

esc Profile SALES

Value & Personality Analysis for John Doe

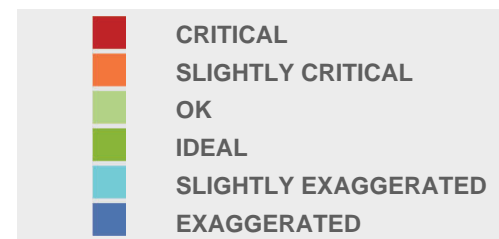
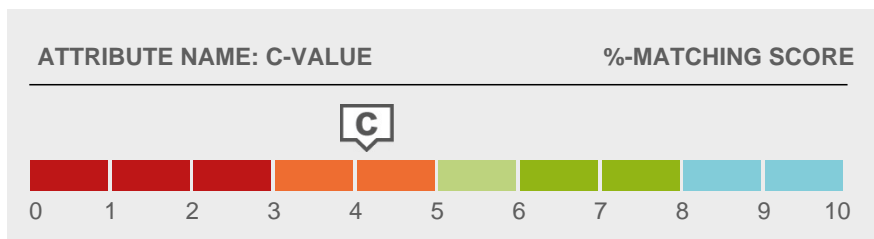
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Measurement Concept



The Ideal Profile

- 14 psychological characteristics are measured that are relevant for success for the esc Profile SALES
- The 'C' value indicates the measured result. In the example above, the measured value is 4.1.
- The center of the dark green ideal range corresponds to 100% match with the ideal profile.
- The match percentage is calculated from the distance to the center of the dark green ideal range in relation to the maximum distance.

The Overall Match of an esc Profile SALES to the Ideal Profile

- The overall match is calculated from the average of the 14 individual matches.

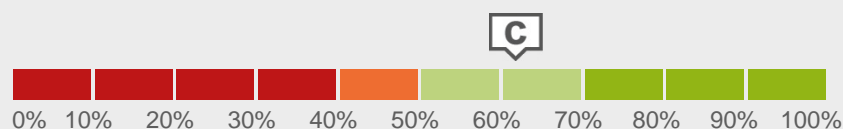
Scientific Background Information

- C-values (used from 0 to 10) use a mean of 5 and a standard deviation of 2.
- Accordingly, a C-value of 7 indicates that this result is one standard deviation above average in relation to the norm group.
- Norm group sales: Norm group as of October 10, 2024, based on 1605 sales professionals who are not in leadership roles

Results Summary: Overall esc Profile

Match to the esc Profile SALES

OVERALL MATCH: 61.1%



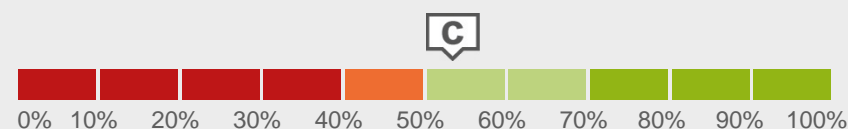
The overall match is calculated from the average of all individual matches.

Sales strength indicates the potential for generating new customers. The focus is on success and closing deals.

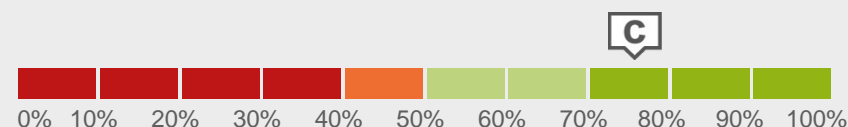
Relationship strength primarily supports the expansion of existing customer relationships, as well as cross-selling and up-selling.

General strengths include endurance and resilience factors, and central aspects of sales management such as overview and practical orientation.

