

# TRAIT SALES PROFILER (TSP)

The Sales Assessment & Recruitment Tool

## OVERVIEW

Used in the recruitment and development of sales people, the Trait Sales Profile (TSP) is a quick, accurate and easy to use profiling tool that measures the 5 critical traits essential for sales success.

By assessing drive, ambition, focus and motivation, and response to setbacks, opportunities, problems and customer needs, this powerful tool can transform the way your sales function performs.

The test takes just 5 minutes to complete before producing an easy-to-read report, which serves as a comprehensive guide on screening, interviewing and developing sales professionals.

“  
TSP now helps us to  
recruit sales people who  
are 4 times more likely  
be top performers.”

## SCIENTIFICALLY PROVEN AND VALIDATED

TSP is the result of extensive research and development by leading work psychologists at Aston Business Assessments.

As a result of extensive evaluations on sales people, our research demonstrated that TSP is reliably accurate in predicting sales performance and traits essential for building sales networks and business development.

## REAL-WORLD RESULTS

In our scientific studies and real-world use of the tool, we have demonstrated the value that TSP can bring to those recruiting for sales positions. Specifically, TSP has demonstrated that an organisation using TSP can be up to four times more likely to recruit someone who will perform in the top 50% of the organisation.

## HOW IT WORKS

Designed by science for business, TSP measures 5 key dimensions that capture the key elements of personality that impact on sales performance in the workplace:

The tool assesses, in particular:

- ✓ **Optimism & Positivity** - the attitude towards success and control over outcomes
- ✓ **Achievement Drive** - the motivation to complete tasks and succeed
- ✓ **Social Confidence** - the preference to network, build rapport and connect
- ✓ **Analysis** - the preference to identify customer needs, problems and solutions
- ✓ **Reliability** - the propensity to work hard, meet goals, and apply attention to detail

## CONCISE, RELEVANT AND FAST

With TSP, we've designed the assessment to focus solely on the traits required for sales success. As a result, the test and reports are concise, succinct and relevant to the role you're recruiting for.

The online test itself takes just 5 minutes to complete, after which you can instantly download concise, easy-to-read reports, which can be accessed at any time.

As with all our products, our reports present the results clearly with graphs and scores to enable you to compare and gauge the suitability of your candidate(s). For each of the 5 dimensions, the report will also give you:

- ✓ **Performance Implications**
- ✓ **Suggested Development Needs**
- ✓ **Development Recommendations**
- ✓ **Interview Questions**

## CUSTOMISED TO YOUR ORGANISATION

With varying levels of customisation available, TSP can easily be adapted to your people, organisation or industry.

At the most basic level, you can change the look of the online system and reports to suit your company branding. For more advanced customization, we can:

- Add your organisation's competency frameworks to the assessment.
- Adapt the report content to a specific role or industry.

[Ask to see our customisation suite for more detail on available options.](#)

## IT'S EASY TO START

With TSP, there are no upfront costs or pre-purchase of credits required, and you won't need to buy any software to use the tool. Simply access the tool online via your own login account, and pay for what you use each month.

To start accessing the benefits of TSP, you can either work with an approved assessor or complete an ABA Training course over 1 or 2 days.

**Contact us to start today.**