

Top 4 Traits For Field Sales Executives

Methodology



Analysis focused on field sales executives.



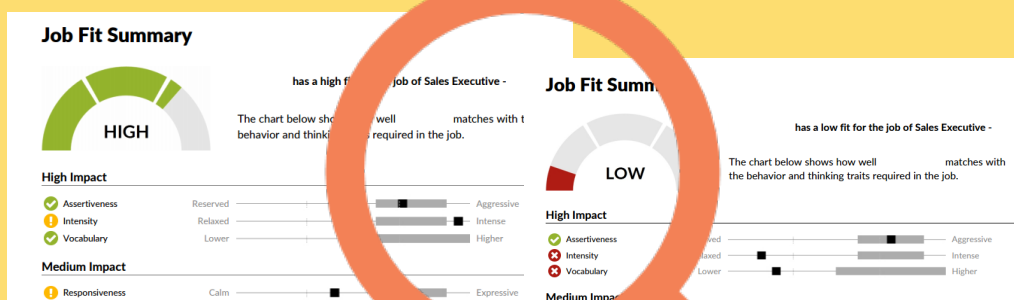
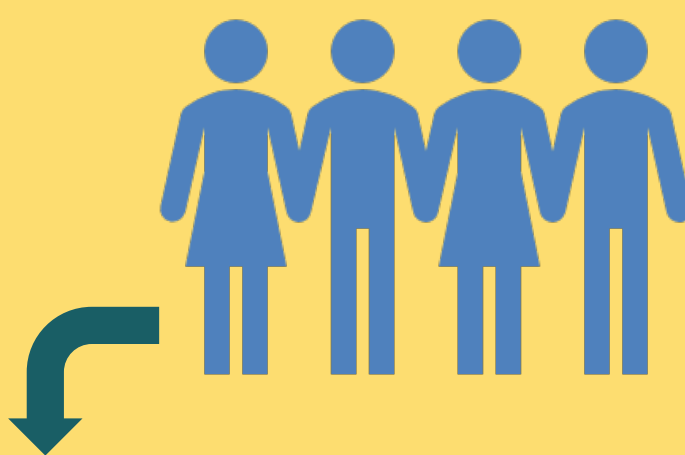
Study conducted on candidates interviewed and assessed over three years.



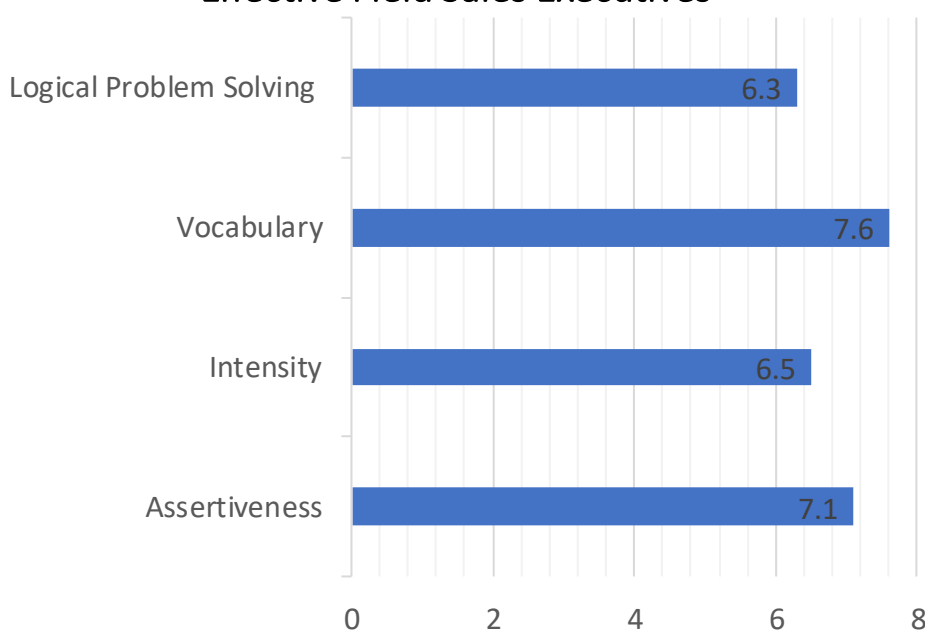
What are the defining traits of successful field sales executives?

The Process

The Renaissance Network (TRN) conducted an internal study of Ed Tech field sales placements and compared their on-the-job performance in relation to data driven testing results ([TRN Assessment customized by role](#)), grading both hard and soft skills.



Average Assessment Scores of the Most Effective Field Sales Executives



The Results

TRN discovered that four key traits were most linked to job success and retention in these sales roles: two hard skills, logical problem solving and vocabulary, and two soft skills, intensity and assertiveness.

Based on the sample and historical reference, the combination of these traits, rather than a singular trait, has proven to represent the most effective Field Sales Executives.

Each trait is scored out of 10
Assertiveness
 Example:
 1 = Reserved
 10 = Aggressive

The Key Traits:

Logical Problem Solving: Candidates who score a 7 are very skillful logical problem solvers. They strongly prefer pulling more complex problems apart and dealing with the issues involved in a linear, step-by-step manner.

Vocabulary: Candidates who score a 7 are inquisitive, quick to learn and understand new ideas and concepts. In evolving situations, they can rapidly recognize the change and learn new rules fast. They can synthesize ideas from broad knowledge and concepts. Note: Candidates that score much higher can have a tendency to over communicate to the customer.

Intensity: Candidates that score above a 6 respond with a high level of emotional intensity at work. They deal directly with issues but have the ability to identify mutually agreeable solutions. They will, however, persist until a problem is resolved.

Assertiveness: Candidates who score around a 7 are enterprising and assertive, and have confidence in their ability to take action and achieve goals. They are results-driven, persistent and deliberate, often preferring a direct but controlled approach to getting things done.

Conclusion: Top 4 Traits to look for in Field Sales Executives

If you would like to find out how a TRN Customized Candidate Assessment can help you evaluate your team and improve your hiring success rate, [click here](#) to contact us or visit ren-network.com

