

Persuasive Sales**Sample Report****About this report:****BestWork Persuasive Sales Job Report**

The BestWork Experience measures personality traits and cognitive abilities that tend to remain stable over time. This report applies those measurements to specific job behaviors or capabilities and explains how this individual is most likely to perform them. Their strengths may be an advantage in this situation or they may present challenges. Understanding those strengths enables better decisions for everyone. Areas of particular note are in **BOLD** type.

CLOSING SALES

Can persuade prospects to take action and make buying decisions

SELLING SOLUTIONS VS PRODUCTS

Abilities are a match for either products or services or for selling solutions that depend upon more complex sales involvement

May find solution selling to be more engaging than simple products or services

CONTROLLING THE SALES PROCESS

Can control the sales process

MAKING SALES PRESENTATIONS

Makes enthusiastic and energetic sales presentations

SALES PLANNING

Can plan sales but often prefers to take it as it comes

Needs to take the time to plan for the important opportunities or events

PROSPECTING & NETWORKING

Meets people easily

Networking events and social occasions offer them good opportunities for prospecting

SALES URGENCY

Patient with longer buying decisions

Tends to let prospects "think about it" or delay in other ways

COMMUNICATION SPEED WITH OTHERS

Often communicates too quickly for others to follow comfortably

Important to use visual aids to clarify points and slow down presentations

QUALIFYING PROSPECTS

Asks the direct questions that are necessary to qualify prospects as decision makers, or determine other factors, such as budgets or time frames for decisions

Can probe for deeper issues

SALES FOLLOW UP

Generally follows up adequately with sales prospects and customers

May need some support during particularly busy times

MOTIVATION ORIENTATION

Looks for win-win situations in which everyone succeeds

Responds to individual and team competition