

How to Recruit the Best!™

with the CTS Sales Profile



**TRAINING
WORKBOOK**

 **cts | salesprofile**

OUTLINE - TRAINING WORKBOOK

Section I: Why Use a Personality Profile?

<u>VIDEO #</u>	<u>TITLE</u>	<u>WORKBOOK PAGES</u>
1	<i>Recruiting Struggles and Opportunities for Amazing Leaders</i>	3-4
2	<i>The High Turnover Costs that Suck Up Cash</i>	5-6
3	<i>Traits that Help the Best Sell More</i>	7-8

Section II: Why Choose the CTS Sales Profile!

4	<i>Our Path to Look for the Best Assessment</i>	9-10
5	<i>The Proven Research on the CTS Sales Profile</i>	11-12
6	<i>Validated and Proven for the High-Activity Sales Professional</i>	13-15
7	<i>The Benefits and Uses for Outstanding Leaders</i>	16-17

Section III: How to Use the CTS Sale Reports to Make the Best Choice!

8	<i>How to Use Ego and Empathy in a Salesperson</i>	18-19
9	<i>What is Important About the Sales Style Report</i>	20-21
10	<i>The Easy to Understand 9 Traits of the CTS Sales Profile</i>	22-24
11	<i>The Predictive Advice in a Sales Profile Report</i>	25-29
12	<i>How to Mentor Tips in the Sales Coaching Report</i>	30-31

BONUS TRAINING VIDEOS

13	<i>Bonus #1 - Introducing the Recruit the Best!™ System</i>	32
14	<i>Bonus #2 - Introducing the Coach the Best!™ System</i>	33

I. Recruiting Struggles and Opportunities for Amazing Leaders

“What would it take for you to create or contribute to an amazing sales culture?”

Think of excellence in 3 important areas.

- Financial control (budget)
- Outstanding service
- “Enough sales”

We will rise up to our level of belief and what we believe is possible for us. Who we recruit, our expectations and our culture will conform to what we value and believe. We struggle to achieve our ambitions. What are yours?



What are the hardest struggles you face when recruiting the best? Please write down the ones you hear discussed on the video. Now, what else do you struggle with?

-
-
-
-
-
-
-
-
-
-

You want to recruit people who can _____ what you sell at the right _____ and in the _____ way!

When you look at the entire Recruit the Best! system, what immediate thought do you have?

Please remember, "Amazing Leaders Learn Best Practice Systems" with their processes, tools and skills to create amazing cultures! ... Thanks, next video!!!



II. The High Turnover Costs that Siphon Up CASH!!!!!!!!!!

“Turnover may be _____ or _____ for you and the culture.”

- We don't want to lose _____ performers.
- It's ok to turnover those who perform at levels _____ the minimums necessary for good fiscal performance, and it's ok to turnover those with poor _____ traits. However, we want to learn how to recruit the best so that we minimize yearly turnover to levels below _____%.
- What percentage of turnover is average? _____?
- What percentage of turnover is serious? _____?
- Losses from turnover come from _____ costs and _____ costs.
- What's an example of a direct cost?
- What's an example of an indirect cost?

.....

“Tears in the social fabric of the culture” create some of the most profound damage. It affects how our teams and individuals perform for the benefit of themselves and the company. This is because of emotional hits to _____ and _____ for both the sales reps and the leaders.”



Turnover costs for salespeople range from _____\$ to _____\$ per person lost!

A weak or no recruiting and selection system is at the top of the most important reasons for high turnover followed by poor management or coaching. The first step: "Get the _____ on the mountain!"

Some birds _____ better than others. It's genetics. (Some salespeople like to prospect - others do not.) Important research: 20-25% can sell, but should _____.

Some horses _____ - others _____. It's genetics. (Some salespeople like high-activity - others do not.) Important research: 55% of salespeople should be _____.

What are the 5 main skills of a high-activity salesperson?

- 1.
- 2.
- 3.
- 4.
- 5.



Remember ...

Production increases from people more suited for the climb. Retention of highly productive and satisfied people stabilizes the team and it's culture. Ramp up time to minimum standards quickens. ... Thanks, next video!!!



III. Traits that Help the Best Sell More! (of a high-activity sales professional)

“We know a secret!”

Most sales managers and recruiting professionals do not know the 5 trait areas for high-activity salespeople. If they do not, they depend on luck, voodoo science or old sourcing and recruiting methods. They may depend on old and less _____ ways of selecting salespeople.



What are the 5 selection dimensions of a best practice recruiting system for a high-activity sales professional? Hint: CAMPS™

-
-
-
-
-

Which of these have to do with their motivational drive, maturity and emotional intelligence?

Which of these have to do with genetic ability?



The right personality traits help people develop or use high-activity selling skills with less _____.

Examples

High-activity sales professionals are _____ motivated which helps them with prospecting, asking for commitments and pressing toward sales results each 30-31 day period, and then doing this again and again with less stress than those who would prefer to work at a slower pace.

