



## The Ideal Sales Candidate Profile

### 1. Relationship Effectiveness

- a. **Strong Communicator** – Professional verbal and written communication skills; articulation, grammar, and business writing. Listens to what the client/prospect has to say and can link what the client wants/needs to the service offering. Asks the right questions.
- b. **Relationship Builder** – Connects with people, builds relationships, and creates a strong network.
- c. **Positive** – Has a positive attitude, optimistic. Doesn't have to be the class clown, but can use humor to break the ice and connect with people.
- d. **Confident** – Has self-confidence that instills sureness for the prospect/client. Is influential to gain buy-in.
- e. **Trustworthy** – Comes across as someone that the client/prospect wants to work with and trusts.

### 2. Sales Effectiveness

- a. **Goal Oriented** – Motivated by company and/or personal goals (quota, revenue, gross profit, sales activity).
- b. **Competitive** – Hates to lose. Looks at sales as a competition.
- c. **Financially Motivated** – Views making money as a way to measure success.

### 3. Problem Solving

- a. **Problem Solver** – Can identify clients' needs/wants/problems and direct the sales message to the service offerings. Displays creativity in offering solutions.
- b. **Proactive** – Actively looks for opportunities for sales and personal growth. Is (or has initiative to become) a subject matter expert in staffing.

### 4. Time Management

- a. **Manages Time Well** – Exercises conscious control over time spent on activities to increase effectiveness, efficiency, and productivity. Does not get bogged down in details or waits until everything is perfect to act.
- b. **Prioritizes Efforts** – Discerns the value of the deal versus the time and effort spent.