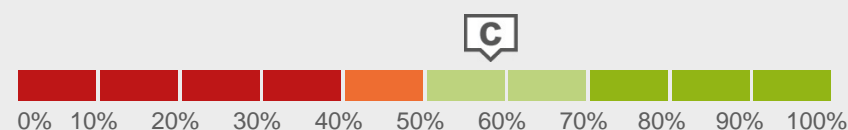
SALES STRENGTH: 53.1%



RELATIONSHIP STRENGTH: 75%



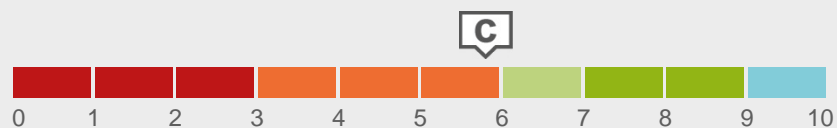
GENERAL STRENGTHS: 57.2%



Sales Strength

PROACTIVITY: 5.8

72.5%



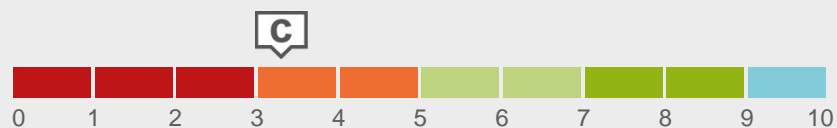
G5 - SUCCESS & ACHIEVEMENT: 3.2

40%



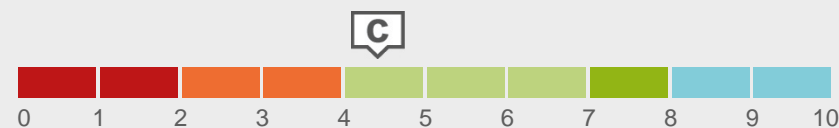
GOAL MOTIVATION: 3.3

41.3%



G3 - INFLUENCE & ASSERTION: 4.4

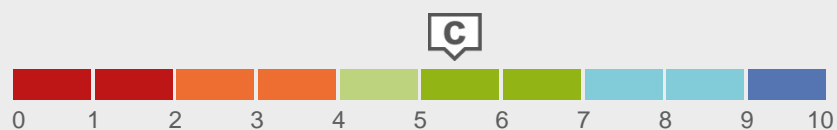
58.7%



Relationship Strength

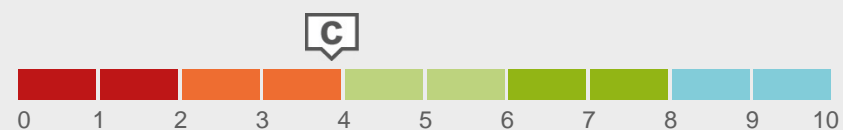
SERVICE PROVIDER FACTOR: 5.4

90%



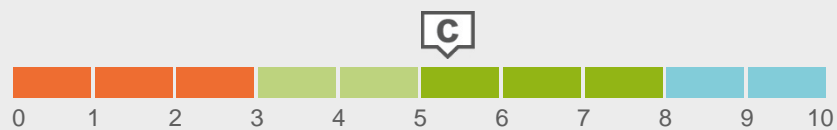
G6 - TEAM & RELATIONSHIP: 3.8

54.3%



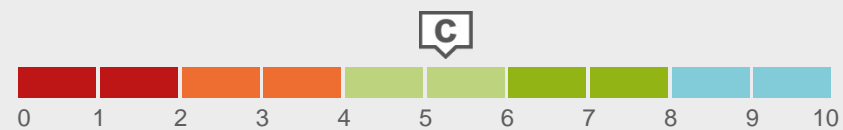
RAPPORT FACTOR: 5.3

81.5%



G4 - LAW & ORDER: 5.2

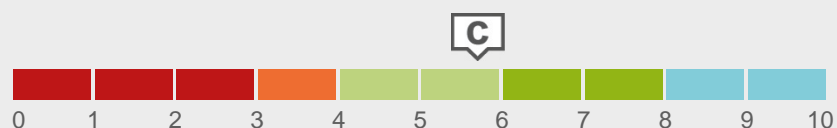
74.3%



General Strengths

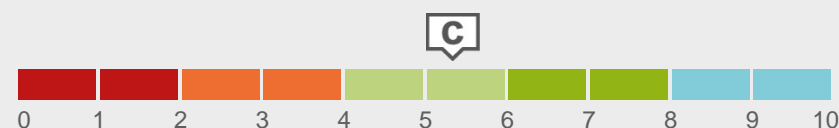
CONTINUITY: 5.7

81.4%



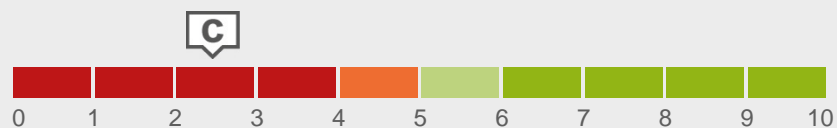
G2 - IDENTIFICATION & SECURITY: 5.3

75.7%



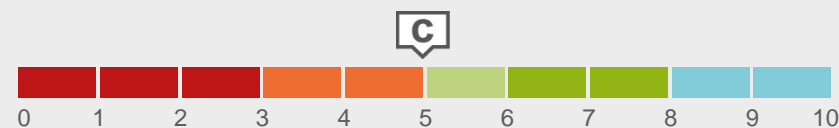
FAILURE TOLERANCE: 2.4