People who have a higher _____ drive can prospect with less stress and can continue to be around or move toward multiple prospects and customers throughout the sales day. Sometimes this trait predisposes a person to be more competitive in the natural social environment of a sales culture.

_____ in a person causes them to take a more aggressive role when prospecting in social situations. This personality trait also contributes to better presentations, handling objections and asking someone to buy.

People are able to be competent with less stress when their brains are wired to do the skills required of the best high-activity sales professionals. We want to teach you how to recruit and select for these traits so you can develop the best sales culture. ... Thanks, next video!!!



IV. Our Path to Look for the Best Sales Assessment!

(how our stories affect why we do what we do for you)

“Hi - I’m Lance. Great to meet YOU! Thanks for being our customer!

*I’m from Tennessee, coached baseball for 20 years and was a sales coordinator or project manager for 3 Fortune 500 corporations. I love teaching, mentoring and coaching high-activity sales people and those responsible for their leadership, and I do this for reasons you now know. I’ve trained 40,000+ sales professionals in more than 300 companies. I’m the President of SalesManage Solutions and the author of numerous training programs and the book **Selling BEYOND Survival.**”*

- phone number: 865-675-2002
- email: lcooper@salesmanage.com

“My business partner’s name is Steve Suggs. For many years, Steve worked as the #1 agent and managed a market for Northwestern Mutual. He had 600 clients of his own while being responsible for recruiting and coaching a 15 rep sales team. He loves to coach a proven best practice system that helps people recruit the best, increase sales and earn higher incomes. He is the main author of **Can They Sell** written for those who want to learn about our Recruit the Best!™ system.”

- phone number: 865-675-2002
- email. ssuggs@salesmanage.com

“We both want sales leaders to be the best - to change what they do and how they do it and create inspiring sales cultures where people thrive. That’s why we developed **Recruit the Best!™** and **Coach the Best!™**



A. A Fascinating History of Personality Assessments on People!

Personality assessments, with tested questionnaires, reveal a psychological and genetic makeup of strengths and behavioral tendencies. Today, many exist in the marketplace. Some have been validated with rigorous scientific and accepted methods. Many have not.

From _____ century B.C., and since Hippocrates (the father of medicine), 4 main personality styles have been observed and tested for. The armed forces and professional sporting teams have used these assessments since 1919 to help predict important capabilities within the men and women they recruited.

B. Our Scientific Partner

Dr. Larry Craft, the originator of the questionnaire for the CTS Sales Profile, was one of the early pioneers in assessment research. His Craft Personality Questionnaire (CPQ) has been mentioned in the Wall Street Journal and scholarly papers as well. Over the last 30 years, he has assessed millions of salespeople and their performance relative to having certain personality traits. It's his passion to discover the factors that affect peak performance in sales professionals, and we are proud of our partnership with this respected assessment scientist.

We developed the CTS Sales Profile with Dr. Larry Craft because of its reports related to recruiting and coaching the best salespeople. We knew that a great culture, one with low turnover and high performance, is created by both the selection and leadership of high-activity salespeople. ... Thanks, next video!!



V. The Proven Research on the CTS Sales Profile!

(the history of its validation)

"In testing the CTS Sales Profile, it has gone through 4 unique versions since 2012."

Data was accumulated from testing done in 2 countries - the _____ and _____.

Originally there were 100 questions, then 63 and later 81. Changes to the number of questions occurred as the PhD scientists checked for testing _____. They wanted to make sure this did not affect consistent testing outcomes.

Today, the CTS Sales Profile contains _____ unique questions with _____ duplicates, and checks for _____ and "gaming" the test by those who take it. It contains what we call "trip wires" to catch those who try to leave a favorable impression or who do not understand the questions. This provides for reliability and response distortion measurements.

There are three types of validity. Please take notes for the definition of these types.

1.

2.

3.



Through the use of data from testing participants across various high-activity sales positions, we have determined a calculated amount of certain personality traits present in the best performers.

In general, these people are:

- driven:
- proactive:
- dynamic:

with a reliance on experiential intuition and a lower need for a detail. They are also unpretentious, authentic and real when with others. In later videos, you will learn about 9 primary traits measured.

Some industries, with high-activity selling requirements each month, have slight nuanced differences in the personality of high performers. For example, very quick sales processes, like in wireless (store) sales, require a greater presentation strength because of the short sales cycle faced by the rep with the arrival of a customer in a store. In the higher consultancy selling of financial sales (and business wireless), listening skills have a higher priority because of a longer, multi-day sales process. Where a larger customer base exists as in certain property and casualty firms, with frequent contact between reps and customers, customer service skills rise in necessity and priority.

The CTS Sales Profile and its report output has been customized and validated for various high-activity selling roles in various industries, and we also have a generic output for a high-activity salesperson as well. Let us know if you would like one validated just for your company and its sales culture... Thanks, next video!!



