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Driving sales performance

If you were to combine the inclination to get things done, to maintain high standards (“conscientiousness”), with the tendency to take the social initiative and see the world in a positive light (“extraversion”) – would that drive high sales performance?

Conscientiousness and Extraversion are two of the five dimensions of the OCEAN, or five-factor personality model.

Research into telemarketers by Murray Barrick indicates that this compound did make for high sales performance, where the work environment was designed to optimise motivation (accomplishment and status striving). In other words – hire people with the ideal capabilities, but then structure the work environment to encourage the expression of those capabilities.

For a pdf version of the OCEAN Type Indicator – click [here](#)

For further information please phone Stewart Forsyth on 021 392 667 or Iain McCormick on 0212 575449.