



Limbic Personality GmbH

Profile Comparison Top-Salespeople

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Presented by



The Limbic Personality Profile Comparison Top-Salespeople

Top salespeople are individuals with very special abilities. From our analysis of thousands of salespeople, we have identified the really important traits. This analysis informs you which of these characteristics you already possess and where there is room for improvement through coaching and training.

The evaluation is constructed in such a way that the twenty personality traits of top salespeople will be reviewed. Each trait is defined with a list of characteristics in bullet points. This list shows you which characteristics the top salespeople have in the relevant category. The next section gives you information on your characteristics, and shows what you have in common with top salespeople. The last section lists the characteristics that you do not possess. You can develop these traits using coaching and training courses in order to successfully progress in your career.

After each personality trait, the degree to which you share this characteristic with top salespeople is shown in brackets. On the following page you will find a summary of the evaluation. In addition to the total percentage and the interpretation of this figure, the categories will be shown in diagrams. You can see immediately what you scored in the individual categories. The upper bar is the hundred-percent benchmark for the top salespeople, while the lower bar shows your score. At a glance you can see where your scores are close to those of top salespeople and where there are considerable differences. This profile comparison will probably give you a clear picture for the very first time of which abilities you already possess and where you need to commit personally and financially to further improvement.

After reading this profile comparison, it might be helpful for you to think about the areas where you deviate from the top salespeople and which are most important for your success in sales. This can vary considerably because the combination of product or service, corporate culture and your own personality results in specific focus areas. If you start there you can achieve a lot of positive results with very little effort.

Your evaluation at a glance

Peter Mustermann's profile matches that of top salespeople by 93%. What this percentage means for you is described in the columns below.

91% to 100% match:

Based on your personality traits, you are already a top salesperson. If you want to improve further you should do this with targeted coaching sessions which factor in your whole personality and your strengths.

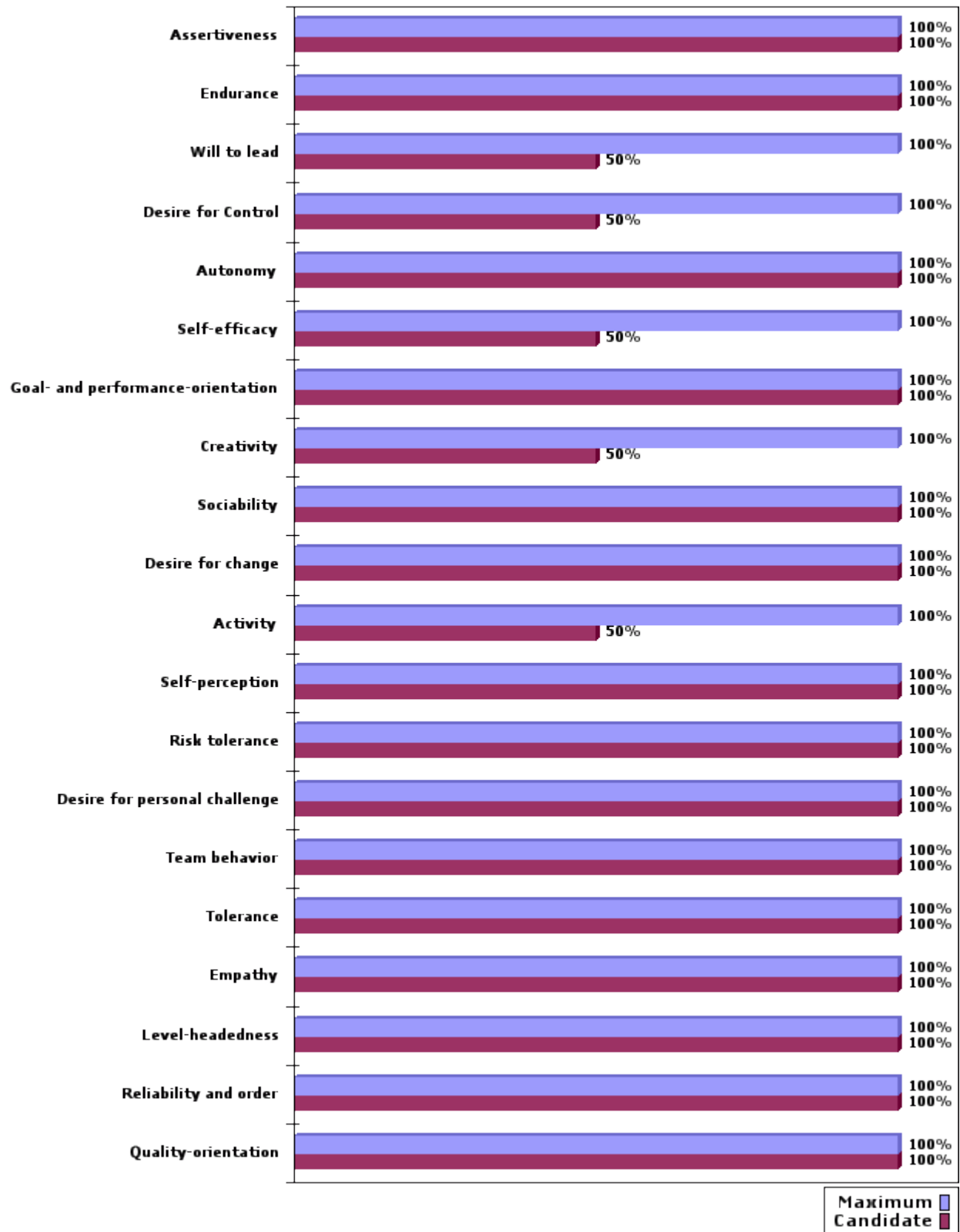
81% to 90 % match:

