BENEfit
COACHING
NETWORK®

Selling type and personal behavior

BENEfit SellingProfiler®

With the web-based analysis tool BENEfit SellingProfiler you are able to assess the typical behavior patterns and attitudes of a salesperson as they frequently occur in sales situations. Thus you quickly gain transparency with regard to the preferred sales style of a salesperson as well as the need for optimization in order to attain the defined ideal profile.

- Analysis of the key success factors with regard to the selling philosophy and strategy as well as the attitude towards the sales environment.
- Ascertainment of room for improvement and the strengths of a salesperson.

- Assistance during the selection of new salespersons as well as basis for development- and support measures of sales employees as well as the assessment of potential executives in sales.

## PRONUNCIATION OF THE PERSONALITY TRAITS OF A SALESPERSON

Every person has a personal behavior pattern which influences his actions and which takes effect especially in sales – i.e. when dealing with customers. Predispositions that have been formed and influenced throughout the years such as for example by upbringing, educational background, affiliation with a social stratum, education, professional experience or learnt techniques and methodologies. Some behavior patterns are part of our basic behavior and are thus difficult to change. Others in turn can be formed or influenced by consciously experiencing situations or by learning.

Due to these often stereotypical behavior patterns, many sales talks are doomed to failure from the outset. The salesperson unconsciously applies his preferred style in an uncontrolled manner during the sales talk instead of being responsive to the dialog partner and adjusting his behavior. Behaviors and attitudes of a potential customer often seem illogical to the sales person and signals with which the buyer shows his interest are either not perceived by the salesperson or misinterpreted.

ANALYSIS OF THE THREE SUCCESS FACTORS

The BENEfit SellingProfiler differentiates between four predominant salesperson types; the solution-oriented salesperson focuses on the customer's benefit; the result-oriented sales person primarily pursues the achievement of his objectives; the relationship-oriented salesperson sells by establishing personal relationships; and the fact-oriented salesperson focuses on information brokering.

Conscious **SELLING BEHAVIOR**
results in **SUCCESS**
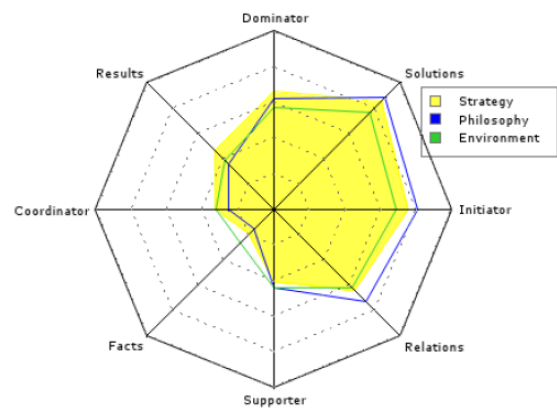
SALESPERSONS' TYPES AND CONSCIOUS BEHAVIOR

Based on these findings we have developed the BENEfit SellingProfiler. Attitudes and behavioral tendencies with regard to sales-relevant topics such as selling motivation and salesperson's benefits, portfolio know-how and competition, customer acquisition and purchase motivation of the customers, purchase intention and –style, preparation and realization of sales talks, objection-handling, contract conclusion and failure as well as the internal cooperation are assessed and analyzed. The sales employees are sensitized with regard to the individual behavior patterns; also with regard to the dialog partners' behavior patterns. For successful selling it is important that the salesperson recognizes the personality structure and the expectations of a prospective customer at an early stage and adjusts his personal behavior accordingly.

BENEfit: SITUATIVE ACTION

The self- and customer-knowledge helps the salesperson to develop individual opportunities concerning a sales approach. An early analysis of the behavior of prospective customers enables the sales employee to adjust his own selling behavior. The salesperson develops situational flexibility and adaptability in his behavior pattern and selling style.

## FLEXIBILITY WITH MINIMAL EXPENDITURE OF TIME

The BENEfit SellingProfiler is based on the insight that people can be categorized into different types based on their preferred behavior and their apparent motivation. The predominant selling behavior is ascertained by means of a questionnaire with multiple-choice answers. The candidate or salesperson spontaneously comments on the questions. The intuitive reaction eliminates uncertainty factors such as prior consultations, influence of third parties or the identification of "advantageous" answers". The survey is carried via the Internet and merely involves a minimal expenditure of time. It is easy to use and can thus be used without difficulties by users and laymen alike. The analyses are automatically generated within seconds.

BENEfit ASSESSMENT TOOLS

The BENEfit SellingProfiler is part of the modularly structured BENEfit Assessment Toolset (BAT). The web-based analysis tools with their different characteristics and traits serve for the assessment of the personality topology, the behavioral tendencies with regard to leadership, sales and consulting or the expert know-how. The BAT are designed very flexibly and can be obtained as a service in line with needs or for independent usage with an "on-demand" price scheme (without preliminary investments).

REFERENCE PROFILE: COMPARISON SELF-IMAGE VS. REFERENCE PROFILE

A specified reference profile with the required qualifications can be integrated in the salesperson's profile assessed by the BENEfit SellingProfiler. Any differences thus become immediately apparent.
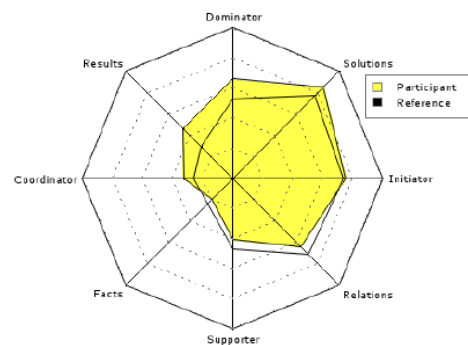
ANALYSIS

This tool has been developed for the ascertainment of selling style and -behavior. The integration of other analyses from the environment of the salesperson in the salesperson's profile in terms of a 360° feedback rounds out the picture and serves as an ideal basis for the development of a training plan which is in line with requirements, so that the personal performance and efficiency of a salesperson are improved in a result-oriented manner. When used in the recruiting process, the analysis supports the decision-making by means of comparing candidate- and requirement profiles.