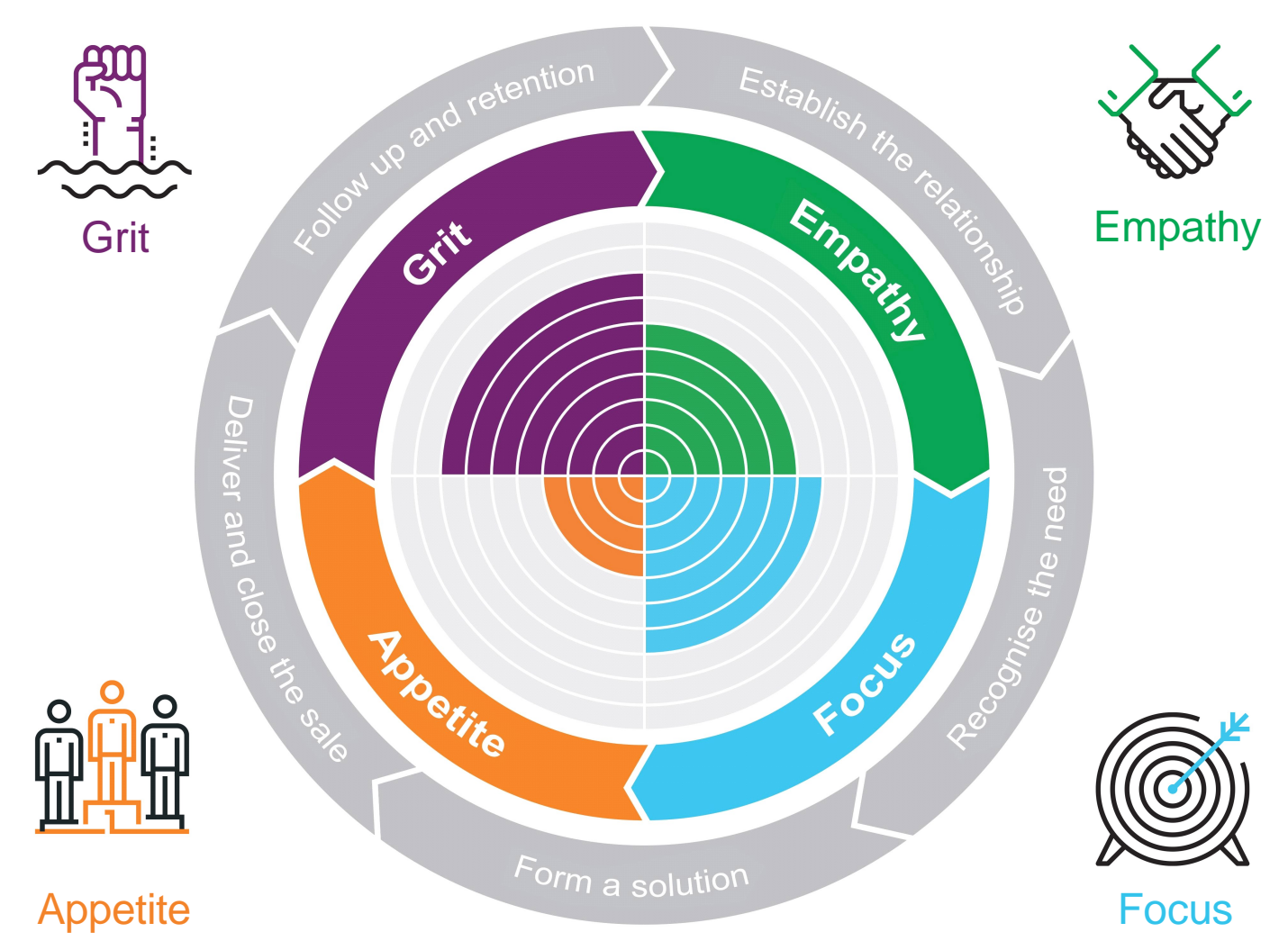
Further information about Olivia

Further reports can be downloaded from Psycruit for Olivia, which provide additional information about her personality:

- **Interviewer report** - Suggests interview questions based on Olivia's profile.
- **Insights report** - Describes Olivia's personality profile and contains information about each scale.
- **Personal feedback report** - Provides Olivia with detailed feedback on her preferred style and how this might affect her approach to work
- **Ability test report** - Details Olivia's ability test results, where additional assessments have been completed.

