

Salesperson Personality Profile

Purpose: SPPP is designed to assess aspects of a person's personality and skills that could help him or her land a successful career in sales.

No. of questions: 180

Question type: Situational, self-report, memory, skill testing, image based

Estimated completion time: 50 minutes

Shorter versions of assessment: N/A

Report Includes:

- Summary
- Introduction
- Graphs
- Detailed narrative interpretation
- List of Strengths and Limitations
- Sales Approach personality Type
- Sales Presentation Personality Type
- Advice



Factors and Scales:

Overall Score plus 5 factors and 36 scales:

- Self-efficacy: Assesses whether a person believes he or she has what it takes to succeed.
- Sales Aptitude: Assesses key traits and skills that could improve a person's chances for success in the sales field.
- Conscientiousness: Assesses whether a person is organized, efficient, and detail oriented.
- Cooperativeness: Assesses whether a person has an amiable disposition.
- Memory Skills: Ability to memorize and recall information, including names, physical details, and personal details.

36 scales

- | | | |
|-----------------------------|------------------------------------|--|
| • Energy | • Comfort with Public Speaking | • Helpfulness |
| • Research Skills | • Comfort with Risk-taking | • Memory for Names |
| • Problem-Solving Skills | • Comfort with Decision-making | • Memory for Physical Details |
| • Competitiveness | • Comfort with Criticism/Rejection | • Memory for Personal Details |
| • Emotional Intelligence | • Confidence | • Canned vs. Free-flowing Presentation Style |
| • Sales Technique Knowledge | • Adaptability | • Consultative Selling |
| • Neatness | • Assertiveness | • Relationship Building |
| • Time Management Skills | • Communication Skills | • Resolving Objectives |
| • Meticulousness | • Persuasiveness | • Negotiating |
| • Listening Skills | • Networking Skills | • Questioning Skills |
| • Integrity | • Goal Orientation | • Positioning |
| • Emotional Control | • Initiative | • Getting Referrals |

APPLICATION:

- Pre-employment
- Training tool