VI. Validated and Proven for the High-Activity Sales Professional!

“Before we move forward with this topic, please remember that _____ matters to people. It matters how customers are sold. It matters what treatments co-workers receive, and it matters if the people you recruit will work hard and persevere to achieve goals. It matters if they don’t quit.”

5 Things to Remember about Genetics and High-Activity

- 1.
- 2.
- 3.
- 4.
- 5.

These represent the “skill environment” of high-activity sales professionals, and some people do better than others when faced with its performance requirements.

URGENT
FAST AT TASKS
SOCIAL
PERSUASIVE



What do you see in the way each woman approaches the use of a treadmill?

Think about the use of time and personality in your demanding sales environment. While this is a visual look at someone's attitude and skills with a treadmill, the CTS Sales Profile "looks" deeper at the psychological makeup of a person and its relationship to the personality demands of a high-activity selling environment. Some people do better in customer service roles instead of sales roles. Others do better with selling multiple people in a 30-31 day period.

Remember why it matters to hire high-activity sales professionals.

- short _____
- monthly _____
- _____ need it _____

In this fast-moving, performance-oriented environment, what are some other important personality factors?

- low need to _____ or know _____
- less of a need to _____ others
- _____ drive
- _____
- desire to _____ and be _____



A visual of a high-activity personality ...



STOP THE VIDEO AND LABEL THE BOAT!

High-activity sales professionals love the fast-moving demands of an urgent performance culture. They want to get things done soon that contribute to winning or to achieving an income for a better lifestyle and sales beyond your minimum needs. The best want to win or earn high incomes. Thanks, next video!!



VII. The Benefits and Uses for Outstanding Leaders!

“We help sales leaders, managers and agents develop the best sales cultures by making these people systems great.”

- *Recruiting the Best!™*
- *Coaching the Best!™ (including providing a WOW experience during on-boarding)*



CTS Sales Profile - Benefits and Uses

It helps you by ...

1. Giving you an _____ look at a candidate's strengths and weaknesses prior to the in-depth interview and by acting as a check against your predisposition to hire and fill a position. This keeps you from looking at candidates with "I've got to have someone eyes" and helps to save you from making a subjective and bad decision.
2. Providing a calculated and percentage _____ match to a validated best performer profile, and it gives a numerical comparison between candidates, existing reps and best performers.
3. Suggesting areas to explore in the _____ for strengths AND also by providing customized questions to use for predicted weaknesses.
4. Telling you the _____ style preferred by the candidate and how that style will fit or need adaptation to the culture and typical prospects and sales managers.
5. Identifying the _____ points between the candidate's personality and the sales position's skill requirements.



6. Predicting _____ challenges and their causes based on their personality and the sales position's skill requirements.

Note: Obviously, knowing the strengths and weaknesses and the communication style of a new hire also helps coaches start out well with teaching and training. (more about this in the section on the CTS Coaching Report and in a bonus video on the Coach the Best!™ System.

There are many more benefits for outstanding leaders ,and as we complete this video training series these will be made apparent and useful.

Now you understand a few things that make the CTS Sales Profile better and help you understand:

- Why _____ increases with an understanding of a candidate's compatibility.
- What might hinder or help a candidate's _____ to minimum standards.
- How a candidate might fit into the existing team's chemistry.
- How _____ might grow stronger with people more suited to the requirements of a high-activity sales professional's role.

.....

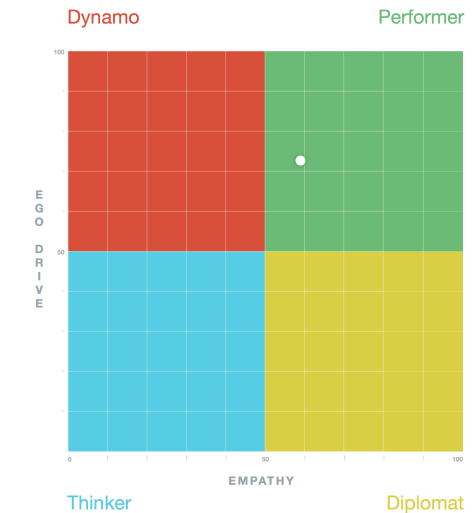
The CTS Sales Profile keeps your hiring instinct in check while providing an objective look at a candidate's compatibility. It predicts their chances of success and helps you understand what stress or time challenges they might have. It also begins to provide valuable coaching information. Thanks, next video!



VIII. How to Use Ego and Empathy in a Selection Process!

“The CTS Sales Style Report has roots back to 5th century B.C. when Hippocrates, the father of medicine, observed four personality styles.” There are many four style outputs available today, but many of these are not produced from a validated questionnaire with the anti-tracking mechanisms built into the CTS Sales Profile Questionnaire by Dr. Larry Craft. Some of these are fun to use and easy to administer, but they cannot be counted on for predictive accuracy.

