

Demo Sales Role

LOOKING FOR

Persuader



A Persuader is a risk-taking, socially poised and motivating team builder.

[Learn More](#)

Captain



A Captain is a problem solver who likes change and innovation while controlling the big picture.

[Learn More](#)

Maverick



A Maverick is an innovative, "outside the box" thinker, who is undaunted by failure.

[Learn More](#)

THEY

Will be

Outgoing

People oriented

Persuasive

Will need

Opportunities to interact

Social acceptance

Opportunities to influence

Will Like Hearing

Lead the conversation

Explore new frontiers

Manage multiple priorities

Take the Initiative

NOTEWORTHY BEHAVIORS

Quick to connect

Fluent

Fast-talking

Lively

Enthusiastic

Proactive

Takes initiative

Competitive

Driven to get things done

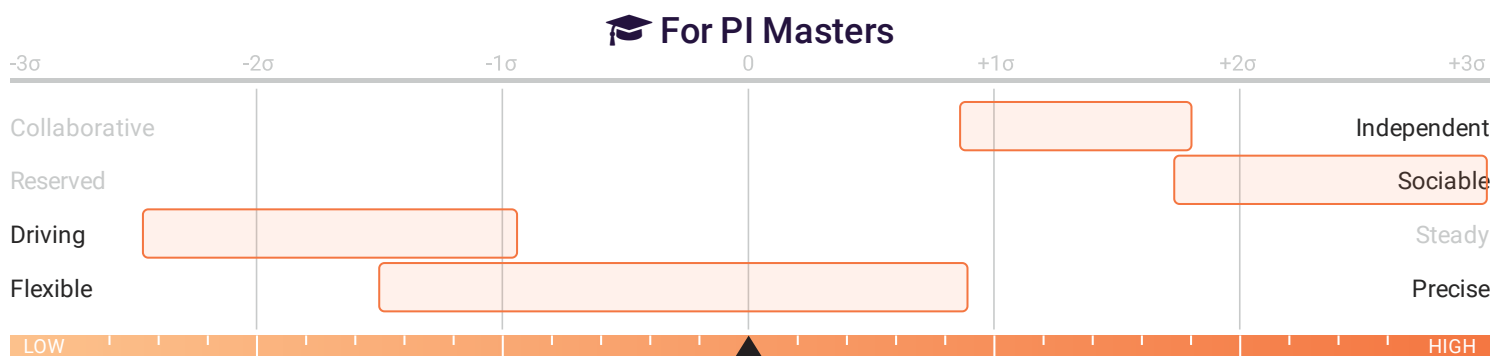
Positive response to pressure

SUMMARY

The focus of this job is making connections with people, motivating and inspiring them to achieve results. Poise and an engaging, empathetic communication style based on natural warmth and enthusiasm is the key to achieving the goals of this job. The work involves driving toward results by enrolling the commitment and buy-in of others. While the job requires strong initiative and self-direction, results are only achieved with and through people. A sincere appreciation for people and how they are each uniquely motivated is the foundation for designing and implementing interactive communication and decision-making processes. Knowledge and skill in how to successfully influence and persuade others by understanding how their individual needs and motivations link to goals is essential. The job requires a high degree of “selling”, whether of ideas and policies within the organization, or products or services in the marketplace. The job environment is fast paced and results oriented. While there is urgency to goal achievement, responsibility for the achievement of results needs to be shared and effectively delegated when necessary. Initiating projects and processes beyond established organization practices will often require training and developing others, and enlisting their support by using a “selling” rather “telling” communication style. A self-confident, extroverted style that can enliven, engage and positively impact individuals and groups is essential. The job has variety of tasks and is dynamic and changing. Because goals and desired results can quickly change, the job requires regularly meeting and pro-actively establishing relationships with new groups. The ability to understand, quickly react and motivate others to adapt to the changing organization environment is a critical key to success. In general, the core of this position requires a motivated and motivating team builder and organization developer.

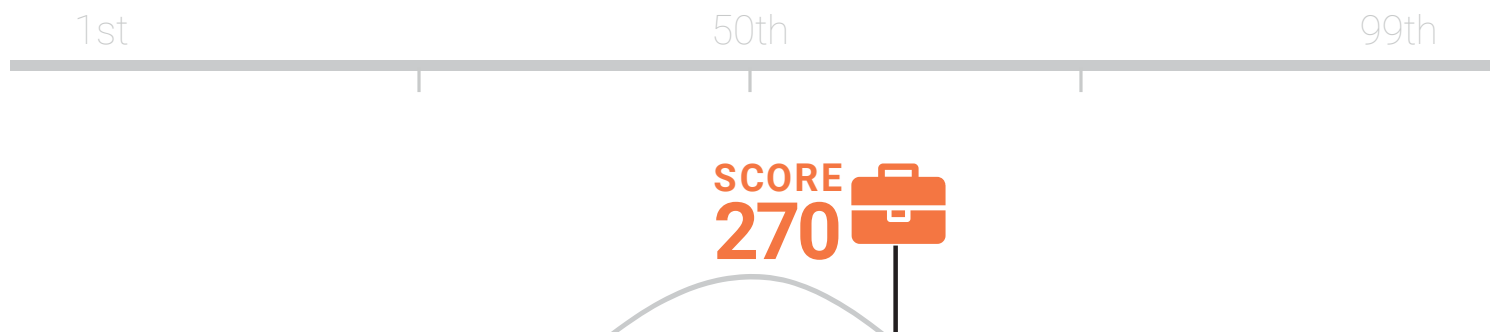
JOB CHARACTERISTICS

- Variety of activities Multiple projects occurring simultaneously Multi-tasking Sense of urgency for goal achievement Fast-paced environment
- People/relationships focus Team building Inspire, motivate others, and engage their commitment
- Involve others in decision-making process Cooperative, collaborative decision-making Must assume responsibility for risk
- Extroverted, warm, enthusiastic, empathetic Stimulating communicator Persuasive “selling” style Collaborative approach
- Leadership based on ability to motivate others
- Strong commitment to results
- Delegate authority readily



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COGNITIVE TARGET





100

450

The ideal Demo Sales Role candidate will have a score of at least 270 on the Predictive Index Cognitive Assessment.

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