

# SALES TALENTSCAN

## Low Characteristics

- Sales is a short-term role
- Bothered by the “sales image”
- Uncomfortable in selling situations
- Little emphasis on sales numbers
- Slow to ask for a commitment
- Uses a soft-sell approach
- Neglects customer issues
- Fails to meet customer needs
- Out for the “quick sale”
- Little opportunity to set own goals
- Has long-term, ongoing assignments
- Overly focused on process
- Content with routine assignments
- Little interest in advancing
- Reactive regarding career growth

- May not focus enough on output
- Leaves tasks unfinished
- Falls short of some expectations
- May work too quickly
- Overlooks deficiencies
- Neglects to check work
- Waits for direction before acting
- Refers problems to others for resolution
- Avoids taking on new assignments
- Prefers doing one task at a time
- Slow to change focus and adapt
- Rigid in how a job should be done
- Wastes time and is inefficient
- Loses track of what needs to be done
- Overworks some tasks

## INDIVIDUAL QUALITIES

### Motivation

#### SALES FOCUS

Identifying with the sales role and enjoying the selling process.

#### DRIVE

Being aggressive, hardworking and money motivated.

#### SERVICE

Responsive to customers and their needs.

#### GOAL DRIVEN

Setting and achieving challenging goals.

#### AMBITION

Wanting more responsibility and seeking advancement.

## High Characteristics

- Determined to work in sales position
- Proud to be a sales professional
- Enjoys the unique demands of sales
- Focuses on measurable targets
- Motivated to maximize income
- Assertively asks for the order
- Stays in close contact with customers
- Follows through on promises
- Checks in with people regularly
- Works hard and uses time productively
- Focuses on short-term goals and timelines
- Achieves more than others expect
- Seeks added job challenge
- Eager to be promoted
- Driven to have career growth

### Work Approach

#### RESULTS

Meeting commitments and being personally productive.

#### QUALITY

Paying attention to detail and working with accuracy.

#### PROACTIVE

Taking independent action to move things forward.

#### FLEXIBILITY

Adjusting to change and adapting to different circumstances.

#### TIME MANAGEMENT

Prioritizing and making good use of time.

- Works hard to be productive
- Prioritizes task completion
- Delivers more than is expected
- Produces work of the highest quality
- Immediately addresses any errors
- Consistently checks work for accuracy
- Takes steps to move projects forward
- Finds answers and overcomes obstacles
- Volunteers for extra responsibilities
- Juggles multiple priorities
- Handles new assignments easily
- Makes use of new methods
- Makes efficient use of available time
- Remains organized to fulfill obligations
- Streamlines work to get results

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## Low Characteristics

- Skeptical about some situations
- Has a balanced, practical outlook
- Can be perceived as negative
- Questions ability to be successful
- Shies away from challenges or risks
- Asks others for help with problems
- Gives up on difficult prospects
- Gets side-tracked by disappointments
- Troubled by rejection in sales

- Can be critical of people
- Complains and shows negativity
- Holds negative opinions of people
- Downplays importance of emotions
- Lacks insight into own reactions
- Emphasizes results over feelings
- Likely to show feelings openly
- Experiences frequent changes in mood
- Has difficulty controlling emotions
- Keeps some information from others
- Downplays problems or difficult issues
- Takes action with shared information
- Socializing is a low priority
- Doesn't spend time relating
- Takes some time to get to know people
- Uncomfortable with unfamiliar people
- Seldom adapts to others' styles
- Consistent with most people

- Hard to relate to people's problems
- Offers little support or encouragement
- Modest concern for people's feelings

## Resilience

### OPTIMISM

Having an expectation that things will turn out well.

### CONFIDENCE

Believing one can master life's challenges.

### TENACITY

Being determined, persistent and able to overcome setbacks.

## INTERACTIONS WITH PEOPLE

### Building Relationships

#### ATTITUDE

Having a positive disposition toward people.

#### SELF AWARENESS

Being introspective and aware of own thoughts and feelings.

#### EVEN TEMPERED

Maintaining emotions and composure in all situations.

#### BUILDING TRUST

Inspiring trust and credibility with others.

#### RELATING TO OTHERS

Building and maintaining positive relationships.

