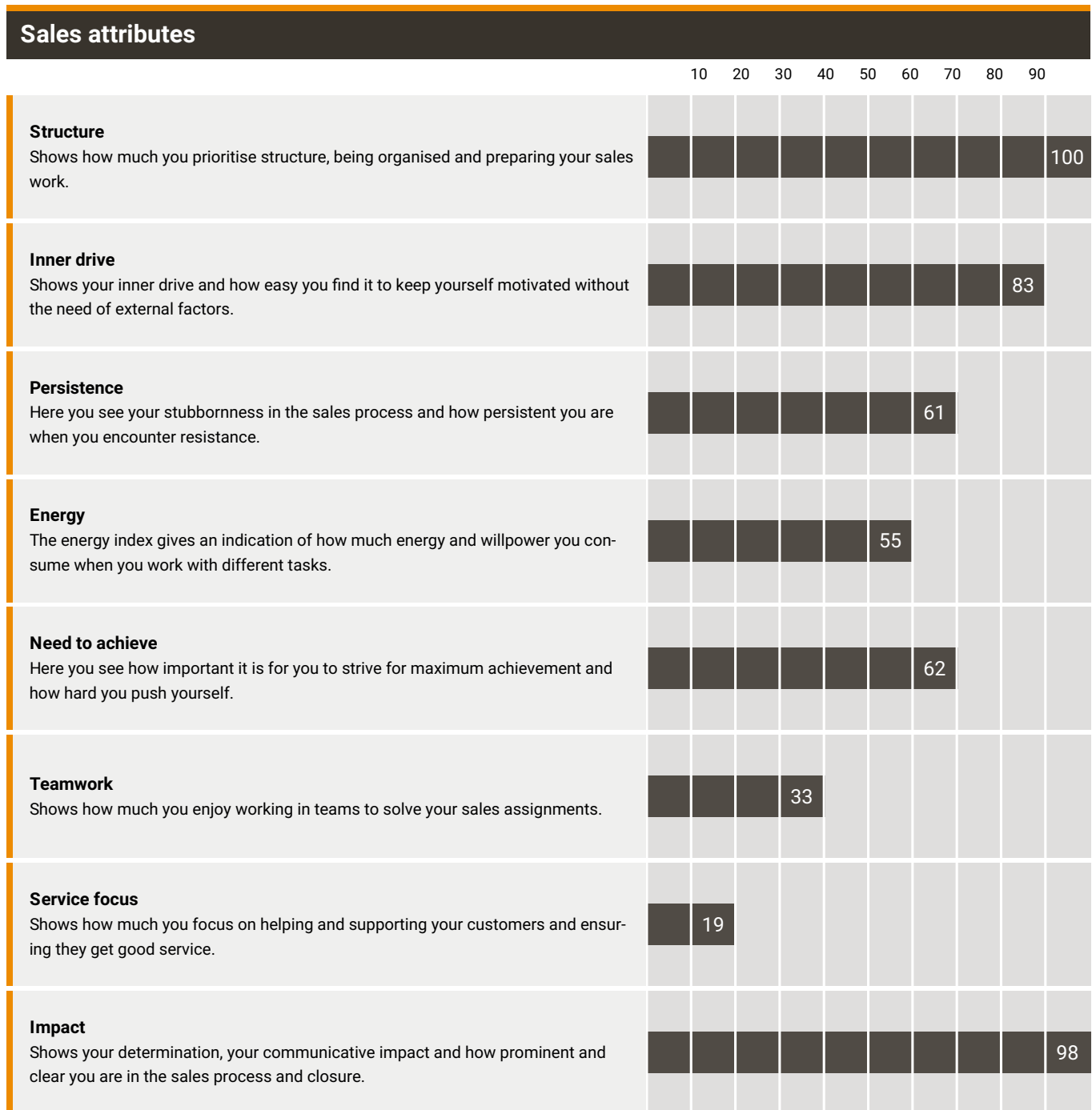


Here you can see where you are when it comes a number of different personal attributes that are related to sales. Your result is on a scale between 0 and 110. A value itself cannot be better than anything else and the level can only be valued when put in relation to the requirements for a specific sales role. See the Interpretation guide.



In the Interpretation guide, you will find information about the eight personal attributes. As you can see, there are both pros and cons with high and low values, but it is only you and those who know you well who know to what degree the pros and cons are relevant to you. It is common that the negative aspects of an attribute emerge upon stress and that the positive aspects are usually the ones that actually reflect you. Use this guide as inspiration for how you as a seller can develop in the direction you want and think is most optimal.

Interpretation Guide - Sales attributes

Structure



You are often quick on your feet to get going with something and you rarely need to spend especially a lot of time on planning or preparation. You want to be where things happen and you focus more on active sales than on administrative tasks. Customers perceive you as flexible and that you find it easy to adapt to their needs.

+ You think long-term and make sure you have foresight for what you do. You place importance on having a structured and professional set-up, where the customers experience you as being well-prepared. You are also not stressed by the requirement of reporting, keeping track of receipts, compiling figures and the like.

You can be somewhat of a time optimist and you don't always spend a lot of time preparing. You can easily fall behind with your administrative tasks and may need to exert some effort to gain an overview of all projects. Try to create working routines so that you release energy for what you're best at.

- It can be stressful for you to end up in situations where you do not have room to prepare properly. There may also be a risk that you spend more time managing and organising your sales work than is practical. Think about how to streamline your administrative tasks.

Inner drive



You are not one who pushes yourself so hard that it is a stress factor. Instead, you have the ability to adapt your inner energy at a balanced level with long sustainability. You rarely go off working on your own, but would rather work in teams where you can inspire and motivate one another.

