



Sales Preference Indicator

Sally Sample

14th April 2010

This is a strictly confidential assessment report on Sam Sample which is to be used under the guidance of a trained professional. The information contained in this report should only be disclosed on a 'need to know basis' with the prior understanding of Sam. This analysis should be considered in the context of other relevant information such as actual experience, vocational interests, skills and aptitudes.

Introduction

Waiver

The SPI is an indicator only, and cannot predict sales performance with certainty. Pod Consulting accepts no responsibility for selection or other decisions made using this tool and cannot be held liable for the consequences of doing so.

Context

This profile arises from a self-report questionnaire and must be interpreted in the context of other relevant factors, such as actual experience, vocational interests, training, personality, motivation, skills and aptitudes. The SPI is **not** a test of ability.

Norm Group

The ratings and commentary in this report are relative to a comparison group of 1642 NZ Respondents.

Sales Preference Scores

Response Style Indicators

Social Desirability

This questionnaire contains a measure of the extent to which the respondent has attempted to present herself in a socially desirable or favourable way. Sally appears to have answered the questions as positively as most people, and is likely to have presented a reasonably accurate picture of herself. Her social desirability score is average.

Central Tendency

This scale measures the extent of opting for the central responses in completing the questionnaire.

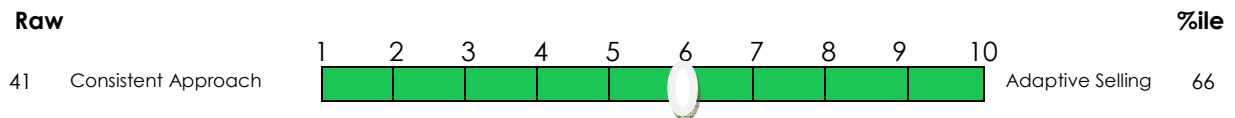
Sally has tended to opt for mid-range ratings and avoid extreme responses to the questionnaire. This may indicate a degree of caution about revealing too much about herself. Some aspects of her profile may be less accurate than others. However, it may also mean that Sally genuinely has moderate views and attitudes compared to other people.

Acquiescence

This is the tendency to select the "agree" option on the questionnaire.

Sam used the "disagree" rating to a greater extent than most people in the reference group. Therefore, the profile and analysis in this report may be less valid than normal, and may contain inaccuracies as a result. Follow-up could be warranted on whether this response style reflects a tendency for Sally to challenge or disagree in the workplace.

Consistent Approach - Adaptive Selling



Definition

This scale focuses on the degree to which the individual prefers to adjust their selling style to suit the specific needs of the client and each selling situation as opposed to taking a structured approach. It measures the ability to 'read' the client's needs and the perceptiveness to monitor and modify one's behaviour in a way that will benefit their position.

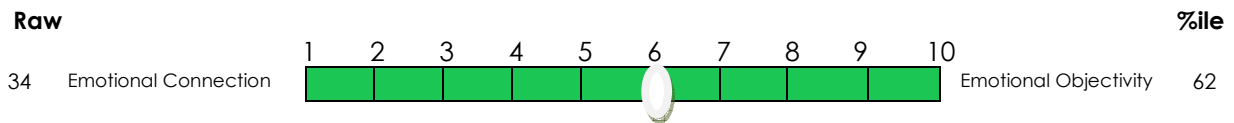
Result

Sam has scored around the mid-range on this scale which implies that she does have a preferred approach to dealing with clients, yet is open to modifying this to a degree. She is the kind of person who shows some responsiveness to the client's views, yet will need to personally believe in what she is selling in order to promote it strongly to others.

How To Manage And Motivate

Sam shows an aptitude for adjusting her style to suit the changing needs of her clients, yet will also appreciate a role that provides some degree of structure and clarity around sales processes and procedures.

Emotional Connection - Emotional Objectivity



Definition

This scale looks at the way in which an individual reacts to the mood of the client and the extent to which they will let a client's emotion affect their ability to sell. It measures the ability to push ahead in the face of difficulties and accept any resistance as a motivator for finding another sales approach. People who score to the right on this scale will tend to respond to criticism or negativity in a constructive manner and not see it as a personal attack.