30%



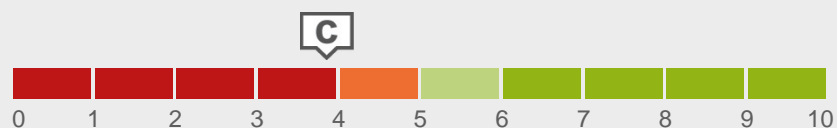
PRACTICAL ORIENTATION: 4.9

70%



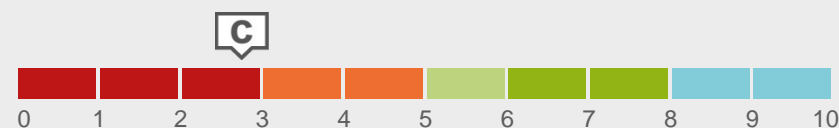
PERFORMANCE STABILITY: 3.8

47.5%



BIG PICTURE ORIENTATION: 2.7

38.6%

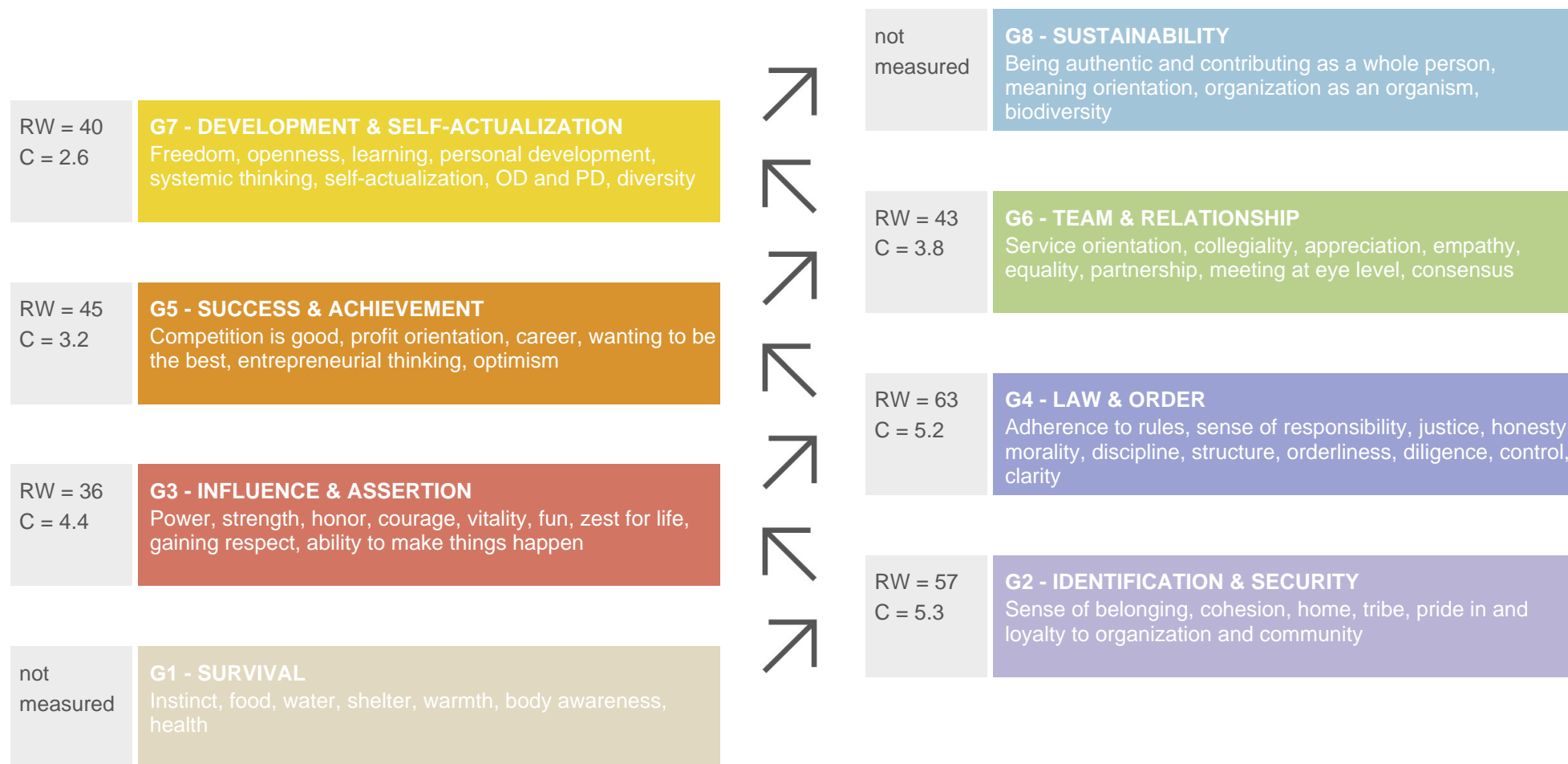


GRAVES MODEL - Basic Attitudes and Value Systems

The value systems are based on the Graves model by Prof. Clare Graves.

To compare the motivational strength of the Graves levels with each other, please use the RW values (Raw Values).

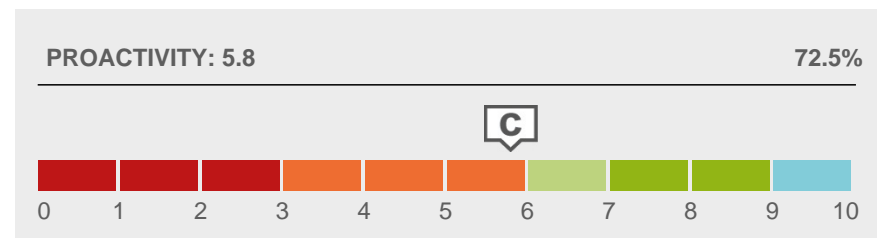
1.3 = Tends towards We-type, i.e., the We-values are somewhat stronger than the I-values.



Sales Strength: Proactivity

72.5% esc Profile SALES

C-Value: 5.8 / RW = 53



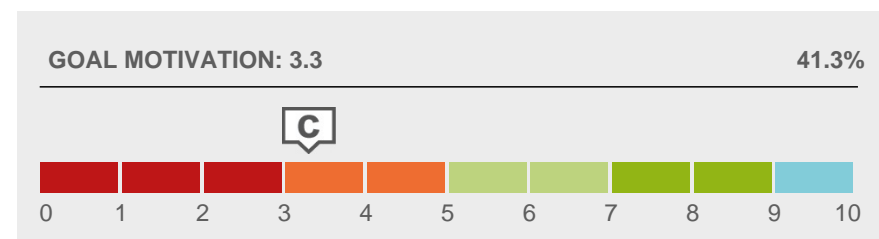
A high score in proactivity indicates a natural skill to take initiative, especially in relationship building. High proactivity also means that the sales expert takes responsibility for the relationship and for sales success. A low score in proactivity indicates that thinking is more important than acting.

