

Personality Styles Profile



The Situation

Determining who has the personal qualities to succeed on your sales team is critical to your bottom line. It is equally important to know how to develop and coach these employees once you have them on board. For example, do you know whether you are hiring people with the same selling styles as successful salespeople? Do you know how to help new reps through each step of the sales process based on their styles? Do your trainers understand which skills need to be developed?

By understanding each candidate's style and how it impacts on-the-job behavior, you can make better-informed hiring choices, develop personalized coaching programs, and manage each rep for greater success.

How It Works

Personality Styles Profile assesses key personality components related to sales performance and the three fundamental selling styles:

- **Dynamic** — Ambitious and competitive; making the sales is key.
- **Analytic** — Logical and methodical; finding the best solution is key.
- **Interpersonal** — Warm and sociable; developing personal relationships is key.

Personality Styles Profile is available through our web-based assessment system that makes hiring effective, efficient, and timely.



Contact Us Today

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