The CTS Sales Style Report arrives at its four personality types by plotting the _____ Drive of a person against their _____ level.



Ego Drive

From the Latin word _____, ego drive measures the elevated focus on _____ - importance, control, persuasion and wanting to either receive attention as the person who creates the way to win or as the person getting things done with urgency on a checklist. Without empathy, someone with a high ego-driven might appear uncaring as a dynamic achiever.

What pushes ego-drive higher ...

-
-
-
-

Harvard article - an amazing effect on sales success ...

-
-
-
-



Empathy

Not to be confused with sympathy, it is the _____necessary_to feel what others feel, think and experience. It's good for discovering and understanding a customer or prospect's _____. It can be bad at the extreme for _____ management and sales activity levels, as a person takes time (more that necessary) and slows down to discover and show compassion in a relationship.

What pushes empathy higher ...

-
-
-
-

Harvard article - an amazing effect on sales success ...

-
-
-
-
-

PERFECT Slow-Activity Salespeople SERVE

ed ... Ed ...

ACCOMPLISH High-Activity Salespeople CREATE

eD ... ED

Ego-Drive and Empathy have an excellent effect on the sales productivity of High-Activity Sales Professionals. The best fast-moving reps need enough empathy to understand the needs of people, and they need a good measure of ego-drive to keep sales activities and closed sales high. In the next video, we'll look at the importance of the CTS Sales Style Report!



IX. What's Important About the Sales Style Report?

“Most people love these four style grid reports that place themselves and others within personality types. The CTS Sales Style Report provides a validated, predictive output and can be trusted for its accuracy. Therefore, when you, your family members, your co-workers, existing sales reps or candidates get the results, everyone will have helpful information for recruiting, coaching and interpersonal relationships.”

The Four Styles (names)

ed -

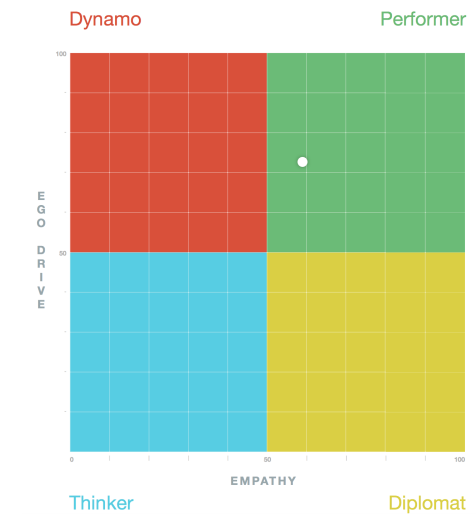
ED -

eD -

ED -

Easy-to-Understand Names

First, these sales and communication style names are easy-to-understand and, at a glance, help you understand yourself and others better. This knowledge increases emotional intelligence. The CTS Sales Style Report provides detailed information about each personality style available to you and each of your reps.



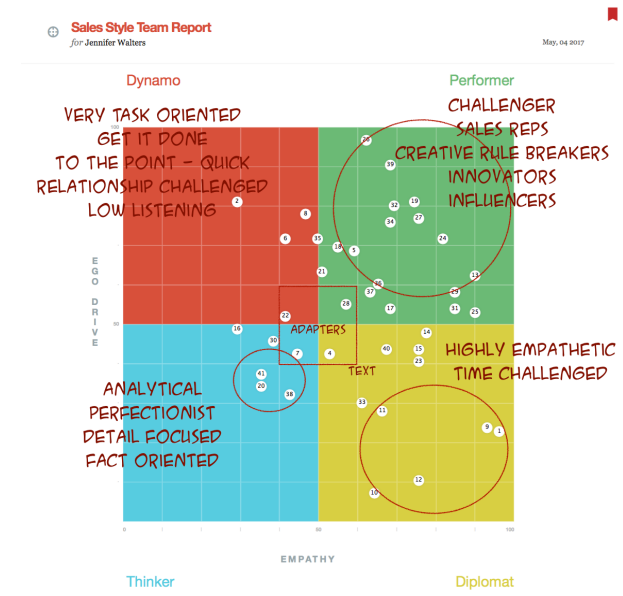
Note: Remember that an extremely ego-driven and empathetic person will challenge your management and sales policies and processes. This person desires to create “the way” to results and wants to be recognized for it. This “Challenger” type may break sales records and those that value order may have to suffer through constant change. If you can manage the weariness that some people experience around this person, sales may be high enough to offset the process breakage you see around you. If not, you may have to fire them.

Stress Tips

The CTS Sales Report provides a picture and concrete understanding of stress points that each style experiences with activity management, organization, quick and creative solutions and co-worker and customer relationships.

