

# SALES POTENTIAL®

“Sales Potential®” measures the criteria essential to the success of good salespeople.



## THE STRONG POINTS OF THIS TEST

- | ✓ Eliminate costly mistakes
- | ✂ Reduce recruitment time
- | 🔍 Identify real talent
- | 📊 Secure your strategic decisions
- | ⚡ Build a high-performing team
- | ⚡ Promote your employer brand



## BENEFITS

**Sales Potential®** is the benchmark tool for **recruiters**, **HR managers**, **sales managers** and **recruitment agencies** looking to **make their sales selection more reliable** and **accelerate their field results**. Using **predictive and scientifically validated analysis**, this test accurately identifies **profiles with high sales potential** capable of performing quickly and sustainably.

With a comprehensive assessment of **sales skills**, **interpersonal skills**, **soft skills** and **technical knowledge**, you **reduce casting errors**, **save valuable time** in your recruitment processes and **maximize return on HR investment**. This test becomes a real lever for **building a sales force aligned with your growth objectives** and strengthening your **employer brand**.

By choosing **Sales Potential®**, you are choosing a **strategic solution** designed to address the complex challenges of **recruiting salespeople**, building **high-performing sales teams**, **coaching salespeople**, optimizing **training costs** and ensuring **sustainable sales efficiency**. A smart, precise, multilingual, fully digital and ready-to-use HR tool.



## PSYCHOMETRY

### Test construction:

Pack : HR

Questionnaire type: Normative

Number of questions: +400

Completion time: 50 minutes

### Test validation:

Double external validation

Internal validation, consistency

Loyalty

Reliability



Test available in



25 job descriptions  
included



# SALES POTENTIAL ®



## DIMENSIONS AND CRITERIA EVALUATED

### PROFESSIONAL DIMENSION

- **Ability to persuasion** and influence
- Mastery of **negotiation techniques**
- **Stress management** in business situations
- **Personal organization** and rigor in monitoring
- product and market **knowledge**
- **Didactic sense** to explain and convince

### PERSONAL DIMENSION

- **Resistance to failure** and rapid rebound
- **Self-confidence** and assurance
- **Sense of reality** and pragmatism
- **Self-control** in difficult situations
- **Originality of mind** and creativity
- **Initiative and risk-taking**
- **Adaptability and flexibility**
- **Willpower, perseverance** and a taste for challenge
- **Sense of competition**

### RELATIONAL DIMENSION

- **Ease of contact** and rapid creation of a climate of trust
- **Active listening** and understanding of customer needs
- **Ability to speak in public** with impact
- Team spirit and cooperation

### TECHNICAL DIMENSION

Knowledge and know-how of the profession

