

Cluster	Attribute	Attribute Definition
Compelling Relationships	Impact	Has high impact; comes across confidently and enjoys being the focus of attention. Projects energy and passion in their interactions, and takes an enthusiastic approach to opportunities.
	Credibility	Projects authority and promotes own capability and expertise convincingly. Conveys high levels of credibility when interacting with clients and impresses as knowledgeable and business savvy.
	Insight	Is skilful in observing emotional cues and is alert to motives, feelings and emotions. Reads the nuances in others' behaviour and reflects on how they are perceived.
	Attentiveness	Is attentive and listens carefully to others. Shows patience and avoids interrupting or speaking over people. Pays close attention to what clients are saying and allows them to do most of the talking.
	Initiation	Enjoys calling prospective clients and is comfortable asking for introductory meetings. Finds conversation with unfamiliar people easy and actively pursues new contacts. Initiates follow-up rather than waiting for the client to get in touch.
	Influence	Has a sophisticated influencing style and successfully changes the others' views through skilful persuasion. Convinces others and gets their ideas accepted.
	Social Leverage	Maintains an extensive network and leverages relationships to generate referrals and introductions. Is effective at expanding their contacts within a client, and capitalises on networking tools and events.
	Client Engagement	Builds rapport and maintains strong, deep and enduring relationships with clients that last beyond the original sale. Genuinely engages with client needs and is valued as a trusted advisor or strategic partner.
	Negotiation	Enjoys negotiating and is comfortable handling discussions on value, terms and price. Deals confidently with objections and is willing to push to close the deal.
Perceptive Reasoning	Research	Likes to be well-informed and capitalises on a variety of sources to investigate industry and business trends. Stays up-to-date and thoroughly researches clients and competitors to support their sales approach.
	Exploration	Probes and questions to gain a deeper understanding of the client. Explores and challenges assumptions through questioning and discussion. Asks for information on needs, priorities and drivers.
	Agility	Adopts a range of selling styles, and responds to situations and people in a flexible manner. Adapts approach and thinks on their feet to identify the best positioning for ideas and propositions.
	Pursues Learning	Regularly looks to improve and enhance their approach to selling. Pursues opportunities to learn and develop, and sources a range of methods to enhance capability. Seeks feedback and uses mistakes as an opportunity to learn.
	Creativity	Takes an innovative approach, considers a range of possibilities and generates new ideas. Develops new and different solutions and thinks creatively to overcome roadblocks.
	Structure	Is methodical and organised, and uses systems and processes to carefully plan their approach. Uses processes in a disciplined way and takes a structured approach to work.
	Quality Orientation	Monitors standards and takes pride in the quality of their work. Emphasises detail and accuracy in approach and is unwilling to compromise on quality, even under pressure.
	Rational	Takes a logical and factual approach to discussions and opportunities. Relies on objective data to support their position and prefers using hard data and facts to make a sale.
	Specialist	Has a deep understanding of the product or service. Understands its technical details and conveys these to the client, taking pride in using product or service knowledge to make a sale.
	Judgement	Enjoys the challenge of a complex problem and analyses information to draw accurate conclusions and reach appropriate solutions. Demonstrates good judgement and a capacity to make the right call.
Channelled Energy	Authenticity	Is selective about the type of clients they work with and the product or service they are selling. Seeks alignment between their values and the values of the client, and is willing to walk away from a sale if there is a misalignment of values, principles or intent.
	Resilience	Takes a positive and optimistic view and generally faces challenges and pressure with confidence. See definitions for Self Belief and Recovery below for further detail on self-confidence and recovery from setbacks.
	Self Belief	<i>Has strong self-belief and is convinced of own ability to succeed. Deals confidently with disagreement and conflict, and is self-assured regarding own value and worth.</i>
	Recovery	<i>Bounces back after setbacks, persists in the face of challenges and sustains a positive approach in the face of rejection. Copes well with criticism.</i>
	Motivation	Is motivated by financial gain and responds well to public recognition and reward. Is energised by winning and achieving career success.
	Sales Drive	Is motivated by sales targets and strives towards their achievement. Enjoys working towards challenging goals and is energised by pursuing, developing and winning sales opportunities.