You have the skills of a very good salesperson with considerable potential for becoming a top salesperson. You would benefit from training courses and coaching in areas where your profile deviates from that of the top salespeople. Please make sure that you concentrate on one trait at a time in this process before you start changing other traits. Your brain tries to prevent you from making changes to your personality. That is why it is so essential to concentrate on one trait at a time.

71% to 80% match:

Your result shows what you have to do in order to become a top salesperson. To do this, you should proceed as follows. The first thing you need to do is identify where your personality differs in the areas of assertiveness, will to lead, endurance, self-efficacy, goal- and performance-orientation, empathy and tolerance. If you work on these differences, your personality will develop and your selling skills will improve quite quickly. Allow yourself enough time and do not try to change everything at once.

Graphical representation of your evaluation



Profile Comparison between the profile of the top salespeople and Peter Mustermann

1. Assertiveness (Match: 100 percent)

Assertiveness is one of the most important personality traits of successful salespeople. In daily business this quality is absolutely necessary in order to assert yourself against competitors and customers alike and to defend your position successfully. The following five qualities are characteristic of top salespeople:

1. Willingness to influence others in order to achieve a specific goal
2. Strong desire to get things done
3. High level of assertiveness
4. Strong powers of persuasion
5. High resistance to factual conflict

You share the following personality traits with top salespeople:

- Willingness to influence others in order to achieve a specific goal
- Strong desire to get things done
- High level of assertiveness
- Strong powers of persuasion
- High resistance to factual conflict

You have potential for improvement in the following areas:

- *none*

2. Endurance (Match: 100%)

Top salespeople pursue their goals persistently even if the process is difficult and takes a long time. Their endurance is fuelled by their visions and unwavering desire to be successful. These people have the following characteristics:

1. Very good endurance
2. Strong desire to realize own visions
3. Strong conviction that they will overcome challenges

The following characteristics are also firmly established in your personality:

- Very good endurance
- Strong desire to realize own visions
- Strong conviction that they will overcome challenges

The following characteristics are less pronounced in your personality:

- *none*

3. Will to lead (Match: 50%)

Top salespeople stand out on account of their strong desire to lead. This helps them to give sales presentations successfully and achieve their objectives in collaboration with customers. The following two characteristics set top salespeople apart:

1. Desire for responsibility
2. Strong leadership claims

You share the following personality traits with top salespeople:

- Desire for responsibility

Your success as a salesperson will improve if you work on the following:

- Strong leadership claims

4. Desire for control (Match: 50%)

Successful salespeople have a certain desire for control. They know that they need to be in control to achieve their objectives. The following characteristics are important for them:

1. Ability to maintain a good overview of situations
2. Desire for situational control

In the area of control, you share the following characteristics with top salespeople:

- Ability to maintain a good overview of situations

It would be worth investing some time in improving the following area(s):

- Desire for situational control

5. Autonomy (Match: 100%)

Top salespeople realize that their desire for autonomy is a key to success. The more they sell, the more quickly they become independent ? both financially and in their job. The desire for autonomy is particularly pronounced in top salespeople. They have the following characteristics:

1. Desire for self-determination
2. Desire for freedom of action
3. Social independence in pursuing their targets
4. Tendency to make decisions autonomously
5. Desire for creative space in order to optimize their performance

Your desire for autonomy is reflected in the following characteristics:

- Desire for self-determination

- Desire for freedom of action
- Social independence in pursuing their targets
- Tendency to make decisions autonomously
- Desire for creative space in order to optimize their performance

The following traits are less important for you:

- *none*

6. Self-efficacy (Match: 50%)

A strong conviction that they will achieve their objectives and that they have things under control even when the going gets tough ? this is what we mean when we talk about the self-efficacy of top salespeople. Their personality traits are:

1. Self-fulfillment
2. Strong belief in their actions

You share the following personality traits with top salespeople:

- Strong belief in their actions

The following characteristics are less pronounced in your personality:

- Self-fulfillment

7. Goal- and performance-orientation (Match: 100%)

Having precisely defined goals and being willing to do what it takes to achieve them ? these qualities are characteristic of top salespeople. The following traits are typical:

1. Presence of well-defined personal goals
2. Good time management
3. Systematic processing of both personal and external goals
4. Willingness to work hard in order to achieve goals
5. Conscientiousness
6. Desire to achieve more
7. Targeted networking activities
8. Quick decision-making

You are also goal- and performance-oriented, as is shown by the following characteristics:

- Presence of well-defined personal goals
- Good time management
- Systematic processing of both personal and external goals
- Willingness to work hard in order to achieve goals
- Conscientiousness

- Desire to achieve more
- Targeted networking activities
- Quick decision-making

Your success as a salesperson will improve if you work on the following:

- *none*

8. Creativity (Match: 50%)

Top salespeople are highly creative. This enables them to solve their customers' problems. If you come up with good ideas for your customers, you will always be in demand. Top salespeople have the following characteristics in this area:

1. Creative thought
2. Creative problem-solving skills

You share the following personality traits with top salespeople:

- Creative problem-solving skills

It would be worth investing some time in improving the following area(s):

- Creative thought

9. Sociability (Match: 100%)

Successful salespeople love to spend time with other people. Customers can sense whether a salesperson is genuine or is only pretending to be interested in them. Top salespeople understand this and those who have a sincere interest in their customers are the really successful ones. Their characteristics are:

1. Extrovert personality
2. Desire for social contact

You have the following characteristics in this area:

- Extrovert personality
- Desire for social contact

To establish relationships more quickly, you need to work on the following areas:

- *none*

10. Desire for change (Match: 100%)

A career in sales is one of the most varied jobs there is. As a result, only people who feel comfortable in such turbulent

surroundings will perform well. Top salespeople really look for variety, as is shown by the typical characteristics listed below:

1. Desire for action in their working life
2. Job satisfaction is a key requirement for good performance
3. Constantly changing tasks are important motivational factors

Change also plays an important role in your life, as is shown by the following characteristics:

- Desire for action in their working life
- Job satisfaction is a key requirement for good performance
- Constantly changing tasks are important motivational factors

The following are less important for you:

- *none*

11. Activity (Match: 50%)

Only people who proactively look for new customers can be successful in the sales business. Top salespeople do exactly this and have a tremendous drive to be active. The following personality traits distinguish them from less successful salespeople:

1. Strong drive to be active
2. Proactive personality

You share the following personality traits with top salespeople:

- Proactive personality

You should work on the following areas, as they are vital to your future success:

- Strong drive to be active

12. Self-perception (Match: 100%)

Successful people are distinguished by their self-critical attitude. This trait helps them to look for mistakes in themselves first and not in others. The following personality traits are important for self-perception:

1. Self-critical attitude
2. Openness to criticism

Your self-perception is demonstrated by the characteristic(s) listed below:

- Self-critical attitude
- Openness to criticism

If you work on the items below, your success will increase:

- none

13. Risk tolerance (Match: 100%)

Nowadays, it is very difficult to be successful if you are not willing to take risks. The risk tolerance of top salespeople is a crucial factor in their success. They typically have the following personality traits:

1. Conscious acceptance of risk when setting goals
2. Openness towards new or difficult situations
3. Positive attitude towards innovation
4. Perception of change as an opportunity for innovation
5. Willingness to take risks in order to exploit new opportunities

In the area of risk tolerance, you share the following personality traits with top salespeople:

- Conscious acceptance of risk when setting goals
- Openness towards new or difficult situations
- Positive attitude towards innovation
- Perception of change as an opportunity for innovation
- Willingness to take risks in order to exploit new opportunities

Your somewhat cautious attitude towards risk is apparent because of the absence of the following characteristics:

- none

14. Desire for personal challenge (Match: 100%)

Top salespeople face new challenges on a daily basis. It is often difficult ? sometimes even a real struggle ? to make new sales, and the process can take a very long time. But top salespeople generally win out in the end because they stick at it. Their attitude to personal challenges is characterized by:

1. Receptiveness for situations requiring extra commitment
2. Deriving motivation from difficult tasks and unresolved problems
3. Desire for challenging tasks
4. Their motivation depends on having new challenges all the time
5. Increased commitment in disagreements with others
6. Positive attitude to problems
7. Problem-solving mentality

In terms of the desire for personal challenges, you have the following characteristics:

- Receptiveness for situations requiring extra commitment
- Deriving motivation from difficult tasks and unresolved problems
- Desire for challenging tasks
- Their motivation depends on having new challenges all the time
- Increased commitment in disagreements with others

- Positive attitude to problems
- Problem-solving mentality

The following are less pronounced in your personality:

- *none*

15. Team behavior (Match: 100%)

Top salespeople often like to go it alone, but they know that they need an ability to work in a team to be successful in the long run. Their characteristics are:

1. Desire for social agreement with others
2. Acceptance of social responsibility
3. Willingness to make compromises with regard to their own opinions
4. Desire to create a pleasant working atmosphere

Your team behavior is characterized by the following:

- Desire for social agreement with others
- Acceptance of social responsibility
- Willingness to make compromises with regard to their own opinions

The following aspects of your team behavior are less pronounced:

- Desire to create a pleasant working atmosphere

16. Tolerance (Match: 100%)

A very important key to success as a sales person is tolerance. Customers often react very badly when salespeople display intolerant behavior. In fact, this is precisely why many salespeople are unsuccessful. Top salespeople understand the importance of tolerance and have the following characteristics anchored in their personality:

1. Tolerance towards other opinions and ideas
2. Open-minded attitude towards people with other ideas and opinions
3. Openness towards diversity of opinion
4. Ability to accept that certain questions cannot be answered

In this area, you share the following personality traits with top salespeople:

- Tolerance towards other opinions and ideas
- Open-minded attitude towards people with other ideas and opinions
- Openness towards diversity of opinion
- Ability to accept that certain questions cannot be answered

To increase your success as a salesperson, you should work on the following areas:

- none

17. Empathy (Match: 100%)

Empathy is the supreme discipline for salespeople. Being able to feel what others feel is second nature to top salespeople. This enables them to gain the trust of their customers, without which it would be impossible to conclude new sales. It is therefore unsurprising that these people have the following characteristics:

1. Focus on human relationships
2. Sensitivity in interpersonal relationships
3. Interest in other people's needs
4. Emotional receptiveness
5. Ability to perceive lack of harmony
6. High resistance to personal conflicts
7. Ability to adopt other perspectives
8. Deep-seated empathy
9. Conveyer of human warmth
10. Perception as a trustworthy person by others

In the area of empathy, you share the following traits with top salespeople:

- Focus on human relationships
- Sensitivity in interpersonal relationships
- Interest in other people's needs
- Emotional receptiveness
- Ability to perceive lack of harmony
- High resistance to personal conflicts
- Ability to adopt other perspectives
- Deep-seated empathy
- Conveyer of human warmth
- Perception as a trustworthy person by others

You can increase your empathy if you work on these characteristics:

- none

18. Level-headedness (Match: 100%)

Top salespeople are well-balanced individuals. Therefore, their customers perceive them as people who are very relaxed and easy to be with, which makes them much more likely to buy their products. Their personality traits are:

1. Optimistic personality
2. Positive attitude to life
3. Relaxed attitude to change

You share the following traits with top salespeople:

- Optimistic personality
- Positive attitude to life
- Relaxed attitude to change

If you work on these points you will become more balanced:

- *none*

19. Reliability and order (Match: 100%)

Reliability and order are values that are expected by customers. Nobody likes to buy from salespeople who are very disorganized or frequently go back on their word. Therefore, top salespeople exhibit particular personality traits:

1. High dependability
2. Tenacity and conscientiousness

The following qualities also feature in your personality:

- High dependability
- Tenacity and conscientiousness

You should try to work on the following areas:

- *none*

20. Quality orientation (Match: 100%)

People like to spend their money on high-quality products and services. Since quality is an important tool for customer loyalty, top salespeople pay great attention to it. To be successful, it is an advantage to have the following characteristics:

1. Strong focus on quality assurance
2. Desire for customer satisfaction

You share the following traits with top salespeople:

- Strong focus on quality assurance
- Desire for customer satisfaction

You will become more quality-oriented if you work on:

- *none*