OLIVIA'S SALES STRENGTHS

This page provides an overview of Olivia's responses to the Criterion Personality Questionnaire [Core]. Scores for each quadrant are gathered from a composite of personality scales, with higher scores in each quadrant representing stronger sales potential. A more in depth look at Olivia's personality can be found on the following pages.



Total Sales Score



This score indicates the respondent's overall sales score compared to a group of sales professionals. The strongest sales people will draw on high scores from across the four quadrants. Olivia's score indicates that she has an above average sales potential compared to her peers.

SALES REPORT

Sales roles and strategies vary extensively across organisations, so establishing what makes a person successful can seem daunting. One unifying contributor is personality. Criterion's work over the past 25 years has highlighted four key personality areas that are shared by successful sales people.

These four areas cover the work styles and preferences that contribute to effective sales at each stage of the sales process. Whilst the report is designed to be universally applicable, there may be some factors that are particularly relevant to certain roles or levels. You should reflect upon the specific role you are considering whilst using this report.

Personality influences human behaviour and so it follows that high scores in the following four areas indicate strong sales potential.



Grit

This quadrant refers to the respondent's overall attitude during the sales cycle, including after the sale has been closed. A high score in this area indicates someone who thrives under pressure and remains resilient in the face of adversity.

Key GRIT attributes:

- Approaches challenges with optimism
- Strong stress management skills
- Resilient in the face of criticism or unsuccessful sales
- Comfortable with changeable work environments



Empathy

Successful sales require a person to build and maintain good relationships with their clients. Social poise and confidence in adapting one's style to fit the requirements of the customer will lead to high scores in this quadrant.

Key EMPATHY attributes:

- Builds rapport and trust
- Creates desire
- Adapts interpersonal style
- Maintains contact with clients



Appetite

This quadrant relates to the latter part of the cycle, and respondents with high scores in this area will be particularly good at closing a sale.

Effective influencing skills and a sense of competition will be the key to success in this section.

Key APPETITE attributes:

- Presents and pitches with confidence
- Has profit awareness
- Assertive when appropriate
- Motivated to keep busy and accomplish targets



Focus

After making first contact, successful sales people use the information they have learnt to create mutually beneficial outcomes, with the client as their priority. High scores in this quadrant require structured and creative thinking.

Key FOCUS attributes:

- Identifies client needs
- Maintains pace
- Finds intelligent solutions
- Achieves balance between the client's and the organisation's goals

IN DEPTH LOOK AT OLIVIA'S SALES SKILLS

The following pages indicate Olivia's two strongest aspects from each quadrant. Below each of these is 'something to watch out for' - this could be advice on how to avoid overexpressing her preferred sales styles, or tips on how to bolster those aspects that she may not feel as confident with.



Grit

Olivia's overall resilience and attitude to sales

- Sees the best in situations and is confident that things will turn out well. Has a positive outlook, focusing on the good rather than the negative. A good person to turn to after a set back.
- Recovers quickly from emotionally demanding situations. Does not take criticism personally. Reflects and learns from difficult experiences.

- Olivia scored highly on each aspect of this quadrant.



Empathy

Olivia's interpersonal sales style

- Possesses strong inner confidence in own abilities. Is unlikely to doubt their self worth. May be more likely than most to volunteer for difficult tasks.
- Takes the time to listen to people and consider their opinions. Makes an effort to ensure that others know that their views have been understood.

- May become isolated from teams. May struggle with working in a collaborative manner. May over-emphasise task demands at the expense of relationship management. Could fail to establish an effective network of contacts and support at work. May put personal objectives before team goals.

IN DEPTH LOOK AT OLIVIA'S SALES SKILLS



Appetite

Olivia's preferred style of closing sales

- Decides quickly on a course of action and gets started on implementation. Doesn't get bogged down in a detailed and lengthy evaluation of every available option.
- Not afraid to compete, they will thrive in a highly competitive environment. Is likely to go the extra mile in order to win.

- Persistently agreeing to disagree may tip into avoiding conflict or neglecting to present your views to others. Influence and persuasion may lack commitment or persistence. May lack the drive to overcome resistance and persuade others. Easy-going attitude to differences of opinion may lead to important arguments being unresolved.



Focus

Olivia's preference towards creating unique sales solutions

- A competent innovator, they prefer to create new solutions rather than applying tried and tested methods. Keeps an open mind to consider unusual ways of doing things.
- Will thrive in an environment that values variety. A keen multitasker, they prefer to work on multiple jobs in parallel rather than sticking to one at a time.

- Olivia scored highly on each aspect of this quadrant.