

OPQ MQ Sales Report

Report Fact Sheet

Overview

The Sales Report provides a snapshot of an individual's natural styles that are critical to sales success in a simple, easy-to-use format.

Each of the three sections in the report provides a graphical scale showing how the candidate's responses rated on a scale of low to high, or not motivating to very motivating. Each rating is followed by a description of how a high or a low score could be interpreted for on-the-job performance, enabling a hiring manager to identify potential strengths, weaknesses and areas to investigate further.

Job Family/Title

Sales

Applications and Benefits

Identify, hire and develop top-performing sales professionals, whatever the sales environment. The Sales Report is a valuable online tool that makes recruiting or developing sales people easier and more cost-effective.

The Sales Report helps to:

- Identify top sales performers
- Recruit sales people with the potential to sell more
- Reduce the costs of turnover in sales teams
- Develop existing sales teams

Knowledge, Skills, Abilities and Competencies Measured

The Sales Report is based on the OPQ32 and, optionally, the Motivation Questionnaire. Combined, these tools offer a precise and in-depth picture of the important factors relevant for success in sales. It measures success factors in three main areas:

- Sales Foundations: Factors important to sales effectiveness in most sales situations
- Sales Cycle: How an individual is likely to perform in specific sales situations
- Motivation: Aspects of motivation critical to keeping sales people performing at their peak

There are also additional tools available that support the use of the Sales Report. These are available in a more limited number of languages than the report. These tools include SHL Sales Model Profiler cards and the Sales Report Interview Guide.

The Sales Model Profiler cards have been developed to enable clients to use the Sales Report more effectively, by helping clients to understand which competencies and motivators described in the report are most important to a specific sales role.

The Sales Report Interview Guide provides a structured way of gathering information about each candidate and their competency potential in relation to a sales role. It is based on the 22 competencies and motivators in the SHL Sales Model and can be used to identify relevant areas to probe during an interview.