Adaptation Tips

We also provide information for how each person on a team must relate and adapt to others to make the buying and communication experience comfortable for the customer. This helps closing strength and customer loyalty. It also helps coaches know how to best train and communicate with each rep.



The CTS Sales Profile increases the emotional intelligence related to adapting to different styles of people. It also begins our understanding of a candidate’s sales selection characteristics, strengths and challenges. Thanks, next video!



X. The Easy-to-Understand 9 Traits of the CTS Sales Profile Report!

“The CTS Sales Profile Report is our main selection and predictive tool for recruiting high-activity sales professionals. It measures the strength of 9 personality traits against validated levels of best performers.”

We have gradually introduced some of these to you in the previous training videos.

The Nine Primary Traits

DM -

RD -

As -

IS -

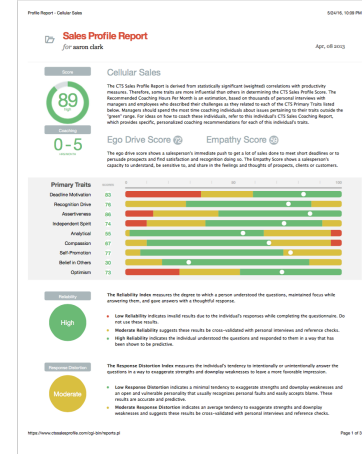
An -

Co -

SP -

BO -

Op -



Deadline Motivation

High

Low

Assertiveness

High

Low

Analytical

High

Low

Self-Promotion

High

Low

Recognition Drive

High

Low

Independent Spirit

High

Low

Compassion

High

Low

Belief in Others

High

Low

Optimism

High

Low



"Certain amounts of the nine primary traits help a person apply the skills of a high-activity sales professional. For example ...

Find Prospects

-
-
-

Maintain High-Activity

-
-
-
-



Which 2 traits must be kept lower to keep activity high?

-
-

Closing Strength (asking a person to buy within the face-to-face sales process)

-
-
-

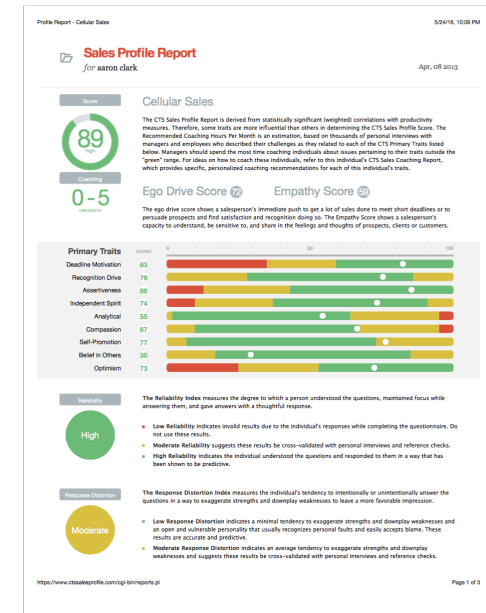
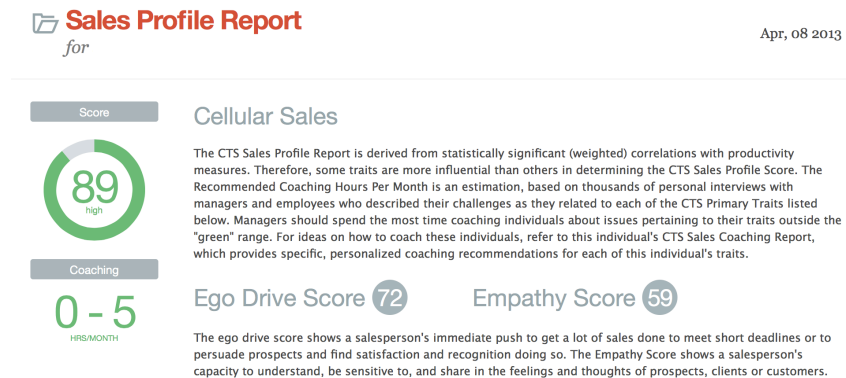
These simple names make it easy to understand the 9 primary traits and their effect on a high-activity sales professional! Next - the CTS Sales Profile Report!



XI. The Predictive Advice in a CTS Sales Profile Report!

“The selection information in a CTS Sales Profile Report has been validated for a high-activity sales professional. Its predictive advice helps along with screening, reference checking and structured interviews in the comprehensive Recruit the Best!™ hiring system.

