

Profiles Sales Indicator

Not everyone has what it takes to be successful in sales.

The book *“How to Hire and Develop Your Next Top Performer”* by Greenberg, Weinstein and Sweeney reveals some disturbing statistics related to sales professionals:

- 55 percent should not have been hired for a sales position
- 25 percent are selling the wrong product or service
- 20 percent produce 80 percent of the sales

To be happy, productive and successful in sales, a person must have certain key qualities such as competitiveness, persistence and sales drive. How can you find people who have these qualities and position them to be top performers?

The **Profiles Sales Indicator**[™] takes much of the guesswork out of hiring the right sales people for your company’s sales positions. You can evaluate your existing sales staff, as well as candidates, to let you know those most likely to perform up to your expectations. The Profiles Sales Indicator[™] assesses five key qualities necessary for sales success and predicts seven critical behaviors that affect sales performance. The assessment evaluates your existing sales staff as well as candidates to let you know those most likely to perform up to your expectations. Comprehensive reports help you coach your sales team and customize training programs to maximize each salesperson’s effectiveness.