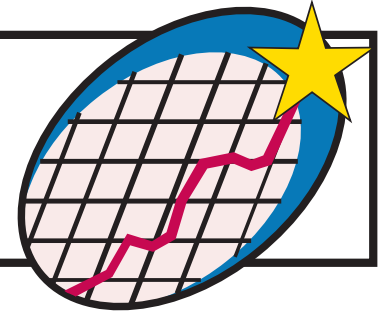


**Beat the “80-20” Rule once and for all by selecting only those salespeople with the potential for extraordinary success**

PROFILES  
**Sales Indicator**  
INTERNATIONAL



- **Increase sales and profits**
- **Improve retention of salespeople**
- **Build customer relationships**
- **Get more sales per salesperson**

It has long been accepted that 80 percent of all products and services are sold by just 20 percent of the salespeople. The so-called “80-20 Rule” is a challenge to all sales executives who strive to build exceptional sales organizations. Profiles International, Inc. has developed a tool for those who want to break with tradition and banish the 80-20 Rule forever. It is the *Profiles Sales Indicator*<sup>™</sup>, an assessment that measures the essential qualities of salespeople.

**When people make an honest effort to do a good job and fail, it is usually because they were in jobs that they did not fit.** Matching people with the work they do is a primary mission of Profiles International, and an analysis of people working in sales shows that over half of them are miscast. They lack the basic qualities required for success in sales and should be doing something else for a living. Of those remaining, half could succeed in sales, but at the moment, they are selling the wrong product or service. That leaves 20 to 30 percent of the salespeople who are in jobs that they fit. These are the people who sell about 80 percent of the world’s products and services.

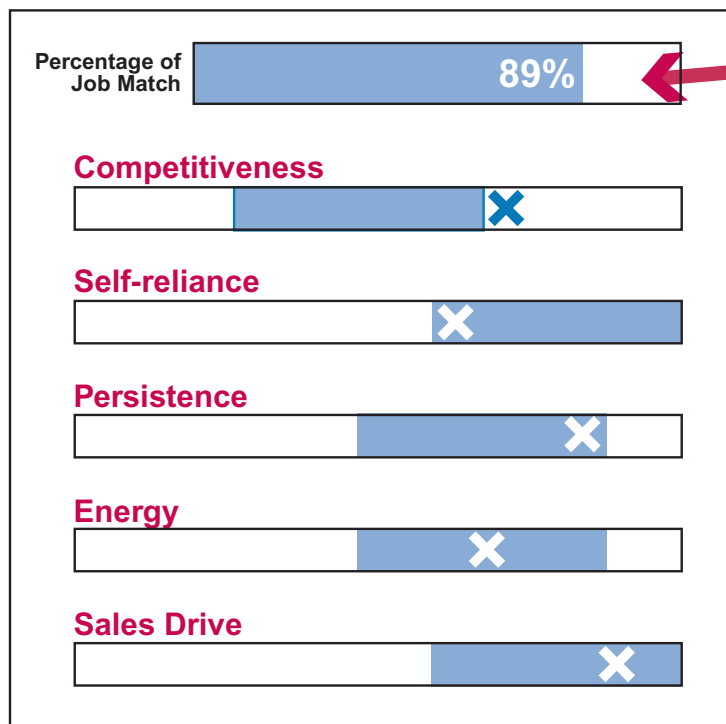
When hiring salespeople, the objective is to hire only those who have the characteristics of the top 25 percent. The challenge is to find an instrument that can assess those characteristics with a high degree of accuracy. *The Profiles Sales Indicator*<sup>™</sup> is the solution.

**This suggests that about half of the people in sales should never have been hired for sales jobs in the first place and another 25 percent should have been hired to sell something else.** Thus, the typical employer may be making three hiring mistakes for each correct one. Obviously, the best place to attack the 80-20 Rule is in the hiring process.



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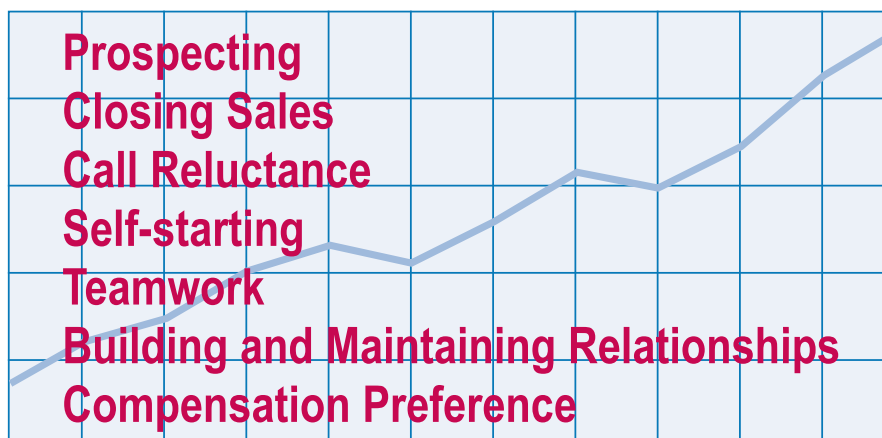
# The *Profiles Sales Indicator*<sup>™</sup> measures the 5 key qualities that make salespeople successful



Match to your customized job pattern

- Persuasive • Confident • Assertive
- Independent • Individualistic
- Persevering • Unwavering • Emotionally Tough
- High Endurance • Spontaneous • Fast Paced
- Success Oriented • Internally Driven • Outcome Focused

## PREDICTS PERFORMANCE IN 7 CRITICAL SALES BEHAVIORS



### The *Profiles Sales Indicator*<sup>™</sup> is Easy to Use

- ♦ It can be taken in just 20 minutes
- ♦ You get clear, readable reports
- ♦ Reports are direct and to the point
- ♦ Gives you the percentage of job match

### The *Profiles Sales Indicator*<sup>™</sup> has Many Uses

- ♦ The selection of top salespeople
- ♦ A guide to a planned self-improvement program
- ♦ A management training guide

You can use the *Profiles Sales Indicator*<sup>™</sup> on your computer or on the Internet