

Commercial profile

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Farmer (74%)

Hunter (31%)

Innovator (14%)

Networker (22%)

Analytical (96%)

Farmer (74%) : The farmer focuses on retaining existing clients. He/she builds trusting relationships over the long term and seeks to maximize the value of the accounts he/she manages by increasing retention and upselling. He/she is an expert in listening and problem-solving to strengthen the client relationship.

Hunter (31%) : The hunter is focused on prospecting new clients. His/her main objective is to acquire leads and convert prospects into clients. He/she is often proactive, comfortable in competitive environments, and oriented towards achieving new commercial objectives.

Innovator (14%) : The innovator brings a creative approach to sales. He/she seeks to identify new opportunities and introduce unique solutions to clients, often adopting a long-term vision. This type of commercial is often at the origin of new ideas or approaches that can transform a market or a product.

Networker (22%) : The networker primarily relies on his/her contact book and professional relationships to generate opportunities. He/she exploits his/her network to obtain recommendations and develop partnerships. He/she excels in maintaining business relationships and knows how to leverage them to achieve commercial results.

Analytical (96%) : This type of commercial has an approach based on data and analysis. He/she is meticulous and uses figures and analyses to guide his/her decisions and convince his/her clients. He/she is often well-prepared and perfectly understands the clients' needs through a thorough study of market data and performance.