In sales, Mr. Doe has a balanced approach between acting and analytical thinking. Depending on the situation, he observes and analyses or acts spontaneously. In relationships with customers he either acts and takes initiative, or he waits and reflects upon what he should do. In regards to this aspect he acts more like a farmer than a hunter, although in acquiring new customers he can be successful. His strength lies in a combination of analytical skills and action orientation.

Sales Strength: Goal Motivation

41.3% esc Profile SALES

C-Value: 3.3 / RW = 32



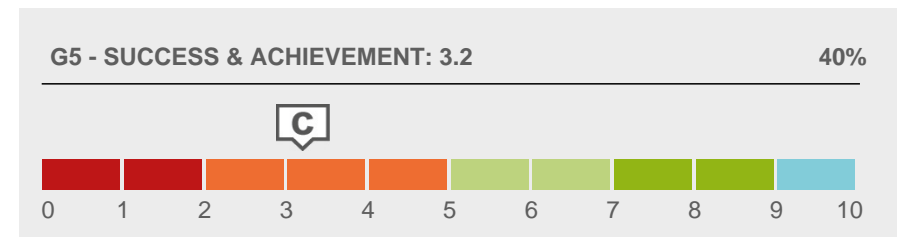
Strong goal orientation supports the salesperson in target-oriented action. In sales, this means consistently working towards closing the deal. Goal-oriented salespeople know exactly what they want to achieve and work systematically towards their goals. They are motivated by achieving objectives and see obstacles as challenges to overcome.