#### VERSATILITY

Understanding and adapting to different people's styles.

## Supporting Others

#### EMPATHY

Identifying with and responding to emotions in others.

## High Characteristics

- Believes in improvement and success
- Projects enthusiasm and positive feelings
- Keeps a constructive focus in difficult times
- Seizes opportunities and expects success
- Comfortable facing risks and challenges
- Self-sufficient in handling problems
- Persists with difficult prospects
- Follows through on a long sales cycle
- Keeps disappointment in perspective

- Looks for the best in people
- Generally supportive of others
- Views people and situations positively
- Understands how situations affect them
- Monitors own moods and reactions
- Demonstrates good self-insight
- Thick-skinned and resilient
- Remains calm under pressure
- Behaves consistently day to day
- Candid and truthful with people
- Viewed as credible by others
- Calls attention to issues or discrepancies
- Outgoing and sociable
- At ease with all types of people
- Builds relationships quickly
- Fits in with most people
- Adjusts personal style easily
- Behaves differently with different people

- Approachable and willing to listen
- Gives emotional support to others
- Considerate of people's feelings

## Low Characteristics

- Overly formal with people
- Doesn't prioritize being courteous
- Lacks warmth in approaching people
- Avoids working in groups
- Focuses on own needs and agenda
- Struggles to compromise on a team

- Overlooks cues in people's behavior
- Misinterprets the customer's message
- Relies on one general sales pitch

- Shares information only when asked
- May not get points across
- People may feel uninformed

- Frequently interrupts when others speak
- May overvalue own viewpoint
- Misses what people have to say

- Hesitates to influence people
- Lets the facts speak for themselves
- Struggles to get support

- Acts at odds with group norms at times
- Experiences friction with others
- Disregards protocol or political issues

- Focuses only on immediate events
- Addresses one need at a time
- Gets sidetracked by tactical issues

- Gives up in difficult situations
- Defers problems to others
- Relies on others for solutions

- Allows feelings to bias judgment
- Reacts negatively to criticism
- Emotions influence some choices

- Evasive when asked questions
- Covers up mistakes or problems
- May not be transparent

- May analyze situations too quickly
- Makes impractical choices
- Generates poor solutions to problems

### COURTESY

Being considerate and treating people respectfully.

### TEAMWORK

Being cooperative and working closely with others.

## Influencing People

### INSIGHT

Sizing up customers and perceiving their thoughts and reactions.

### COMMUNICATIVE

Sharing information regularly and in a clear manner.

### LISTENING

Paying attention and really hearing what people say.

### PERSUASIVE

Influencing people in a convincing fashion.

## DECISION MAKING

## Quality of Decisions

### ORGANIZATIONAL

#### AWARENESS

Identifying interpersonal and cultural dynamics.

#### STRATEGIC

Planning and anticipating future implications.

#### RESOURCEFUL

Finding solutions and new ways to handle problems.

#### OBJECTIVITY

Evaluating situations from a logical, realistic viewpoint.

#### INTEGRITY

Being forthright, honest and demonstrating ethical standards.

#### JUDGMENT

Analyzing situations effectively and making sound decisions.

## High Characteristics

- Pleasant toward people in general
- Respectful and impartial
- Makes others feel comfortable

- Enjoys collaborating with others
- Contributes to the team's efforts
- Viewed as a good team player

- Reads people's body language
- Recognizes what people are thinking
- Uses varied approaches to customers

- Keeps people informed and current
- Consistently conveys a clear message
- Explains reasoning to people

- Listens attentively to what others say
- Regarded as a good listener by others
- Ensures understanding of a message

- Presents ideas that win people over
- Convinces people to agree
- Gets consent from others easily

- Readily fits into different group cultures
- Develops alliances for support
- Effectively navigates the organization

- Takes a broad overview of issues
- Plans a series of steps to achieve goals
- Prepares for and anticipates obstacles

- Reasons through problems logically
- Serves as a resource to others
- Comes up with novel solutions

- Keeps personal feelings out of decisions
- Openly accepts constructive criticism
- Makes decisions based on facts

- Provides direct answers to others
- Admits and corrects mistakes
- Forthright about difficult issues

- Evaluates situations thoroughly
- Thinks in practical terms
- Makes good, reasoned decisions