

# Sales Representative Guide

PSP Metrics uses a whole-person approach to identify candidates who will be successful in critical Sales Representative roles across industries.

## Manufacturing

- Manufacturing Sales Representative
- Account Manager
- Outside Sales

## Construction

- Construction Materials Sales Representative
- Construction Sales
- Business Development Representative

## Energy & Utilities

- Energy Sales Representative
- Energy Sales Specialist
- Solar Energy Sales Representative

The candidate experience begins with a short job preview to help candidates decide if the role fits what they're looking for and help you avoid costly, early turnover.

### Responsibilities

Build and manage customer relationships.  
Understand customer needs and recommend products.  
Explain how products work and why they're useful.  
Negotiate pricing and terms.

### Challenges

Managing a busy and challenging schedule.  
Learning about complex products.  
Keeping your drive when told "no."  
Meeting tough sales targets.  
Balancing multiple tasks.  
Managing many customers at once.

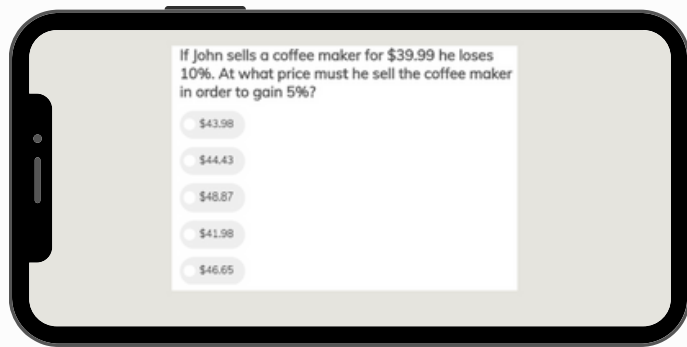
### Rewards

Building strong relationships.  
Learning about different industries and businesses.  
Working with cutting-edge products.  
Growing valuable skills in communication and strategy.



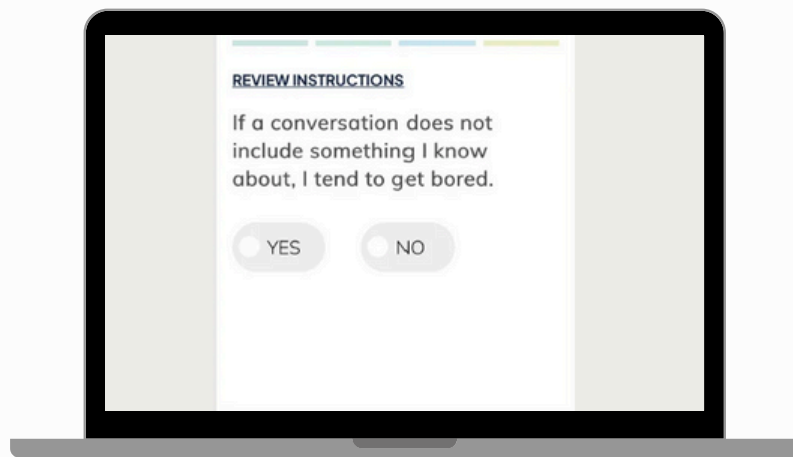
# Sales Representative: Candidate Experience

## Work Knowledge, Skills, & Abilities



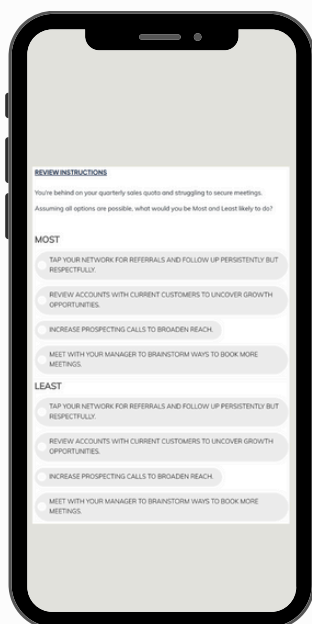
**Business Mathematics:** Applying mathematical concepts to real-world business scenarios.