Mr. Doe is motivated to solve problems and master challenges. At the same time, he also has the ability to work in a goal-oriented manner, so his focus corresponds more to a Farmer than a Hunter. This gives him quality awareness and, to a limited extent, the ability to work on sales targets with result responsibility. Problem-thinking and negative future scenarios inhibit his sales success with new customers and distract him from his sales goals. With existing customers, problems motivate him as challenges, so he can generate new business through problem-solving. Sales tasks where he can use his quality awareness and problem-solving skills profitably are optimal.

Sales Strength: G5 - Success & Achievement

40% esc Profile SALES

C-Value: 3.2 / RW = 45



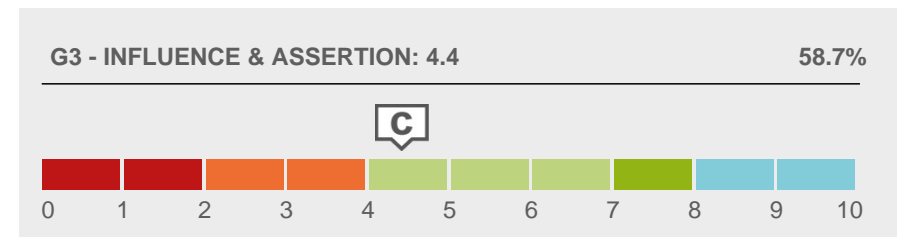
High expression in success and competition orientation creates strong motivation to achieve ambitious goals. The following values are important: competition is good, profit orientation, career, wanting to be the best, entrepreneurial thinking, and optimism. This value system is often very helpful in sales.

Success, career and prosperity are more or less relevant driving values for Mr. Doe. His career orientation and orientation towards success do exist while other values seems to be even more important. Therefore, adequate commissions motivate him only in combination with other factors to improve performance. He basically accepts competition on the road to success. For the sales team he can be valuable - he probably will not be the strongest performance driver, but he will take on other important functions.

Sales Strength: G3 - Influence & Assertion

58.7% esc Profile SALES

C-Value: 4.4 / RW = 36



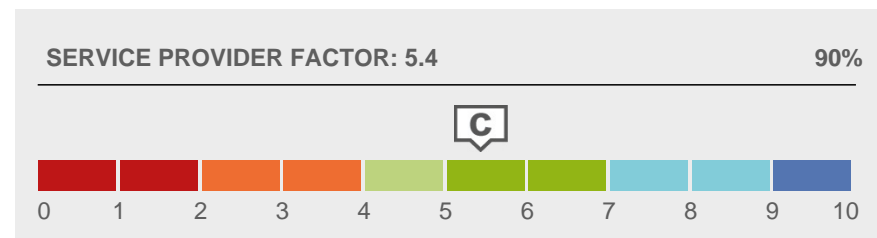
Assertiveness helps one to prevail in a highly competitive environment. The following values are then important and motivating: power, strength, honor, courage, vitality, fun, zest for life, gaining respect, and the ability to make things happen. In sales, this value system often supports the achievement of ambitious goals and success in competitive situations. However, very high assertiveness can sometimes lead to conflicts with team-oriented approaches.

Strength and power are more or less relevant motivators for Mr. Doe. Other values seem more important to him. He is ready to act, willing to mobilize the necessary energy for achieving the sales goals. This attitude helps him in order to compete in the marketplace. For the sales team he will probably not be the dynamic force generator, but take on other important functions.

Relationship Strength: Service Provider Factor

90% esc Profile SALES

C-Value: 5.4 / RW = 58



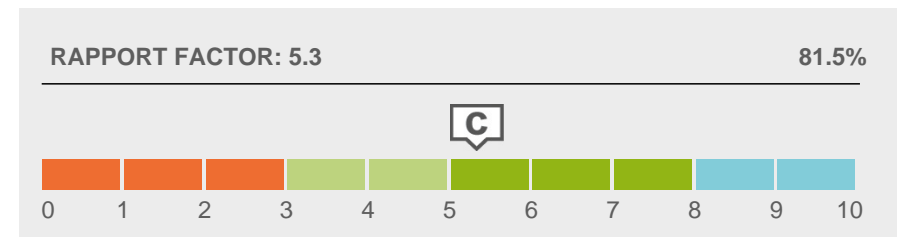
Even if good salespeople have an idea of what is good and right for the customer, they can empathize with the customer emotionally if the customer wants something completely different or if completely different things are important to them. This emotional openness to the customer is called the Service Provider Factor here. If this factor is low, there is a tendency to patronize the customer. Even if this mental attitude is only communicated subtly, only those customers who expect guidance from the salesperson react positively. In other words, a low Service Provider Factor signals a certain leadership potential and is more common in salespeople who are also managers.

