

# **POPCORN TRAINING**

**Strength Charts**



# WELCOME TO POPCORN TRAINING.



Popcorn Trainings are quick 5-minute training modules covering a single topic. Our goal is to make our reports easier to use and understand. In this training, we explain our Strength Charts and the best ways to use them.

About this report:

The Strengths Chart displays the job behaviors necessary for the performance of this particular job. The circles indicate the individual's hard-wired personality traits and cognitive abilities between two extremes. The top section shows the Critical Job Behaviors that are necessary for success in this job. The lower section shows five Important Job Behaviors that can affect the performance of the job but which are not Critical.

Critical Job Behaviors

Success is unlikely without these.

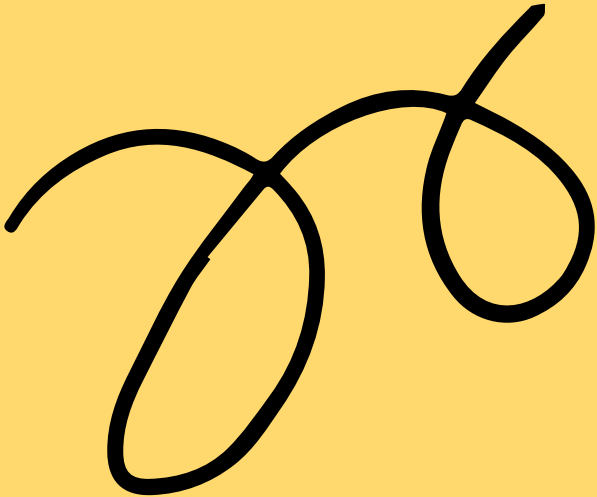
Capability						Capability
CANNOT MOVE PROSPECTS TO MAKE BUYING DECISIONS; CANNOT CLOSE SALES					○	CAN MOVE PROSPECTS TO MAKE BUYING DECISIONS & CLOSE SALES
PRODUCT SALES					○	COMPLEX/SOLUTION SALES
DOES NOT CONTROL THE SALES PROCESS					○	CONTROLS THE SALES PROCESS

Important Job Behaviors

These may help job performance but cannot make up for missing Critical Job Behaviors.

Capability						Capability
TECHNICAL, DRY, UNEMOTIONAL PRESENTATIONS					○	ENTHUSIASTIC, ENERGETIC PRESENTATIONS
LITTLE OR NO SALES PLANNING			○			DETAILED SALES PLANNING
DIFFICULTY PROSPECTING & NETWORKING					○	ENJOYS NETWORKING & PROSPECTING
PATIENT WITH LONGER BUYING DECISIONS		○				PUSHES FOR SHORTER BUYING DECISIONS
COMMUNICATES SLOWLY WITH PROSPECTS					○	COMMUNICATES QUICKLY WITH PROSPECTS


# THE CHART



Strengths Charts are written for specific jobs. It highlights the **Critical** and **Important** Factors for success in that particular job. The circles indicate where the individual's strengths are relative to the job behaviors (strengths) needed for that job.



# THE CHART BREAKDOWN



## Critical Job Behaviors

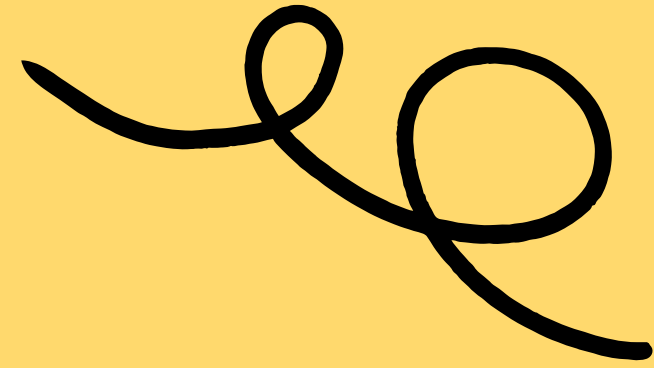
These are the must-have strengths needed for the job, or success is unlikely or will be more difficult. There are always **three critical factors** for each job.

## Important Job Behaviors

These cannot make up for missing Critical Job Behaviors. They can help you make a hiring decision and understand other aspects of what they will bring to the job.



# WHEN TO USE IT?



## Screening & Selection

Easily screen out candidates by seeing if they have the **Critical Job Behaviors** needed for that job, then view the **Important Job Behaviors** to help narrow your list of candidates. It's best to use this report before the interview process.

## Performance Management

When solving performance issues, take a look at the individual's Strength Chart for their job to see if an issue is related to their job behaviors or something else.

# THANK YOU FOR YOUR TIME.



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