



FindingPotential

Job Success Profile

Sales Consultant

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To compare a new or existing job holder to this success profile please use the FindingPotential Personality Questionnaire and generate a Competency Report. This report provides an objective view of the candidate matched to this Success Profile. Create a free assessment account at www.findingpotential.com.

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This report is based on a General Competency Model and is designed to help you identify the competencies that are most important for the role.

The closer the fit between a candidate's competencies and the competencies in this report, the more likely they are to succeed in the role and feel engaged. The "candidate" could be an existing job holder or new applicant.

This report has 2 sections:

- **Success Profile**

This section provides you with a rank ordered list of competencies. The ranking is based on your responses to the Job Profiler questionnaire.

- **Behavioural Indicators**

In the second part of this report you will find a series of positive/negative indicators to help you evaluate each candidates' fit to the most important competencies. In most cases you will find indicators for the top 5 competencies that you identified. However, you may have ranked some of the competencies as equally important – in these cases more than 5 competencies are shown.

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As a result of completing the Job Profiler you have identified the following competencies, ranked in order of importance, as critical to the role. Remember it is possible you may end up with more than five competencies highlighted green where ties occur. Competencies highlighted in grey are less or not important to the role and are not needed.

Rank	Competency
1	Influencing & Persuading
2	Dependability
=	Drive for Results
4	Customer Focus
5	Resilience
6	Effective Networking
=	Technical Capability
8	Collaborative Working
=	Innovation
=	Organisational Skills
11	Operating in Change
12	Analytical Skills
=	Strategic Perspective
=	Decision Making
15	Personal Leadership
=	Personal Development

Presents simple, impactful messages in a compelling manner. Changes their emphasis and approach to address resistance, focusing on the value their ideas will bring different stakeholders. Confidently negotiates effective outcomes.

Positive indicators

- Aware of the need to keep messages simple and impactful – avoids using jargon and tailors message to the base level understanding of the audience.
- Considers the style and needs of the audience when communicating. Adjusts style/tone/content to ensure the message is compelling and resonates.
- Displays passion and enthusiasm when interacting with others.
- Considers the benefits to individual stakeholders and sells on the basis of these. Presents the information of value to them rather than losing this in all of the facts/detail.
- Presents a balanced view of pros and cons rather than an overly rosy picture.
- Tuned into the audience and able to pick up cues of disinterest/apathy/opposition/resistance. Confidently surfaces and deals with these.
- Handles objections convincingly – displays confidence and conviction when faced with opposition.
- Prepared to change emphasis/tone of communication in the moment in response to insights gained about the audience.
- Seeks feedback to gauge the effectiveness of communication and applies learning to new situations.
- Seeks to clarify understanding to ensure that communication has landed effectively.
- Confidently negotiates successful outcomes.
- Prepares well for negotiation. Understands where concessions can be made and appreciates and uses items of high perceived value.

Negative indicators

- Fails to convey information in a simple and accessible manner. Uses unnecessary jargon or fails to appreciate the baseline level of understanding of the audience.
- Presents information without consideration of the needs/ style/preferences of the audience. As such message may lack impact/be less compelling.
- Highly logical/rational/factual in approach – no passion or enthusiasm displayed in tone/pace/body language/words when communicating with others.
- Fails to emphasise the value that their ideas will bring to each individual stakeholder. Does not sell on an individual/emotive level.
- Loses credibility by presenting imbalanced arguments (e.g. focusing on the pros and disregarding the cons).
- Fails to pick up on cues from audience (e.g. resistance/ apathy/opposition) or picks up on these but chooses to ignore them and presses on with message regardless.
- Becomes overly apologetic or deferential when faced with objections/resistance. Lacks conviction.
- No evidence on changing emphasis/approach/tone based on insights gained/responses from the audience. Is firmly on transmit rather than receive when communicating.
- No evidence of proactively seeking feedback on effectiveness of communication.
- No evidence of checking understanding of audience to ensure that messages are landing effectively.
- Is less confident in situations requiring negotiation.
- Enters negotiations without clarity on where concessions can be made and with limited understanding on items of high perceived value to the other party.

Notes

Conscientious and thorough in their approach to work, delivering what they promise to the necessary standard. Behaves in line with the organisation's values and ethical principles.

Positive indicators

- Takes personal accountability for performance and shows tenacity and commitment in the pursuit of goals. Works hard to self-motivate and maintain motivation.
- Shows determination to see things through to completion. Remains focused on the task in hand when the going gets tough.
- Appreciates the balance between delivering to time and delivering to quality standards and consciously works to get the balance between these right.
- Delivers what they commit to – can be relied upon to deliver on promises.
- Is focused on standards and quality of output.
- Keeps a check on the quality and standards of work via formal and informal checks and measures.
- Is prepared to put self out and challenge behaviour that is not aligned to the values of the business. Takes the values seriously and can make the link between the values and the success of the business.
- Seeks to model the organisations values in all that they do – can provide clear examples of how the values have driven decisions/behaviour.

Negative indicators

- Lacks personal accountability – prepared to let things slip or leave issues unresolved where this would require additional/discretionary effort.
- Quickly loses focus/enthusiasm or energy for a project/ activity when the going gets tough.
- Is prepared to cut corners to meet deadlines (or lets deadlines slip in the pursuit of perfection) – no evidence of weighing up the needs by context/circumstances.
- May not deliver on commitments – may over promise or under deliver. Trivialises the importance of delivery and honouring commitments to others.
- Is focused on quantity rather than quality of output. Completes tasks to tick the box rather than to ensure that quality standards are adhered to.
- No evidence of measuring/assessing the quality of outputs either via formal or informal measures.
- Is prepared to stand by rather than challenge behaviour that is not in line with organisational values. In doing so pays lip service to the values.
- Cannot articulate the organisation's values or give examples of how they have modelled the values through their own behaviour.

