

PERSONALITY STYLES PROFILE™

UNVEIL YOUR CANDIDATE'S SALES STYLE
AND PERFORMANCE INSIGHTS



ENHANCE YOUR SALES TEAM'S PERFORMANCE

Finding the right people for your sales team is crucial for your business's success. Equally important is knowing how to develop and coach these individuals effectively. Are you hiring people with the same selling styles as your top performers? Do you know how to guide new reps through each stage of the sales process based on their unique styles? Do your trainers understand which skills need to be nurtured?

GLOBAL IMPACT*



TAIWAN

Those who rated above average on the assessment had a **52%** increase in total first-year commissions.



HONG KONG

Those who rated above average on the assessment had a **45%** increase in production in the top 25% of first-year sales reps.



MEXICO

Those who rated above average on the assessment had a **64%** increase in average premium for the first six months.

Personality Styles Profile, backed by extensive research validation, offers insights beyond traditional personality assessments. It evaluates a candidate's selling style, detailing how they will perform at each step of the sales process, from analyzing needs and handling objections to closing sales. You receive comprehensive ratings for:



Sales effectiveness

Expected sales performance

Entrepreneurial effectiveness

*Based on Personality Styles Profile Validity Studies

HOW IT WORKS

Personality Styles Profile assesses key personality components related to sales performance through three fundamental selling styles:

DYNAMIC



Ambitious and competitive; making the sale is key.

ANALYTIC



Logical and methodical; finding the best solution is key.

INTERPERSONAL



Warm and sociable; the personal relationship is key.

Our web-based assessment system makes hiring effective, efficient, and timely.

AVAILABILITY

Currently available in Latin America, China, Hong Kong, Japan, Korea, India, Malaysia, Philippines, Singapore, South Africa, Taiwan, and Thailand. Please [contact us](#) if Personality Styles Profile is not already available in your country.

EXPERIENCE THE POWER OF PERSONALITY STYLES PROFILE



Make informed hiring decisions, develop effective coaching programs, and manage your team for greater success with Personality Styles Profile. Learn more at www.limra.com/psp or contact us at talentsolutions@limraloma.com.