

Personality Profile Feature

July 2020



SalesChoice
Predict. Prioritize. Pace.



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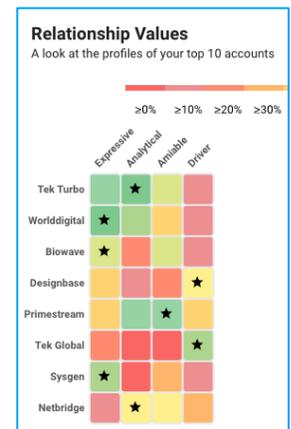
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A. Introduction

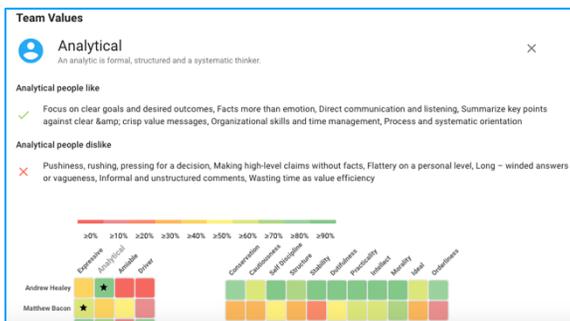
Too many deals are lost today because the customer did not “like” the person selling to him or her. Personality Fit is often a hidden factor, or not easily identified. Yet, people or culture fit and communication styles significantly influence deal outcomes. Matching buyers and sellers is a strategic sales priority to maximize win rates. Although we train sales professionals to identify their buyer profiles and coach them on situational leadership styles, it is not easy changing your communication style consistently. As a result, even the most disciplined sales person often fails to get a customer interested – simply from a communication / style mismatch. This is why SalesChoice has built a Personality Profiler into our AI Insight Engine, working with **IBM Watson Analytics**, to help match the right Sales executive with the right accounts. This will ensure that your sales resources communication styles secure a positive response and hence improve your odds of building a trusted customer relationship.

B. How Does It Work?

The Personality Profiler analyzes the natural conversation style of your sales resources, and identifies the personality and cultural profile of your customer(s) accounts which helps you identify four distinct personality types: **Expressive, Analytical, Amiable and Driver**. Each personality type includes ~12 different base human traits that underlie these four types. SalesChoice’s value is not only in the comprehensiveness of looking at ~50 traits, but also the accuracy in analyzing the natural conversational styles of individuals, as reflected in writings or transcriptions of any individual. The sources can be: email, texting, voice, etc. It helps avoid any bias or misrepresentation of a person’s inherent personality, which is otherwise often the case when we look at one’s own assessment of their personality.



C. Benefits for Your Sales Organization



SalesChoice’s Personality Profiler can improve your sales outcomes & account retention. It allows you to:

1. Match an account with the sales person that has a similar personality type. Eg: “If *Tek Turbo* is Analytical, this account should be pursued by *Andrew* and not *Michael*.”
2. Communicate with your sales team or target accounts in a way that resonates naturally with them. Eg: *Tek Turbo* or *Andrew* would prefer direct and to-the-point communication, while *Michael* may like more context and storytelling.

D. Business Impact

Minimal Process Interference:

1. The Personality Profile feature is integrated with the SalesChoice app which sits on your Salesforce instance, after a 5-10 minutes installation directly from the AppExchange.
2. The feature results require no user training and can be used easily across the team.

Improve Employee Motivation & Performance:

1. Make your sales efforts more effective by ensuring no deals are lost due to avoidable personality mismatch.
2. Improve the sales representative’s performance levels by facilitating better account relationships.
3. Increase the employee motivation levels by communicating with individuals in a way they appreciate.
4. Maximize your Sales Coverage and increase your Sales win rates.

More Information on SalesChoice:

SalesChoice Insight Engine™ is an Artificial Intelligence (AI) driven sales forecasting platform that predicts sales outcomes reliably at up to 95% accuracy.

Our Promise:

End revenue uncertainty and sales inefficiency

Benefits:

[Achieve revenue confidence](#) – SalesChoice insights unlock new abilities for you to see the future as well as the true state and history of your revenue operations.

- Recognize and reduce risk across the deal lifecycle, for new sales and renewals
- Increase your sales velocity and hit your revenue targets
- Deliver a forecast you can bank on
- Through the lens of AI, see your customers in a whole new way

[Eliminate sales inefficiencies](#) – AI modernization brings many benefits, especially by increasing your managers and reps' focus and Sales IQ.

- Streamline forecasting efforts across your organization
- Better manage your pipeline and forecast
- Replace pipeline reviews with deal coaching sessions
- Achieve 99% data completeness
- Get more from your CRM without requiring more learning

Partners:



More Resources:

<http://www.saleschoice.com/resources/>

Book a Demo:

<http://www.saleschoice.com/contact-us/>

See Our Product:

https://www.youtube.com/watch?v=jsbss1_eFMM

Contact Us:

info@saleschoice.com



[@SalesChoice_Inc](#)

www.linkedin.com/company/saleschoice

www.saleschoice.com

Reasons to Believe in Us:

“Capable of predicting with up to 95% accuracy whether a deal will close.” - [IDC](#)

“SalesChoice better targets best opportunities that are likely to win & avoid deals that have low odds of closing.” - [2020 Sales Mastery AI for Sales Solutions Guide](#)

“Hot Vendor to watch in sales enablement.” - [Aragon Research](#)

Over 17 Industry Leadership Awards including:

- Top 20 Technology Companies in Canada 2020
- MindbridgeAI Impact Leader of the Year Award 2019
- Digital Transformation Award for AI Disruption in Canada 2018
- Startup Canada National and Regional Entrepreneurial Award Winner 2018
- EY CATA Sara Kirke Award for Entrepreneurship and Innovation 2017
- Top 25 Most Empowering Big Data Company Award 2016