+ You are self-driven, pushing yourself and cope with adversity without losing your desire to work. You stay motivated on your own and get your energy through working intensively and purposefully.

You rarely enjoy jobs that constantly demand that you strive to be at the top of your game. You sometimes need others to encourage you to gain motivation. It can take a while before you are back after a set-back if you lack positive people around you.

- You should be aware that you may have a tendency to push yourself so hard and prioritise work so much that it can lead to a strenuous situation with the risk of stress. It may also be that others perceive you as being too focused on what concerns you and your tasks.

Persistence



Your customers are not likely to experience you as being unnecessarily contradictory – if things do not work out as you want, you can temporarily back off and then come back later with a new approach. You feel most effective when you spend your time on customers who can deliver results here and now.

+ One of your talents as a salesperson is that you rarely give up. You can work with sales and decision-making processes that are lengthy and you fight to the end for the assignments you think are important. Customers will experience you as a person who follows up and does not forget them.

There is a risk that you sometimes give up too quickly. You may lose some of your motivation if a sales process becomes lengthy or cumbersome and here you may need to watch out so you don't fall short in seeing through a closure. Keep in mind that when you are close to giving up, the customer may very well be close to making a decision.

- Your endurance can mean that you do not always realise when it is time to let go and instead devote your time and energy to finding new sales opportunities. Pay attention to which customers and processes you should prioritise and spend more of your time on those who are most likely to result in a closure.

Energy



You do not necessarily need to constantly be out on customer visits. You have good patience when it comes to helping, providing good service, following up and keeping in touch on an ongoing basis. Your customers will perceive you as a person who takes time for them and does not stress or rush them in the decision-making process.

+ You suit sales processes well where there is always a lot happening and where you have the opportunity to visit customers often. Time pressure and tough deadlines can even be a motivating factor for you, which gives you the opportunity to use your energy.

Your job satisfaction can be adversely affected if you are constantly working under time pressure and require many customer visits. It can also take a lot of your energy if you do not have room to be able to devote the time needed for each customer.

- You can sometimes find it difficult to take it easy since you need to have an outlet for your high energy level. It is good if you make sure that the customers do not experience you as being hectic and you need to be aware about interacting with customers while having patience, adapting to their pace and giving them the time they need.

Need to achieve



As a seller you are prestigeless and rarely have any concerns with performance anxiety. Should your sales experience a setback and you are criticised for this, you usually keep your cool. It is more important for you to focus on creating good customer relationships rather than always being the best.

+ It is important for you to always perform at a high level and to achieve good sales results, while your career goals are a strong and significant driving force for you. You pay attention to how others perceive you and you strive to be number one in what you do.

You may feel a little uncomfortable in a work environment where there is a lot of focus on who sells the most. Sometimes, however, you may need to exert a little more winning instinct so that no deal falls through your fingers unnecessarily. Possibly think about being more clear about the fact that you are actually committed and goal-focused.

- You may be so keen to show drive that you run the risk of running out of energy. If something goes wrong or if your sales figures experience a setback, you may at worst suffer from performance anxiety. Remember to not be so hard on yourself that you forget to enjoy what you achieve.

Teamwork

30

You are very aware that it is you who is responsible for your results, and you drive your sales on your own. Your will to reach the goal at hand is strong and you can handle sales jobs that require you to fight hard to get where you want without necessarily getting help from others.

Others may perceive you as someone who is somewhat of a lone player who puts their own interests before the team. There may also be a risk of losing sales opportunities if you do not use the help of others or reflect on how your colleagues work.

+

You have a strong sense for working in a team and you can in a prestigeless way use the help of others in your sales if you need it. Your colleagues see you as a trustworthy team player who is happy to help out up if needed.

-

You can possibly be so concerned about the teamwork and the team that you put your own sales results on the back burner. There may also be a risk that you do not feel comfortable in sales environments that are highly results and goal-oriented, where one has to constantly have a "winning instinct" and a fighting spirit.

Service focus

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You focus your energy on creating results and closing deals when it comes to orders. You do not spend too much time contacting customers if you know it won't lead to anything at the moment. For optimal efficiency, you work best in a sales role where you can hand over customer care to someone else.

There is a certain risk that customers feel that you are too set on just selling, and in the worst case they may feel overwhelmed, meaning that you can miss the opportunity of having repeat customers. You could probably gain by showing a little more interest in the customer's needs when it comes to service and help.

+

Your customers perceive you as a person who cares about them and who takes the time to understand their needs and wishes. You are understanding and careful to make sure that customers are satisfied and you are happy in caring about them even if they are not in the process of buying anything at the moment.

-

As a very service-minded seller, you should keep in mind that there are limits to how far you should extend your helpfulness. Of course the customer should have good service, but make sure to not give more of your time and commitment than is reasonable.

Impact

100

You are likely to have a soft and flexible image towards your customers and you try not to be too steering and controlling in the sales process. You definitely do not want to pressure customers to buy something. Instead, you show respect for their hesitations and questions.

In sales situations where steering towards closure is required, it may happen that you are quite restrictive with "taking command" of the customer and not allowing your slightly softer sales style to shine through. Keep in mind that an overly soft sales style can mean you are not driving the customer enough to achieve a sales closure.

+

It seems natural to you to be the one deciding the pace in the sales process. You are fearless and have a strong desire to achieve your sales goals. Customers feel that you really stand for, and mean what you say, and that you help them make decisions.

-

Your strong will can be perceived as not giving customers enough space to ponder, with the risk that you will smother them. To avoid being perceived as being headstrong, you should make sure you really listen and understand your customers and not put more pressure on them than is appropriate.