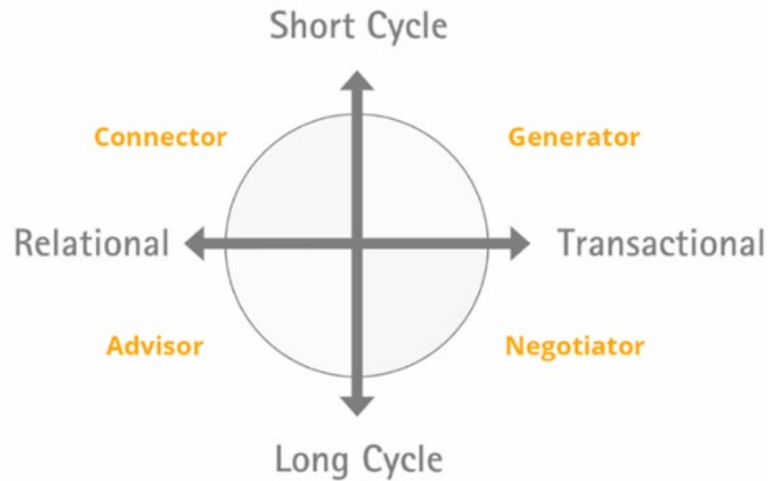




EQFIT® Sales Profile Interpretation Guide

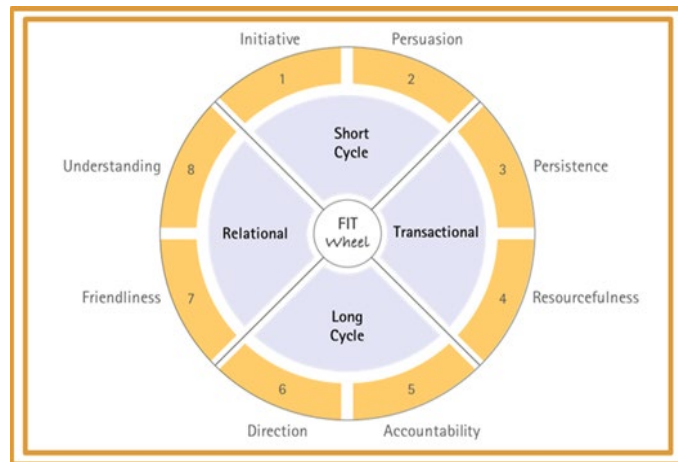
The EQFIT® Sales Profile is an assessment designed to be used in determining the “style” and competencies most beneficial in different types of sales efforts. The four sales styles are measure by short cycle relational or Connector, short cycle transactional or Generator, long cycle relational or Advisor, & long cycle transactional as Negotiator.



This assessment provides what other sales assessments fail to provide, insight into a person’s capacity and approach to connecting, building trust, managing the sales cycle and persuading others to buy, specifically through leveraging the proven competencies of emotional intelligence. No sales type is more important than another, however, different sales styles may provide better results in specific types of sales.

Generator	The generator uses personal drive, resourcefulness and persistence to achieve the desired results. This style provides maximum value when the sales effort is based on a short sales cycle where features and benefits along with key facts and details are more likely to impact the buyer’s decision-making process.
Connector	The connector utilizes understanding and friendliness to rapidly connect with people and influence the buying decision. This style provides maximum value when the sales effort is based on a short sales cycle where building trust rapidly is key to closing the sale.
Negotiator	The negotiator applies direction and accountability, along with persistence and resourcefulness to move the longer sales cycle to the desired outcome. This style provides maximum value where the sales cycle is longer, the buying process is more complex, and multiple objectives must be met to achieve the goal.
Advisor	The advisor builds relationship and trust, along with setting direction and accountability to achieve the desired outcomes. This style provides maximum value when the sales cycle is longer and multiple sales may come out of a long-term relationship where the advisor is seen as a valued business partner.

Success Factors are a real time measure of an individual's ability to connect with people in a meaningful way for desired outcomes. An individual's percentages are a measure of how he/she is currently applying these in their efforts. In sales, initiative, persuasion, accountability, direction, friendliness, understanding, persistence and resourcefulness are competencies that drive success. The combination of these provide insight into how successful an individual may be in a given arena of sales. When these competencies are overlaid with 2 axis, short vs. long term sales cycle...and transactional vs. relational approach, the true power of this assessment emerges.



- **Initiative**

- Driven to take action
- **EQ competencies: Engage Intrinsic Motivation, Navigate Emotions, Exercise Optimism**
- Sales efforts – Drive sales effort, opportunity driven, sense of urgency, self-motivated, action-oriented

- **Persuasion**

- Build trust and persuade others to make decisions (buy)
- **EQ competencies: Increase Empathy, Engage Intrinsic Motivation, Pursue Noble Goal**
- Sales efforts – Connects and influences for desired outcomes, presents a desirable path forward, uses influence to overcome challenges, seeks “buy-in”

- **Accountability**

- Manage the sales cycle for useful results
- **EQ competencies: Apply Consequential Thinking, Pursue Noble Goal, Recognize Patterns**
- Sales efforts – good follow-up, sets next step goals, sets and complies with timelines, ensures all decision influencers are included, ongoing prioritization, builds reliability with prospect

- **Direction**

- Ability to maintain focus on what is important, right priorities
- **EQ competencies: Pursue Noble Goal, Navigate Emotions, Recognize Patterns**
- Sales efforts – Maintains focus on achieving goals, enhances efficiency and effectiveness in the sales effort (agreed goals), priorities align with goals, self-reliant and self-directing

- **Friendliness**

- The ability to engage and build rapport
- **EQ competencies: Increase Empathy, Enhance Emotional Literacy, Exercise Optimism**
- Sales efforts – Rapid rapport and connection, creates a comfortable dynamic, accelerate trust building, leverages “common ground” to enhance the relationship, and relational magnetism

- **Understanding**

- Understand decision drivers and patterns in others
- **EQ competencies: Enhance Emotional Literacy, Recognize Patterns, Increase Empathy**
- Sales efforts - Identify decision drivers, emotional insight and agility, enhance connection and communication, improved direction and focus on prospect drivers

- **Persistence**

- Ability to bounce back, be adaptable, mental agility
- **EQ competencies: Navigate Emotions, Engage Intrinsic Motivation, Apply Consequential Thinking**
- Sales efforts – sustain focus and effort, enhance mental agility and resilience, extend opportunity window, “Don’t give up” attitude

- **Resourcefulness**

- Identify and connect needs with solutions
- **EQ competencies: Exercise Optimism, Apply Consequential Thinking, Recognize Patterns**
- Sales efforts Identifies felt needs, creates value through solutions, relieve pressure/pain points, builds credibility, become “Go to” person

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