

# Entry Level Sales 7.1 (International) Candidate Report

## Candidate name:

Sample Report Candidate

## Disclaimer:

Information enclosed on these pages is confidential in nature and is intended only for the person(s) to whom it pertains or other authorised individuals.

You must not rely on the information in the report as an alternative to certain advice from an appropriately qualified professional. If you have any specific questions about any specific matter you should consult an appropriately qualified professional.

## Instructions

This report is designed to give you information about your relative strengths and weaknesses on the competencies known to be important for success in this type of job. In addition, the report provides valuable on-the-job tips and suggestions to help you excel in the workplace.

The score that you receive describes how your responses compared against our database of responses consisting of your peers. The assessment that you have taken has been scientifically validated by up to 30 years of statistical data collection and analysis. People who score higher on the dimensions tend to perform better on the job in the key areas outlined in the report.

The developmental tips that you receive are intended to help you improve your skills for each specific competency. All of us, regardless of our scores, can improve our job performance by following appropriate developmental solutions and strategically focusing on areas that may require improvement. A commitment to personal improvement signifies initiative and developmental planning, both of which are important to job performance. Try using this feedback to formulate specific development plans that relate to your work goals and objectives. Don't try to do everything at once, as personal development does not happen overnight. If you score in the 'Red Zone', this may be an area where you want to focus your developmental efforts. Even if you score well it is still important for you to use the developmental tips to leverage your strength in this competency.

This report is confidential and its contents are intended to assist in the prediction of an applicant's work behaviour. Please note that the assessment components included in this solution report are not weighted equally. Some of the components are broad measures of behaviour and some are more narrow. Competencies denoted by an asterisk (\*) are measures of narrow behaviours. While these behaviours are important to the overall score, they are not weighted as heavily when compared to other components in this solution. Our research indicates this weighting best predicts job performance. If you would like more information about this report (including scoring) or other products that SHL offers, please contact your account representative.

## Sales Focus



This is a measure of the attributes related to success in sales jobs. Sales Focus is characterised by: persistence for overcoming obstacles in order to close a sale, desire to pursue aggressive goals and achieve results, and high levels of energy and stamina even after a hard refusal/rejection.

**You may be likely to avoid difficult or challenging work, or give up more quickly than others when you are faced with obstacles in trying to close a sale. When you have to set goals, you usually set ones that don't require a great deal of effort to achieve. You tend to prefer working at a slow and steady pace.**

- When speaking to a reluctant client, listen carefully, respond to all of their questions or objections, and persist to win their business.
- If you are not successful at obtaining business from a prospective client the first time, try again.
- Answer customer questions accurately and completely. If you cannot answer a question completely at the initial meeting, follow-up with the complete answer.
- Try to set goals that may be hard to achieve. Break the goal up into smaller pieces if possible, and reward yourself when you complete each piece.

## Understands others\*



This measures the extent to which the candidate observes and analyses behaviour to understand others' reactions and perspectives.

**You may not actively seek to understand the behaviour, reactions, or perspectives of others.**

- Try to put yourself in another person's shoes if they raise a point or an issue; think about it from their perspective. Consider why they see things from a particular perspective, and try to understand their motivation.
- Pay attention to the interactions between other people so that you are better able to understand the relationships between your co-workers. Think about their different backgrounds and how those backgrounds impact their relationships.

## Listens effectively\*



This measures the extent to which the candidate listens patiently and attentively.

**You may interrupt others at inappropriate times, preferring to be the one doing the talking. You may be too quick to form an opinion.**

- **Encourage friends and acquaintances to tell you about things they have on their mind. Listen carefully, and make minimal interruptions. Try to summarise for them what their situation is and what they feel about it. Get feedback from them on how accurate you have been in picking up their feelings and thoughts.**
- **When you are listening to someone, face the person who is speaking and make eye contact. Do not interrupt them; wait for the person to stop speaking and then ask any questions you have. You may find it helpful to write the questions down as the person is speaking.**

## Maintains good working relationships\*



This measures the extent to which the candidate puts effort into developing good relationships with others.

