



Assess Advantage

HIRE TOUGH • MANAGE EASY

Not all Successful Sales People Come from the Same Mould

Most sales candidates are very good at selling themselves at the interview, but the big question is, will they be good at selling your products or services when they are on the job?

Some Sales Managers falsely believe all successful salespeople come with a similar set of personality traits. While this may be true of some traits, years of scientific studies paint another picture.

Many of you would have heard of the common salesperson labels, hunters and farmers. Over the last eighteen years, our team at Assess Advantage has used the Prevue assessment to screen thousands of prospective salespeople. Broadly speaking, one can see two clear sales profiles that fit the hunter, farmer profile.

To build a strong sales team you must ensure that you select the ideal person for each sales position. It may be almost impossible to identify a sales hunter or farmer in an interview, but [pre-employment testing with Prevue](#) allows employers to do so with confidence.

In the examples below the green shaded areas indicate the personality benchmarks that have been identified as sales Hunters and Farmers.

Sales Hunter Benchmark The Prevue Benchmark



Sales Farmer Benchmark The Prevue Benchmark



Performing a Prevue assessment job benchmark indicates exactly how much potential a candidate has for a given role (or other roles within your organisation).

Assessments are very good at identifying people NOT to hire, but not so accurate in identifying star performers - unless you have completed a strong concurrent validity study.

With this in mind, our research indicates diplomatic, submissive and cooperative candidates who are high in emotional stability, are poised and relaxed will not be successful in sales

Before pigeonholing your position into either a hunter or farmer, It is really important to understand the nuances of your specific role and the wider team they are a part of.

If a candidate is highly independent, assertive and competitive, but also spontaneous, innovative and reactive, you will certainly have a candidate that can sell snow to Eskimos, but at what cost? These people hate detail, planning and tend to be poor at follow-up and follow through.

Likewise, those that are moderately independent, assertive and competitive, but more conscientious, organised and conventional tend not to enjoy prospecting and will gravitate to client servicing and relationship building.

As we all know, businesses usually bleed about twenty percent of their clientele annually, so the sales team needs to replace that loss just to keep treading water. We have seen great success with split sales teams. A prospecting, lead generation team (the hunters) who then hand their clients over to the sales accounts team (the farmers).

Similarly, consideration should be given to the type of product or service one is selling. Technical sales roles would need greater problem-solving skills, a general ability score at seven-plus, while a simple retail sales role may only require a general abilities score of four or five.

If you'd like to experience the Prevue job fit benchmarking survey, call us for a free one job trial. It will take about fifteen minutes to complete – around 52 job behaviour questions that you (plus other job experts in your team) indicate the frequency these behaviours are required to be successful in YOUR job role. We'll even throw in a complimentary) Prevue assessment.

Rob McKay MA(Hons) – Organisational Psychology

0274 500 552

rob@assess.co.nz

www.assess.co.nz