Mr. Doe is open to the opinions, wishes, and needs of customers. At the same time, he also has clear criteria for success and quality. This makes him diplomatic and customer-oriented in communication, and he can effectively convey his own viewpoints at the same time. This gives him good leadership potential. Praise and success commissions strengthen his motivation. Sales tasks where he can orient himself to customer requirements and at the same time have a certain degree of independence are optimal.

Relationship Strength: Rapport Factor

81.5% esc Profile SALES

C-Value: 5.3 / RW = 65



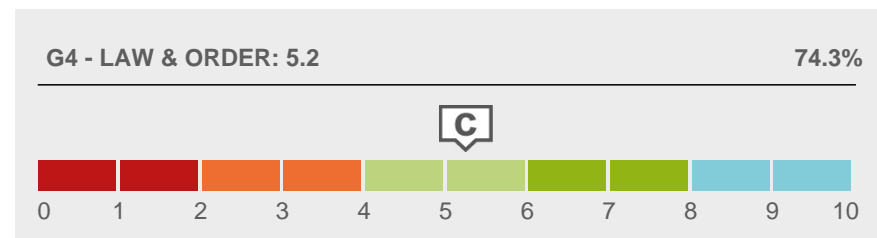
Successful salespeople can easily transfer harmony to the customer. Their perception is often centered on equality, similar life issues and shared values. A low harmony factor is associated with a critical eye, focused on differences.

In relation to customers, Mr. Doe mainly look for similarities, equal aspects and shared values. He finds it easy to connect to the world view of the customer. His attention is focused towards customer wishes and on what is consistent and equal. At the same time he can also recognize what is not consistent. His strength lies in relationship building, which is helpful in acquiring new customers.

Relationship Strength: G4 - Law & Order

74.3% esc Profile SALES

C-Value: 5.2 / RW = 63



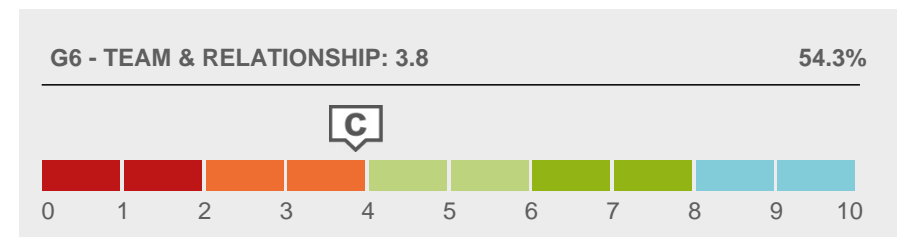
If this value system is strong, it creates a fundamental sense of responsibility towards the customer and the team. The following values are then important and motivating: Punctuality, accuracy, clarity, fairness, stability, structure, reliability, fulfillment of duty, and discipline. In most sales organizations, a medium level of Law & Order is often ideal. If it is very weak, the basic understanding of rules and regulations is reduced, and if it is too strong, the often rigid understanding of rules is not in line with sales necessities.

Accuracy, thoroughness, reliability, adherence to principles, handshake quality, and clear structures are relevant values for Mr. Doe. He is a quality-oriented salesperson for whom clear agreements are important. He wants to take responsibility for the customer's well-being. He accepts rules and defined organizational processes well. His sense of responsibility is a good basis for successful partner management.

Relationship Strength: G6 - Team & Relationship

54.3% esc Profile SALES

C-Value: 3.8 / RW = 43



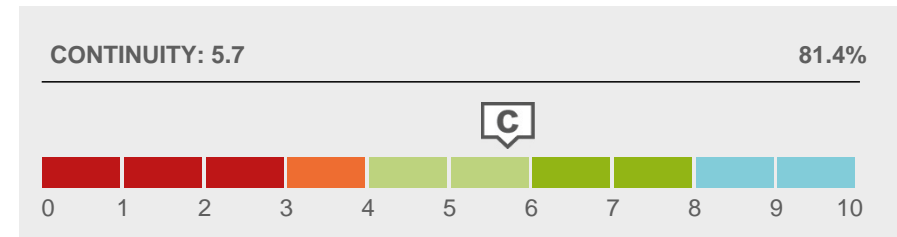
High expression in team and relationship orientation creates motivation to work together harmoniously. The following values are important: service orientation, collegiality, appreciation, empathy, equality, partnership, meeting at eye level, and consensus. In sales, this often supports long-term customer relationships.