## Work Behaviors



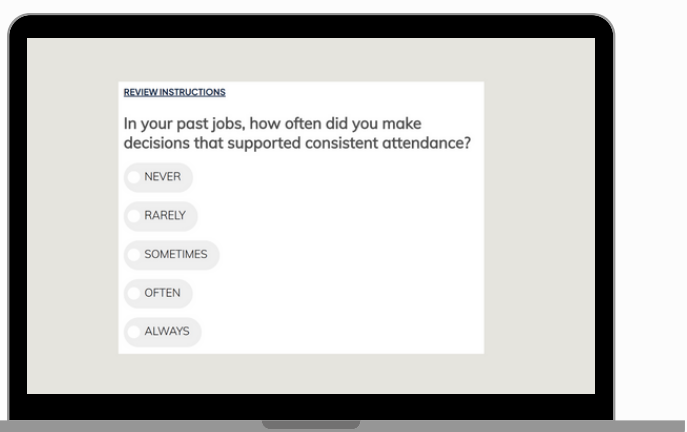
**Core Behavioral Tendencies:** Resilience, Cooperation, Analytical Orientation, Positive Attitude, Energy, Discipline, Assertiveness, Sociability, and Frustration Tolerance.

## Work Situations



**Situational Judgment:** Evaluating challenging scenarios involving Problem Solving, Sales, Decision Making, and Adaptability.

