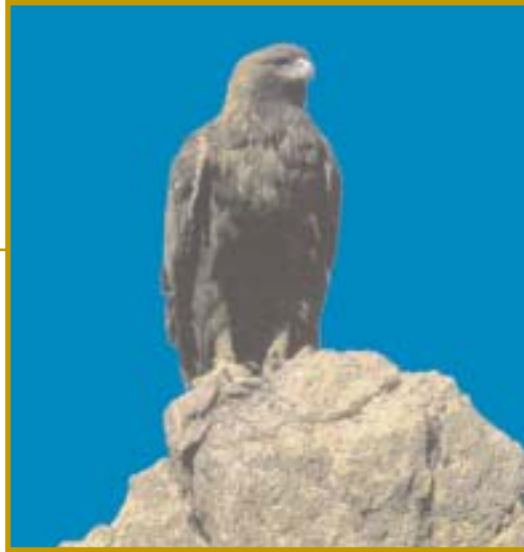


# SALESPRO™

## SALES POTENTIAL PROFILE



The SALESPRO™ is profiling tool that identifies the strengths and aptitudes for a sales career while providing selection strategies, structured interview questions and developmental suggestions to build a more effective sales team.

### The SALESPRO™

- Provides useful career counselling feedback to candidate
- Provides a normative database that allows for ideal candidate modelling, strategic planning and succession planning
- Is economical
- Complies with all relevant regulation
- Is objective and comprehensive
- Is statistically validated using each organization's unique performance criteria
- Can be customized for each organization
- Is backed by professional no-charge consultation with its designers
- Is available on your personal computer and the world wide web
- Is thoroughly tested and under constant review by a team of PhD's in psychology

The SALESPRO™ is designed specifically to identify the characteristics of individuals being considered for sales positions. It assesses self management potential, motivational profile, fit to structure and overall fit to various types of sales ranging from highly competitive to selling in a service environment. The SALESPRO™ also assesses people orientation, analytical orientation, confidence and the factors related to managing call reluctance (prospecting orientation; managing rejection; commitment to product; commitment to sales as a career).

## Profiling for Performance, Retention and Fit to Sales

As more and more successful sales organizations focus on maintaining their competitive edge, many have adopted the SALES PRO™ to identify the candidates who are most likely to perform well in their particular sales environment. The SALES PRO™ is psychometric profiling tool which is used as part of a selection and development strategy to focus on top performers, coach them and retain them.

## Interpretation Information

There are 8 scales that measure character traits:

*Enterprising (Ent)*  
*Acquiescence (Acq)*  
*People Orientation (PO)*  
*Investigative (Inv)*  
*Achievement Orientation (Ach)*  
*Relaxed (Rel)*  
*Independence (Ind)*  
*Team Orientation (Team)*

The traits include several Power Scores which are associated with the powerful side of personality and Neutralizing scores that are associated with more moderate aspects of personality which tend to be complementary. In most people, one set of characteristics dominate and help them fit the demands of specific careers. The relationship or profile of these scores helps determine the ideal career fit for an individual.

These 8 traits are used to create several other scales which include:

*Enterprising Potential (Business Development)*  
*Achievement Potential (Motivational Structure)*  
*Systems and Structure*  
*Sales Fit*

In addition, the SALES PRO™ measures Self Confidence and Call Reluctance which reflect the individual's feelings about being in control, managing rejection, prospecting and other important attitudes. These issues can be attitudinal blocks to performance in a sales career.



## Selection & Retention

Once a candidate has been screened as to chemistry, ability and skill sets, the SALES PRO™ provides an objective assessment on probability of fit into the environment, motivational mix, the candidate's working habits and chances for survival. The report will also assist in developing a retention strategy for each individual who is profiled.

## Training & Coaching

The SALES PRO™ provides insight into each candidate's strengths and how they can be managed for a quick return on investment. Growth opportunities which need development are also highlighted. Moreover, the SALES PRO™ provides advice on the best coaching/managing style for the candidate's manager.

## Self Management Group

The Self Management Group is a privately held company which specializes in selection, development and career management of people. The Self Management Group provides a comprehensive range of products and services which include a very extensive list of psychometric profiling tools, management and sales training, team building workshops, change management, career and outplacement counselling, stress management, succession planning, mentoring coaching and other services.

## Find Out About the SALES PRO™ Today

The SALES PRO™ and the Self Management Group's many other profiling and training systems are available on-line or in your office. Call (416) 746-0444 or (800) 760-9066 or visit our website: [www.self-management.com](http://www.self-management.com)