Appreciative relationships, a sense of community in the team, equality, collegiality, and humanity are more or less relevant values for Mr. Doe. The human relationship with the customer is important to him, but at the same time, other driving motivators are more important. Perhaps Mr. Doe's strengths lie less in expanding existing customer relationships and more in generating new customers? In any case, his existing relationship orientation also supports him in partner management.

General Strengths: Continuity

81.4% esc Profile SALES

C-Value: 5.7 / RW = 63



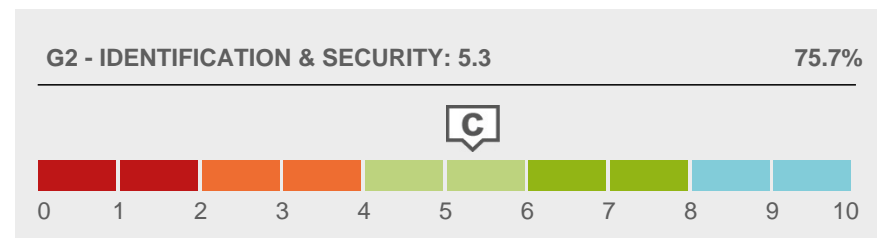
Continuity here means long-term discipline in routine. Many sales positions have a well-structured workflow. Salespeople who are successful in the long term have good discipline in carrying out routine activities in acquisition: activating and supporting existing customers and acquiring new customers. Continuity indicates how strongly one is and remains motivated in this routine aspect of sales activity in the long term. Low continuity often indicates motivation to build or develop something. These people always want to break new ground, and options are as important to them as air to breathe. Salespeople and managers who are also heavily involved in development and business development often have a low score in continuity defined this way, which is related to their development strength.

The strengths of Mr. Doe lie in the responsible implementation of daily sales work in combination with his creative abilities. He prefers functioning, tried and tested approaches and methods and is at the same time open to new ways. Tasks where he can implement creative sales projects in addition to daily sales work are optimal.

General Strengths: G2 - Identification & Security

75.7% esc Profile SALES

C-Value: 5.3 / RW = 57



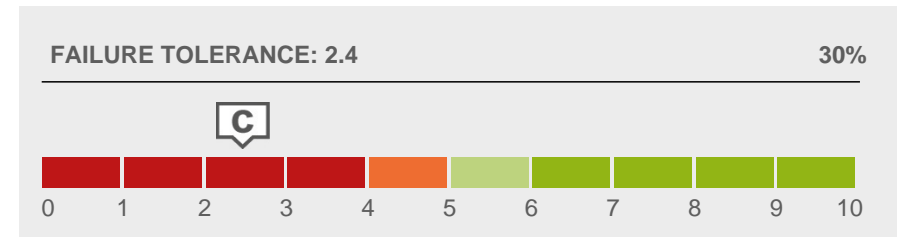
Well-developed identification and sense of belonging creates a fundamental commitment to the company and the team. The following values are then important and motivating: sense of belonging, cohesion, home, tribe, pride in and loyalty to organization and community. In sales, a medium level is often ideal.

The following values are motivating for Mr. Doe: security, belonging, feeling at home, loyalty to the organization, being part of the group, being proud of the organization, local ties, loyalty to one's roots. A permanent job or job security is usually important to him. He prefers a family-like atmosphere at work, so the termination of an employment relationship is likely an emotional matter for him. He wants to be proud of his company and expects the same from his colleagues. With his values, he fits well into a family business. He usually has a sense of family and cohesion. As a leader, he has/would have the potential to convey paternal appreciation and recognition to his employees, provide them with work, and offer them a professional home.