## Work History

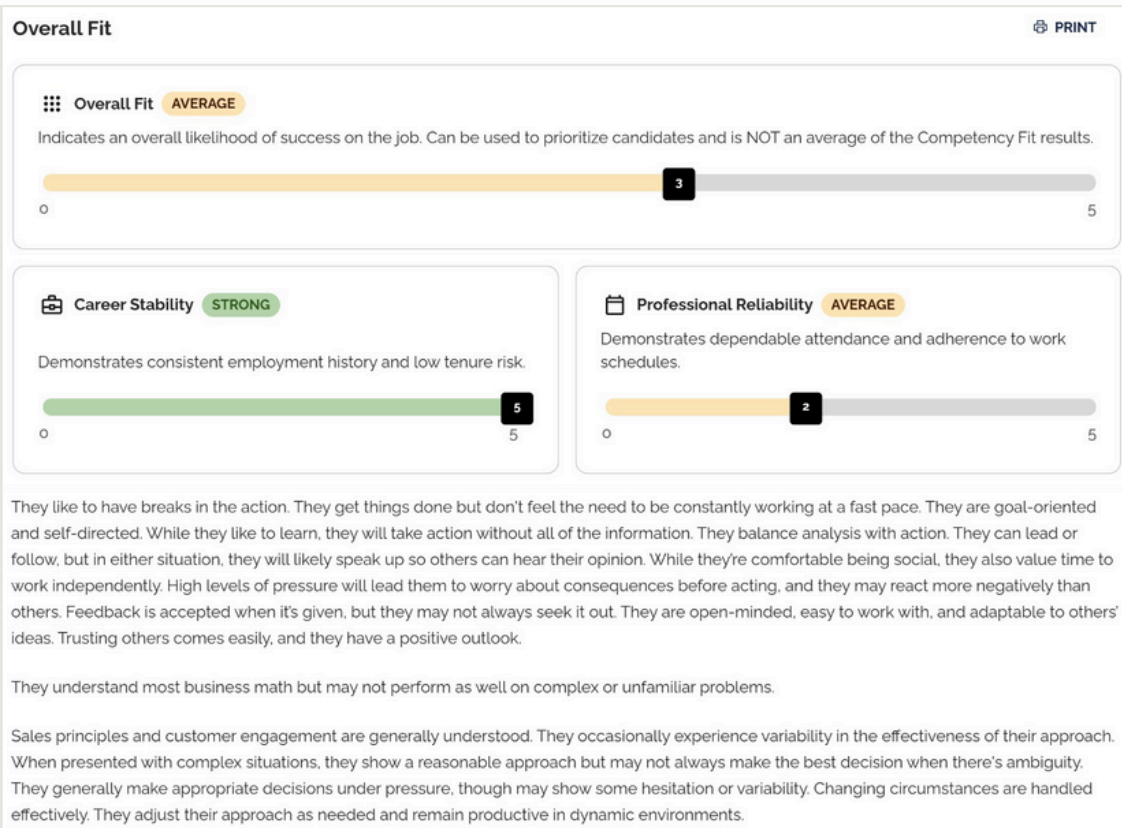


**Past Performance:** Demonstrated history of strong job performance.

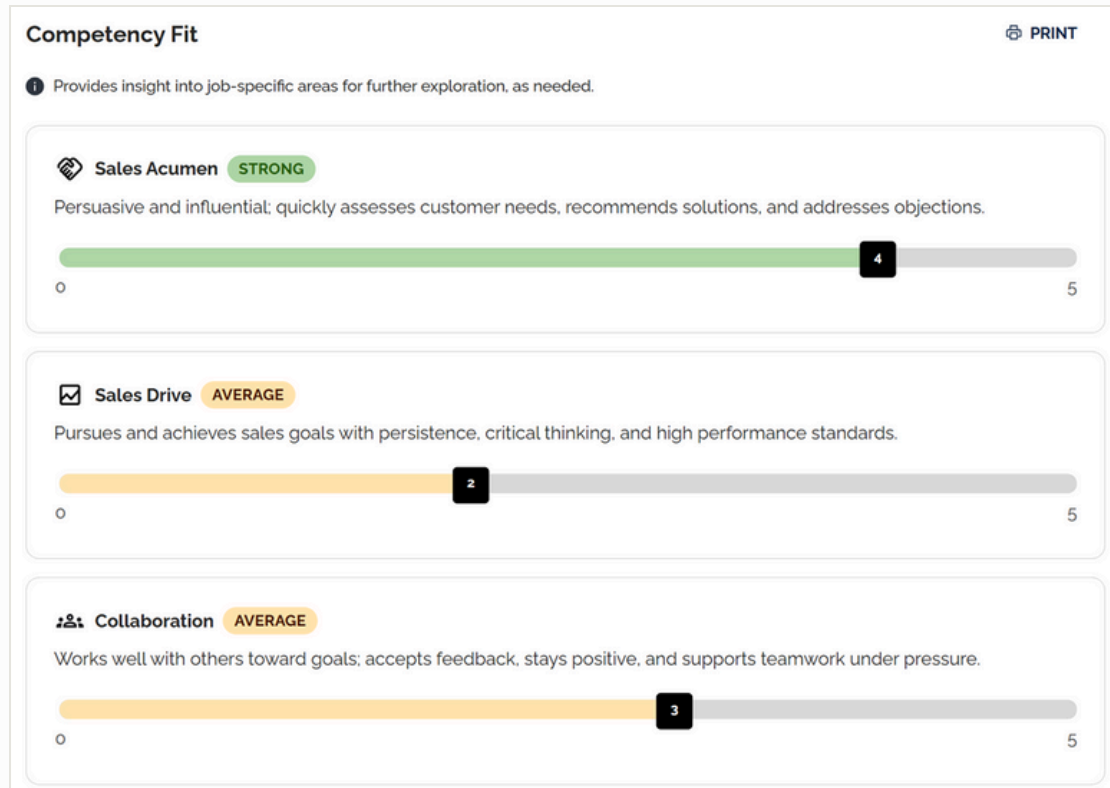
**Professional Reliability:** Dependable attendance and schedule adherence.

**Career Stability:** Consistent employment with low tenure risk.

# Sales Representative: Deep Talent Insights



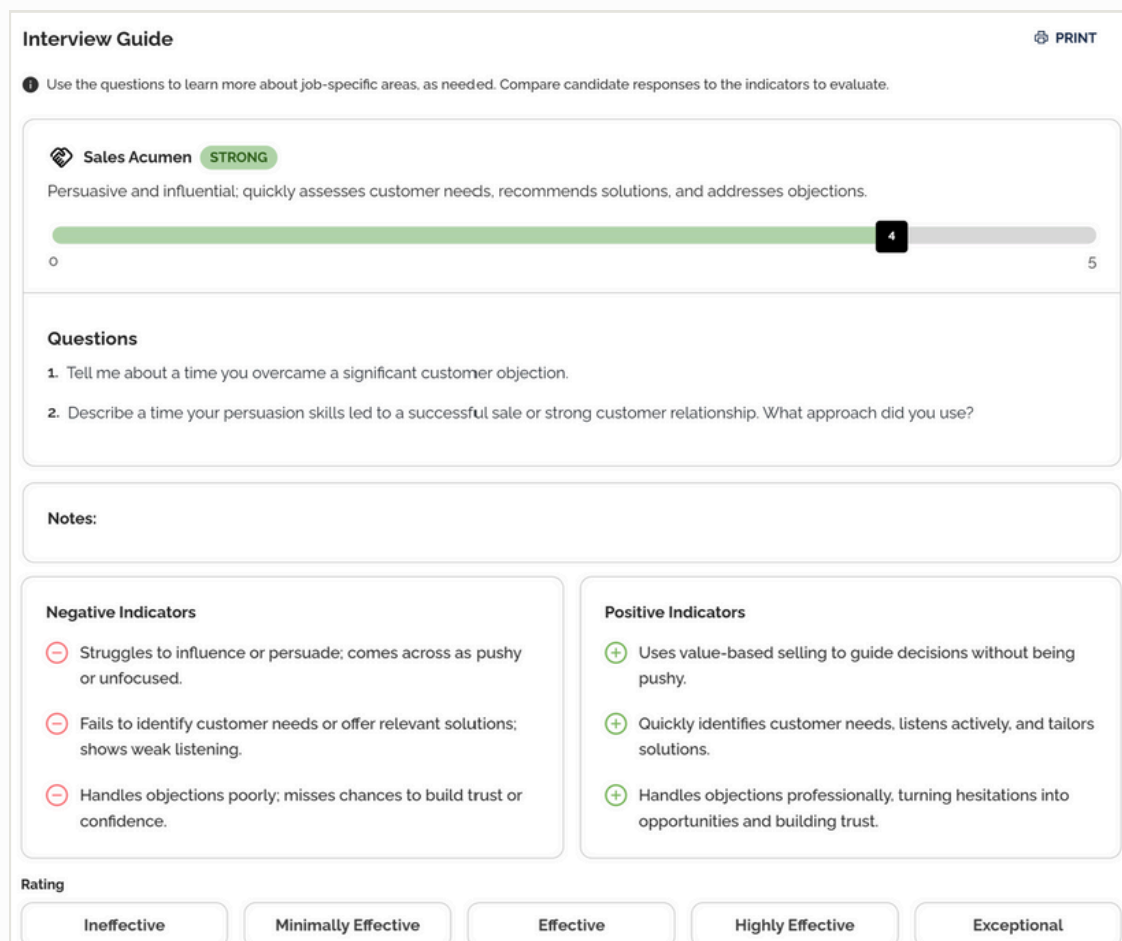
Roll-up scores help you quickly identify candidates with a higher likelihood to succeed.



