

DEFINITIONS FOR SALES COMPETENCIES

The Sales Reference Manual focuses on six global dimensions that break down further into 30 specific capacities that are individually measured to determine an individual's talents and abilities in each area. The list below provides a handy reference the definitions of each the capacities measured on this in the Sales version of the Axiometrics™ Reference Manuals.

Dimension 1: EMPATHY

This dimension measures the ability to see, understand, and relate with others.

Intuitive Insight:

The ability to rely on intuitive feelings and “gut” instincts when making decisions about others.

Attitude Toward Others:

The ability to be positive, objective, and tolerant in their interactions with others.

Evaluating Others:

The ability to make realistic and accurate judgements about others, to evaluate their strengths and weaknesses, understand their way of thinking and acting.

Persuading Others:

The ability to convince others, to present the viewpoint in a manner such that it is readily accepted.

Relating With Others:

How well one can Wharton eight knowledge of others into action, how well one can get along with others, and to what extent one can develop and maintain open, positive relationships.

Dimension 2: HANDLING REJECTION

This dimension measures the ability to maintain a sense of inner self worth.

Self Esteem:

The ability to see and appreciate one's unique worth and individuality, to see and understand “Who One Is”, apart from one's social role ideal self image.

Self Assessment:

The ability to realistically see and understand one's strengths and limitations, to know what one's potential success as well as one's limitations.

Self Confidence:

The ability to feel confident in the ability to translate expectations and goals and actions with a sense of personal satisfaction and comfortable competence.

Self Control:

The ability to maintain composure in difficult situations, to think and act objectively, rather than impulsively and emotionally.

Sensitivity To Others:

The ability to maintain a degree of objectivity and emotional control when relating with others.

Dimension 3: ACHIEVEMENT DRIVE

This dimension measures the ability to have a strong desire to push ahead and achieve desired results.

Goal Directedness:

The ability to be excited about, and committed to, personal and organisational goals, and to marshal energy to push toward the attainment of these goals.

Results Oriented:

Of the ability to pay attention to the achievement of concrete results. Ascertaining results becomes a major factor in pushing oneself to get things done.

Need To Achieve:

How strongly an individual needs to attain success, to feel valuable and worthwhile.

Social Recognition:

How strongly one means to attain social recognition and defines this drive is a factor that depends on the clarity, attention, and commitment one possesses relative to social role image.

Self Attitude:

The degree to which a positive self attitude will act to drive and motivate one to action.

Ambition:

The ability to set in ideals that become the standard for achievement and success. It is a strong sense of expectation and dried that pushes want towards excellence.

Dimension 4: SELF STARTING ABILITY

This dimension measures the ability to get things done without the need for constant supervision.

Persistence:

The ability to maintain direction in spite of the obstacles in one's part, to stay on target regardless of circumstances.

Consistency:

The ability to maintain a sense of order, constancy, and continuity in one's actions, to be reliable in thinking and actions.

Initiative:

The ability to direct one's energies toward the completion of the task that the sense of urgency and mission.

Role Satisfaction:

The ability to feel that one's social role option is both fulfilling and rewarding, but what one is doing has a useful benefit.

Dimension 5: MOTIVATION INDEX

This dimension measures the ability to direct one's energy with a sense of purpose and direction.

Service:

The importance of seeing, appreciating, and meeting the needs and interests of others.

Money and Material Things:

The degree to which money and material wealth are important to an individual.

Status and Social Self Recognition:

The importance of receiving awards, clerks, and other forms of social role recognition.

Personal Development:

The importance of a well-designed plan one's career development.

Sense Of Mission:

The degree of commitments to personal ideals, goals, and principles.

Sense Of Belonging:

The importance of being a member of a team and working in a comfortable place where one is right and accepted.

Dimension 6: DISCIPLINE FOR SELLING

This dimension measures the ability to work within guidelines, schedules, policies, and procedures to get things done.

Meeting Established Standards:

The degree of respect for, and conformity to, established norms and principles.

Doing Things Right:

The level of insistence that things are done right; i.e. the desire for excellence and perfection.

Attention To Policies and Procedures:

Their sense of respect for, and commitment to, organisational policies and procedures.

Meeting Schedules and Deadlines:

The ability and willingness to accept responsibility meeting schedules and deadlines.