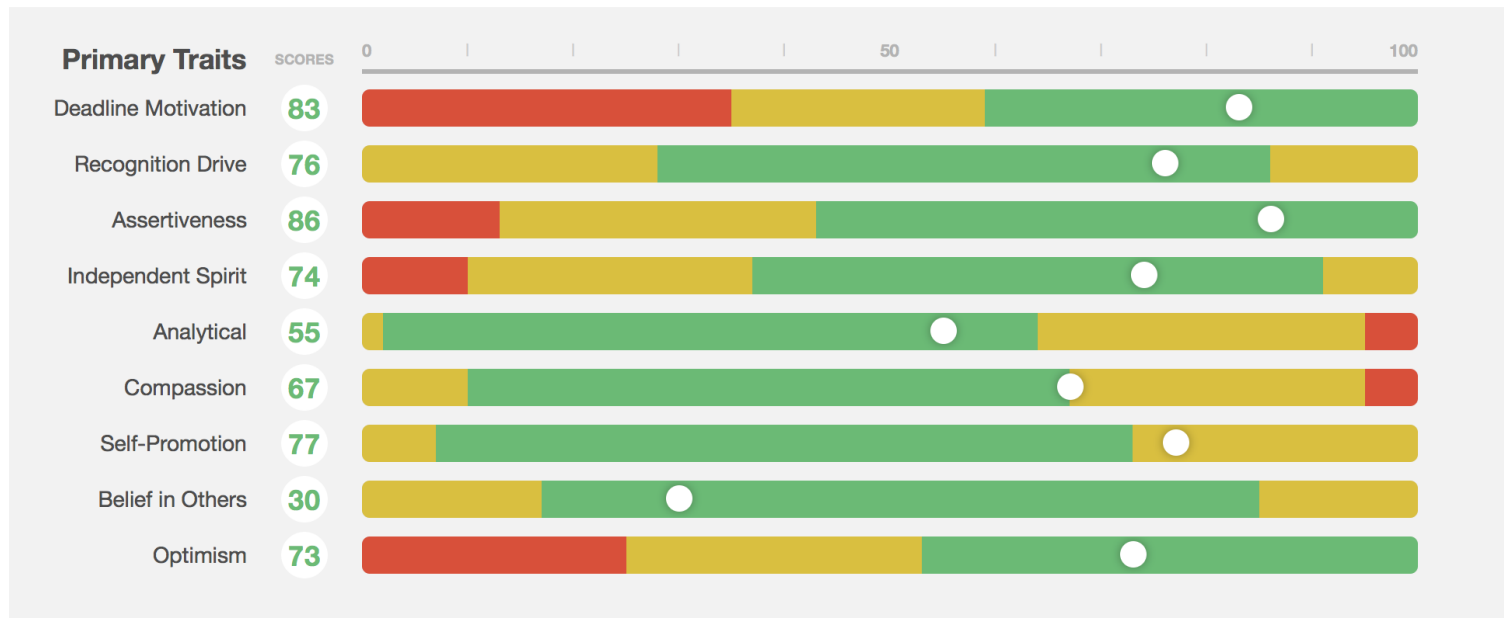
We will learn how to read this simple report by starting at the top and learning it a piece at a time.”



Overall Scores at the Top of the Sales Profile Report

The clock face dials off points from 100% compatibility to 0% based on a candidate's _____ for each of the 9 Primary Traits compared to high-performing sales reps. A low, moderate or high compatibility is shown under the overall score. The estimated _____ hours per month are also shown along with the Ego-Drive and Empathy scores.





The 9 Primary Trait Scores

In the middle of the first page, we find the scores for each of the 9 Primary Traits. The middle of each _____ area represents the average level of the best high-activity salespeople from validated research. The _____ represents a candidate's score for each trait.

As the 9 white dots move away from the middle of each green bar, compatibility points tick off of the overall compatibility score shown on the clock face. This helps you understand what challenges a person will face as a rep based on the scores for each of the primary traits. For example as the analytical score increases, the activity of a rep will be challenged because of a need to explore every detail before moving to other prospects and opportunities for sales.



Reliability and Response Distortion Indexes

At the beginning of the CTS Sales Profile Questionnaire and throughout its questions, our scientists have placed “trip wires” which help us know the reliability and response distortion of a person’s test results. Some people do not maintain focus when answering, give thoughtful responses or understand the questions. Others seek to exaggerate their strengths and downplay their weaknesses by trying to “game” the test. The reliability and distortion of a candidate’s answers are scored from high to low. Please highlight what you must do with moderate scores, low reliability or high response distortion.

Reliability



The Reliability Index measures the degree to which a person understood the questions, maintained focus while answering them, and gave answers with a thoughtful response.

- **Low Reliability** indicates invalid results due to the individual's responses while completing the questionnaire. Do not use these results.
- **Moderate Reliability** suggests these results be cross-validated with personal interviews and reference checks.
- **High Reliability** indicates the individual understood the questions and responded to them in a way that has been shown to be predictive.

