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?



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.

*Based on Personality Styles Profile Validity Studies

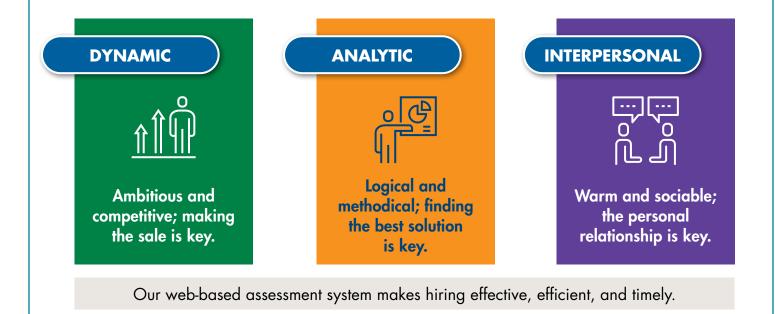
Personality Styles Profile, backed by extensive research validation, offers insights beyond traditional personality assessments. It evaluates a candidate's selling style, detailing how they will perform at each step of the sales process, from analyzing needs and handling objections to closing sales.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





HOW IT WORKS

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



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.