

MOTIVATION

The conditions present at work that drive an individual’s motivation are called motivators. Motivators describe what influences an individual’s drive and determination to succeed. The bar charts below indicate how effective each motivator can be in driving your candidate's behavior. The definition for each motivator is also presented.

This report identifies specific motivators and the extent to which they are likely to drive your candidate. They do not represent a measure of overall motivation. (The level of Sales Drive in the Sales Foundations section is a better indicator of overall sales motivation).

Identifying motivators that are effective for an individual provides an opportunity to understand what is likely to drive their sales performance. For example, knowing that an individual is very motivated by Money may encourage a focus on jobs and sales situations that provide high earnings potential. Someone highly motivated by Growth is well suited for positions that offer ongoing development and training opportunities.