Response Distortion



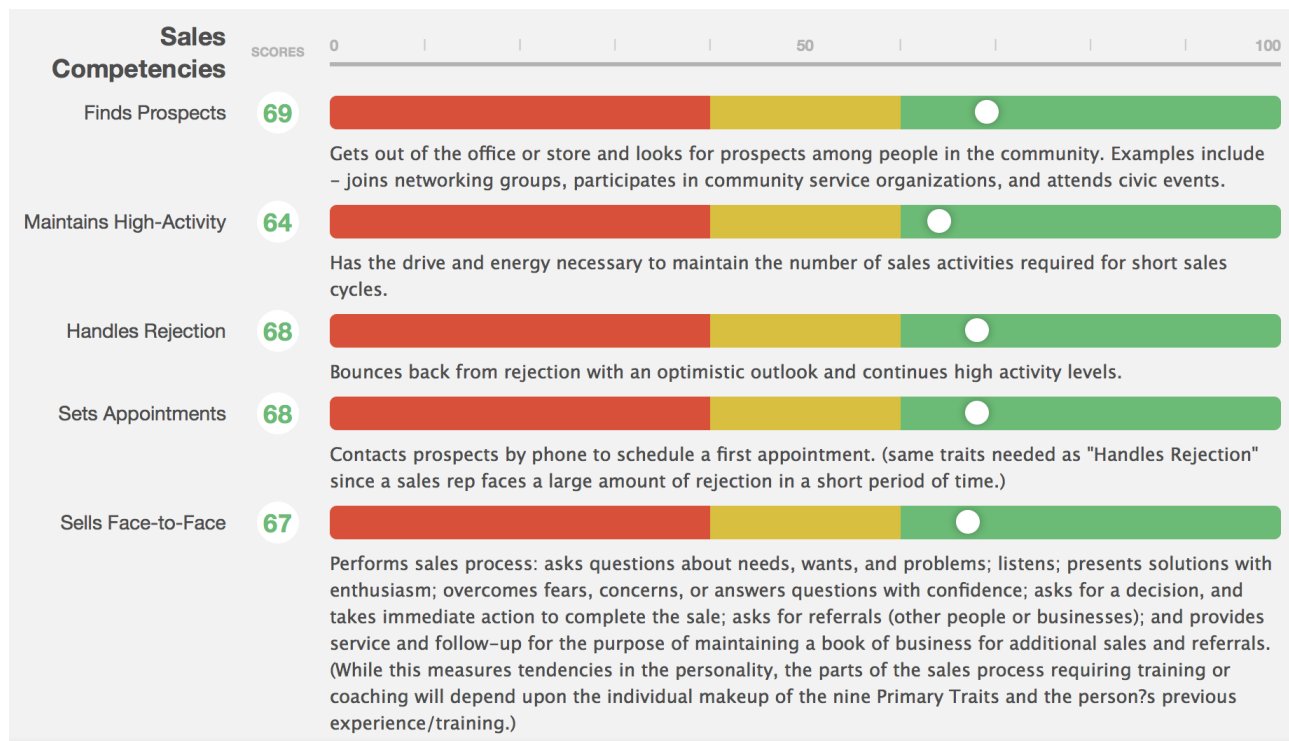
The Response Distortion Index measures the individual's tendency to intentionally or unintentionally answer the questions in a way to exaggerate strengths and downplay weaknesses to leave a more favorable impression.

- **Low Response Distortion** indicates a minimal tendency to exaggerate strengths and downplay weaknesses and an open and vulnerable personality that usually recognizes personal faults and easily accepts blame. These results are accurate and predictive.
- **Moderate Response Distortion** indicates an average tendency to exaggerate strengths and downplay weaknesses and suggests these results be cross-validated with personal interviews and reference checks.
- **High Response Distortion** Indicates a tendency to deny weaknesses and emphasize only strength leading to an inaccurate profile and an invalid score. Do not use these results.



Sales Competencies (skills) Scores

The second page of the two page CTS Sales Profile Report provides estimated strengths for each of the 5 skill areas of a high-activity sales professional. While the 9 primary traits and overall compatibility scores are validated, these are not. They are best guesses based on experience and understanding of the 9 Primary Traits.



Examples of Actual CTS Sales Profile Reports

Please write down why, based on certain primary trait scores, these “funny” names describe a skill strength or weakness of a candidate.

“Prospecting” Ninja Neal ...

Say “No” to Prospecting Nancy ...

“Low Sales Activity” Al ...

“High Sales Activity” Anita ...

“Rejection” Rebounding Ramon ...

Run from “Rejection” Ron ...

“Cold-Hearted” Harry ...

The CTS Sales Profile Report increases your predictive ability with an easy to understand two page output! Now, let’s look mentoring tips in a CTS Sales Coaching Report!



XII. How to Mentor - Tips in a CTS Sales Coaching Report!

“It is important for us to provide an assessment tool that helps leaders, coaches and managers understand how to mentor the reps they hire. We want to provide advice and help for both recruiting and coaching knowing that these two areas affect the entire sales culture - it’s productivity, health and retention of top reps.