General Strengths: Failure Tolerance

30% esc Profile SALES

C-Value: 2.4 / RW = 45



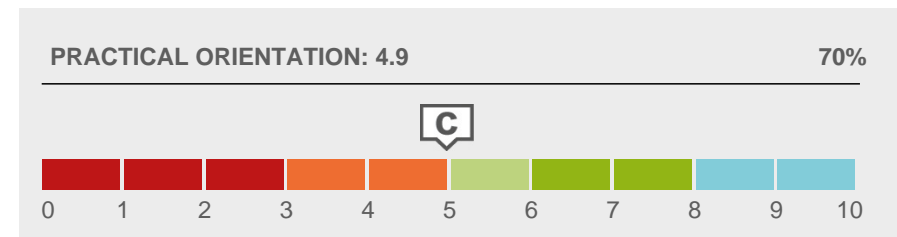
Strong failure tolerance means that setbacks and rejections do not significantly affect motivation and productivity. This is particularly important in sales, as rejection is a daily part of the business. Salespeople with high failure tolerance recover quickly from unsuccessful sales conversations and maintain their optimism and energy for new customer contacts.

The failure tolerance of Mr. Doe is in the medium range. It is important for him to perceive setbacks and criticism more as feedback for improvement. Failures help to perceive one's own abilities more clearly and to find approaches for development. With this perspective, his existing resilience qualities are strengthened, so that he can more easily overcome obstacles and achieve his goals more effectively.

General Strengths: Practical Orientation

70% esc Profile SALES

C-Value: 4.9 / RW = 59



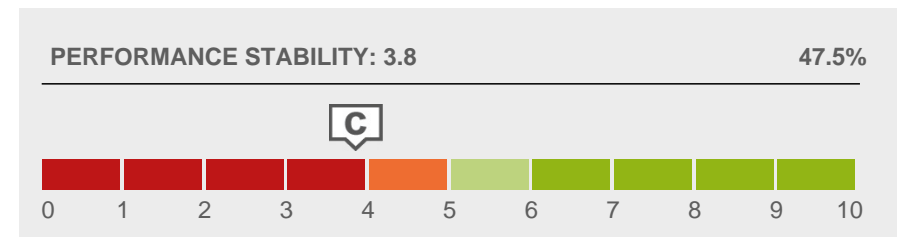
Customer advisors with high practical orientation focus on practical, concrete topics as opposed to concepts and theories. This helps to stay with the customer's topics.

The practical orientation of Mr. Doe is well-developed and benefits the customers. His thinking and actions are more concrete and fact-based, while he also has the ability to work with abstract strategies and concepts. Overall, there is a good orientation towards day-to-day operational business.

General Strengths: Performance Stability

47.5% esc Profile SALES

C-Value: 3.8 / RW = 58



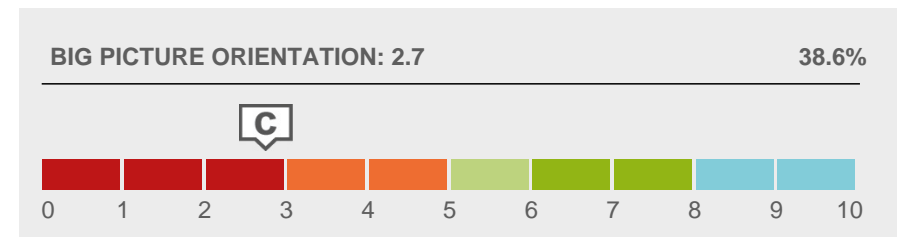
Strong resilience is shown in good emotional control, composure, and flexibility in action. People with stable resilience are consistently productive. Reduced resilience is often shown by people who, for example, are temporarily less productive due to mood swings, but often bring more creativity to their work at other times.

Mr. Doe has emotional control. He can perceive his emotions and moods and usually also control them when needed. This supports him in coping with stress and helps him to consolidate his productivity even in difficult times.

General Strengths: Big Picture Orientation

38.6% esc Profile SALES

C-Value: 2.7 / RW = 32



Does a person prefer to work with the big picture or with details? Overview-oriented people see connections and can prioritize well. They quickly understand complex customer situations and can present solutions in a structured way. In sales, this helps to maintain an overview of the entire sales process and to develop strategic approaches for customer acquisition.

Mr. Doe is more of a detail-thinker. He works on tasks step-by-step and gets an overview by dealing with details. Work requirements where he creates order and system through detail work are optimal. In time, project, and sales management, it is very important for him to repeatedly develop a big-picture view. Most customers are significantly more big-picture oriented than Mr. Doe. Therefore, he should be careful to present an overview to the customer and only go into detail upon customer request.

Analysis by

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