Competency insights on job-specific areas to understand candidate strengths and opportunity areas to probe.

Job-related interview questions to learn more about specific competencies.

Candidate responses are compared to indicators, allowing you to make consistent, objective ratings, across candidates.



# Sales Representative: Workforce Upskilling

Drive targeted upskilling and professional development for your new hires or existing workforce. Results provide actionable feedback for leveraging strengths and improving opportunity areas.

## Development Insights

PRINT

Based on the assessment, results are categorized along with tips for leveraging strengths and improving in opportunity areas.

### Work Behaviors

#### Energy **OPPORTUNITY**

Works more slowly than others, being deliberate and methodical.

##### Tips:

- **Use the Two-Minute Rule:** If a quick task pops up that takes less than two minutes, handle it right away. It prevents small things from piling up and helps you keep momentum throughout the day.
- **Set Small Goals:** Break larger tasks into smaller steps with short time goals. Finishing each step helps you see progress and keeps your energy up, even when the work feels repetitive.

#### Discipline **DEVELOPING STRENGTH**

Generally speaking, will follow rules, meet the expected standards, and be dependable.

##### Tips:

- **Set Daily Checkpoints:** Choose one task to complete before lunch and one before the end of the day. This helps build routine without feeling rigid.
- **Use Simple Checklists:** Write down the key steps for your tasks. Checking them off helps you stay organized and avoid missing details.

### Work Knowledge, Skills, & Abilities

#### Business Math **OPPORTUNITY**

Applying math concepts in business contexts is challenging, indicating a need for further development in practical math skills.

##### Tips:

- **Use Real Job Scenarios to Learn Percentages:** Apply percentages to tasks like calculating discounts, markups, or overtime pay. Connecting math to familiar situations makes it easier to understand and remember.
- **Track Small Budgets or Expenses Regularly:** Keep a simple log of daily or weekly costs—like fuel, supplies, or tool rentals. Reviewing these numbers helps you get comfortable with totals, averages, and trends.

### Work Situations

#### Sales **TOP STRENGTH**

The use of effective sales strategies comes easily. Engages appropriately with potential customers and identifies opportunities to influence outcomes.

##### Tips:

- **Focus on Long-Term Relationships:** Shift some energy from closing deals to nurturing ongoing partnerships. Follow up after the sale to check in, offer support, and build loyalty.
- **Use Data to Sharpen Your Pitch:** Leverage customer insights, performance metrics, or market trends to tailor your approach. A data-backed pitch builds credibility and shows you understand the customer's world.

#### Problem Solving **DEVELOPING STRENGTH**

When presented with complex situations, shows a reasonable approach but may not always make the best decision when there's ambiguity.

##### Tips:

- **Use a Problem-Solving Template:** Break down issues into: problem, cause, options, and action. Apply this to problems you encounter at work as this adds structure to your thinking.
- **Ask What's the Real Issue:** Before jumping to solutions, take a moment to clarify the root cause. Asking questions like "Why is this happening?" helps avoid quick fixes that don't last.