Notes

Strives for outstanding results, setting themselves high standards and being driven by targets. Pursues the goal with energy, actively seeking opportunities to improve.

Positive indicators

- Driven by the achievement of targets and objectives.
- Is prepared to make sacrifices in order to achieve targets. Consistently achieves goals. Pulls out all the stops to make things happen.
- Pursues goals with energy and enthusiasm – accepts challenges and set-backs and bounces back with steely determination.
- Proactively overcomes barriers to success/achieving goals.
- Sets high standards for self and raises the bar on performance every day in order to develop and improve.
- Demonstrates the ability/tenacity to sustain personal energy and motivation over a period of time to deliver results.
- Actively seeks stretching and challenging assignments and has a hunger to take on more/have more responsibility.
- Strives to excel in their role. Has the desire to be the best that they can be.

Negative indicators

- Targets and objectives do not have a great impact on motivation and discretionary effort used.
- Tends to put in less effort rather than really pulling out all the stops and making (personal) sacrifices to make things happen.
- Can quickly tire or become disillusioned with goals.
- Gives up easily or fails to proactively find ways to deal with issues/barriers to goals achievement.
- Is not able to clearly articulate standards and success measures for role.
- Fails to sustain energy/struggles to keep self focused and motivated to deliver results.
- Prefers to operate within comfort zone. May not rise to the challenge and offer self up for stretching assignments.
- Is tolerant from mediocre performance.

Notes

Builds effective customer relationships to ensure needs and expectations are understood. Understands the importance of the customer to the business, seeking regular feedback whilst being prepared to say no when needed.

Positive indicators

- Provides a friendly, efficient, professional and courteous service to customers.
- Takes personal responsibility for customers, prioritising customer satisfaction highly.
- Understands the importance of the customer to the organisation/business. Clearly articulates the link between customer satisfaction and business performance.
- Is honest and authentic in dealings with customers – provides clear recommendations based on insights from the customer.
- Demonstrates a genuine curiosity and interest in the customer. Asks the right questions and listens carefully to the customer to build trust in the relationship and get to the real need.
- Demonstrates empathy with customers. Show sensitivity and considers the impact of their message on the customer.
- Focuses on developing a customer relationship rather than on completing a transaction.
- Seeks regular feedback from customers.
- Will not promise what cannot be delivered and ensures that work with customers is commercially viable. Prepared to say no to customers.

Negative indicators

- Is less focused on providing excellent service to customers. Sees customers as a means to an end rather than an end in itself.
- Lacks accountability/responsibility for customer issues. Fails to show personal commitment for resolving customer issues.
- Fails to see/articulate the link between the customer and the organisation/business. Fails to appreciate the commercial impact of positive/negative PR.
- Presents customers with solutions that are based on wants rather than real needs. Is not always honest in dealings with customers.
- Does not seek to truly understand and ascertain customer needs. Operates more on a "here is my solution, what is your need" basis or focuses more on customer wants rather than needs.
- Fails to demonstrate empathy or an appreciation of the impact of their message on the customer. Could do more to put themselves in the shoes of the customer.
- Focuses on completing a transaction rather than developing a relationship with the customer.
- Is not proactive in seeking regular feedback from customers.
- May over promise and under-deliver when customers are unrealistic with demands or when requests are not commercially viable. Needs to be able to say no (with integrity) to customers.

Notes

Remains calm and maintains a positive attitude when faced with difficult circumstances. Thrives under pressure, remaining focused despite distractions. Quickly recovers from setbacks.

Positive indicators

- Remains calm and collected in difficult circumstances. Keeps control in stressful situations.
- Maintains performance under pressure. Indeed thrives in pressurised situations.
- Adopts a range of effective coping strategies to deal with pressure (e.g. manages symptoms, re-frames, tackles the source).
- Recognises signs of stress/pressure in self.
- Persists with a course of action despite setbacks – shows tenacity in the pursuit of goals.
- Retains a positive outlook in the face of setbacks and disappointments – sees them as an inevitable part of the process. Learns and moves on.
- Maintains focus when under pressure.
- Manages distractions in the working environment and keeps self focused on performance goals.

Negative indicators

- Becomes ruffled or emotional when under pressure – loses control when under stress.
- Takes eye off the ball and can become distracted/preoccupied when under pressure to the detriment of performance.
- Uses a limited range of coping strategies or maladaptive coping strategies when under pressure (e.g. poor diet and little exercise).
- Fails to consider or spot signs of pressure in self.
- Gives up easily – does not show tenacity when faced with setbacks.
- Tends to dwell on disappointments or setbacks which can interfere with focus and performance.
- Loses focus when under pressure.
- Focuses on the wrong things – gets caught up in distractions and loses focus/attention.

Notes

Next Steps

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Create an assessment account at www.findingpotential.com.

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- Assess 10 candidates every year on a wide range of assessments completely free.
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- Free supporting work books for users and candidates <https://www.findingpotential.com/workbooks/>.
- When you do need to purchase more “credit” the lowest order you can place is for £100 (enough to process 10 candidates).
- Any credit you have in your account is not time limited (it does not expire) and remains in your account until used.
- If you do create an account you are not committing to anything. The account gives you the chance to evaluate the service.

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