12 Page CTS Sales Coaching Report

This helpful report begins with restating the scores of the 9 Primary Traits and the 5 Sales Competencies. The second page gives a detailed description of each of the 9 primary traits so that when each trait of this candidate is reviewed, we can understand and find the following:

- Possible selling challenges
- Specific advice for coaching
- Personality-based strategies
- Training ideas



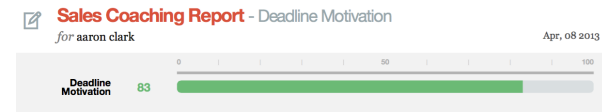
Mentoring and Coaching (specific customized advice)

Excellent Customized Examples

- Keep someone with a low deadline motivation focused on their appointment and closing levels.
- If recognition drive is low, teach how to network for new business and encourage prospecting.
- For low assertiveness, help the rep learn how to ask difficult questions and to ask people to buy.
- If the need to analyze is higher, make sure a rep’s new appointments per month meet appropriate levels.
- When a person’s compassion score is low, they miss listening to and hearing the needs of others.
- A low optimism score could cause someone to make excuses for low performance.
- People with high self-promotion scores embellish when reporting. Trust but verify accuracy.
- High compassion, high assertiveness and low self-promotion scores signal low rejection strength.

.....

We love providing this kind of customized advice to help you ramp people up as quickly as possible to a competitive level or to the incomes they desire to achieve for themselves! Next - Bonus - Entire Recruit the Best and Coaching Systems!!!!



General Statement:

Salespeople who score high on the *Deadline Motivation* scale enjoy sales positions that offer unlimited income opportunities and fast goal-achievement requirements. Their "fire in the belly" drives them to achieve near-term goals and to hit self-imposed deadlines that may or may not relate to long-term success. Like the legendary "hare" that lost the race because he was distracted, sales personnel with high or very high scores on this scale may be so driven for results that they fail to prioritize their activities. For example, they may fail to adequately prepare for the sales presentation or follow through as they should after the sale. They can also become quite restless when the job duties require repetitive or mundane activities. If management understands this desire to hit self-imposed deadlines, and the salesperson has the self-discipline and work ethic to channel their efforts into productive sales tasks, high levels of productivity can be achieved early in their career.

Strengths:

This higher *Deadline Motivation* is a profound strength in sales positions and compensation plans that require "quick-start" performance. As long as they can pursue results and challenges with a pro-active dynamic with quick rewards (closed sales), people with this high desire to meet self-imposed deadlines can be most productive in high-activity sales roles. Research involving the best performing sales personnel has found a relationship between higher scores on a deadline-motivated drive and sales productivity.

Improvement Opportunities:

Salespeople with this high score on the *Deadline Motivation* scale can become quickly bored if the job duties become repetitive (making phone calls), do not seem productive (call reports), or require patience (callbacks). One of the primary causes of failure of high *Deadline Motivation* sales personnel is that they find it difficult to consistently prospect for new leads. Once their "buckets" is full, they shift to closing the sale and forget about prospecting for new leads until there are no longer any sales to be made. Then, they start all over again "from scratch." As a result, one month (for example) they may have ten sales and the next month only one or two. *It should be noted that these concerns are more serious if their high score is in the 81-100% range and less serious within the 61-80% range (see Primary Traits page of this report).* This high *Deadline Motivation* can also result in early turnover if they do not generate sales in a short amount of time, or if they do not have a disciplined work ethic that causes them to stick with it when sales do not come as quickly as anticipated.

Coaching Recommendations:

If management understands the personalized coaching that is required with high deadline-motivated sales personnel, consistency of production can be maintained, and success can be assured. However, it is also important that these high deadline-motivated salespeople have higher *Assertiveness*, higher *Recognition Drive*, and lower *Analytical* scores (see Primary Trait scores). Incompatible scores on these three scales can prevent high deadline-motivated salespeople from achieving early success. It is important that salespeople with high *Deadline Motivation* also have the self-discipline to stay focused, persistent, and prioritized. If not, like the "hare," they can become easily distracted and never reach the finish line. Rather than focusing on motivating them, management should help the salesperson to 1) increase sales efficiency by understanding ratios and 2) improve consistency with the use of time management systems that help to consistently prioritize initial call activity. Highly driven salespeople often "burn out" toward the end of their second year and begin to seek other career opportunities. Management can re-motivate them by offering to support them into a new market, provide a more lucrative compensation plan, or provide them with new responsibilities, such as management opportunities. Something as simple as a larger office or paying for a new lead-generation system could re-ignite their passion for success and keep them producing for a longer time frame.



XIII. Bonus #1 - The Recruit the Best!™ System

“The CTS Sales Profile is an important part of the comprehensive Recruit the Best™ System.”

Notes

Recruit the Best System



XIV. Bonus #2 - The Coach the Best!™ System

“The Recruit the Best system with the Coach the Best System helps you learn how to lead a sales team into greatness and build a legacy for those who join the culture in the future.”

Notes