**You may not place a high value on your work relationships and may be less likely to act in ways that strengthen these relationships over time.**

- **Try to establish a more personal relationship with your colleagues. Take time to discuss non-work topics. Make a note of what helped you establish these relationships and continue using those behaviours when creating new connections.**
- **Seek opportunities to assist your colleagues even if they are small tasks. Allow others to return the favour and assist you even if you don't need it. Continue to offer your assistance to different colleagues both inside and outside your team and leverage these relationships when appropriate.**

## Creates a positive impression\*



This measures the extent to which the candidate manages own behaviour to create a positive impression.

**You may not be concerned about how you appear to others, preferring to present yourself just as you are.**

- **Dress the part. Notice how others around you dress and aim to maintain a dress style and appearance that matches or exceeds that of your organisation's image.**
- **Be nice to everyone. Be careful not to treat others differently because you think they are less important than you. Part of managing the impression you leave on others is being consistently polite and sincere in your interactions.**

## Persuades others\*



This measures the extent to which the candidate considers, adapts and applies different strategies in order to convince others to change their opinion or behaviour.

**You may find it difficult to alter your strategy in order to persuade other people to change their opinion or behaviour.**

- **Make a diligent effort to prepare for meetings or conversations. You will be more confident and persuasive if you show a keen awareness of the situation and an understanding of the discussion points.**
- **It may be helpful to learn how to "read people." Seek guidance from someone who seems good at this to learn about the strategies they use for understanding what is on other people's minds and how they adapt their approach in response.**

## Generates new ideas\*



This measures the extent to which the candidate creates innovative approaches.

**You are likely to suggest some novel and imaginative ideas when presented the opportunity to do so.**

- Evaluate several work activities that you could complete more effectively. Come up with new and innovative approaches to completing them. Consider the pros and cons of each approach. Bring your ideas to your manager and be ready to explain why you believe your new approaches will be more effective.
- Identify several issues you and your team solve using established methods. Consider how well these methods work and brainstorm novel solutions for addressing these issues. Experiment using the different approaches and introduce your ideas to your team once you have determined what works best.

## Copes with uncertainty\*



This measures the extent to which the candidate is productive when roles and situations are not clearly defined.

**You are likely to remain productive when faced with ambiguity in your role.**

- Try to learn to feel more comfortable with uncertainty in the work environment. It often provides new opportunities for innovation and growth. When faced with ambiguity or uncertainty, make a list of the possible ways to innovate and grow.
- Monitor when your natural preference for defined rules and systems may make things more difficult for you during times of uncertainty. When there is short-term ambiguity or lack of immediate clarity, list your resources outside of work that help you feel balanced during times of significant change.

### Thrives under pressure\*



This measures the extent to which the candidate keeps things in perspective and stays calm and focused when under pressure.

**You may be challenged to stay productive when work pressures increase.**

- **Get some advice from the internet. Search for "stress reduction techniques" and see what advice is offered. Tailor the advice to what would seem to work best for you. Look for advice that you can do each day when you aren't feeling stressed, as well as advice when you are in the moment of stress. Write it down so you remember to do it.**
- **When you feel under pressure, try not to focus so much on yourself. Instead, focus on the issue and the other people involved. Look to others for guidance and support as needed. This will help you be less anxious and maintain productivity during times of stress.**

### Controls emotions\*



This measures the extent to which the candidate keeps negative emotions under control.

**You may become frustrated in challenging situations and find it difficult to hide these feelings from others at times.**

- **Consider using some strategies to help you manage your emotions. For example, if someone has said something which has made you angry, count to 10 in your head before you respond. Take time to gather your thoughts and express yourself without displaying your emotions.**
- **It would be worth spending time reflecting on how you manage your emotions. Try to develop a more positive mindset. How you view a situation often determines how you approach it. Instead of believing that troubling things just happen to you, think of what you can do to respond positively.**

## Strives to achieve\*



This measures the extent to which the candidate sets demanding goals and makes a determined effort to meet or exceed them.

**You are not likely to set very demanding goals but instead focus on easily achievable goals that require less effort.**

- **Identify a mentor who can offer encouragement and guidance to help you develop goals. Share ideas and concerns with your mentor and ask them to work with you on identifying areas you want to develop that are challenging but also achievable.**
- **Identify one task each month that will require extra effort to accomplish, encouraging you to push yourself in reaching goals. Then, evaluate your misses and celebrate your successes. This will help you highlight where your strengths are and where you need to develop further.**