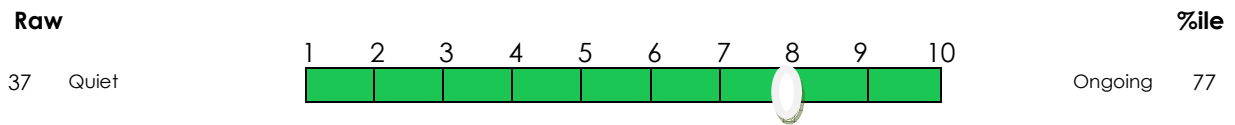
Result

Sam's mid-range score on this scale suggests that she is likely to be moderately sensitive to the emotional reaction of others. Sam will tend to expect success more than failure, yet prolonged signs of disinterest from the prospective client may discourage her and dampen her perseverance.

How To Manage And Motivate

Sam is likely to be reasonably motivated by her performance data and sales results, and should respond well to training or coaching in sales tactics and techniques to deal with buyer reluctance.

Sales Persona: Quiet - Outgoing



Definition

Sales Persona is a personality trait that reflects an individual's general level of sociability and extraversion. People who score to the right on the Sales Persona scale are likely to achieve greater sales success through their enjoyment of spending time with people. They are more outgoing, and have a more spontaneous nature. Alternatively, individuals who are quiet and reserved may struggle to build relationships with people they do not know and, consequently, may take longer to build a client base. Their strength tends to lie in maintaining fewer, close contacts and in behind-the-scenes sales support roles.

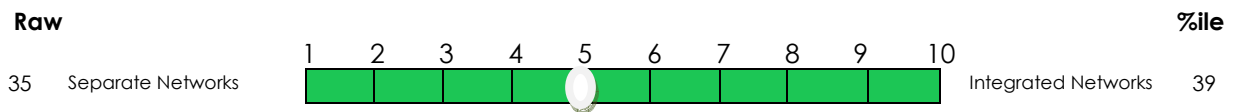
Result

Sally has scored on the outgoing side of this scale and is likely to be somewhat more sociable than the average person in the reference group. She will enjoy spending time with others, and should experience little discomfort at the prospect of contacting people she does not know (subject to her networking score). Sally will make herself accessible to clients and will probably be prepared to keep in touch on a regular basis.

How To Manage And Motivate

Sally is likely to work productively in a role where there is a reasonably strong emphasis on initiating contact with others and liaising across groups. She is likely to appreciate being managed by fairly informal face-to-face contact, and being verbally kept informed of anything that might affect her.

Networking: Separate - Integrated



Definition

This scale focuses on the willingness of the individual to use their own personal and professional contacts to help open doors and advance their career in sales. A right-hand score on this scale implies that the person has a strong belief in sales as a worthwhile and respectable career. People who find it difficult or are reluctant to prospect among both business and personal contacts may ultimately struggle in a role based heavily on selling, and may also have a general reluctance to use the phone as a sales tool.

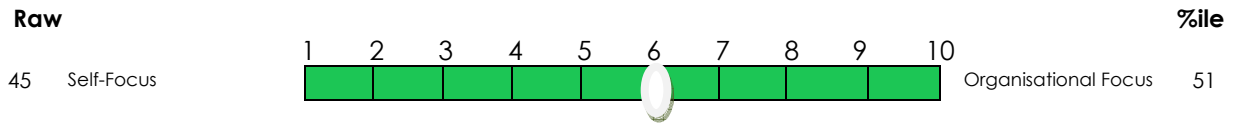
Result

Sally's mid-range score on this scale suggests that she is likely to have a moderate level of comfort with regards to networking inside her personal and professional circle to find new prospects. She is unlikely to consider networking 'unethical' or 'unprofessional', yet may still selectively choose the situations which are 'right' and 'wrong' to engage in sales activity. Her level of comfort and active prospecting by telephone may fluctuate, but is likely to fall within the normal range for the reference group.

How To Manage And Motivate

By talking through her reservations about including certain groups in her selling cycle, you may assist Sally to maximise her success in a networking role. In line with this, Sally should be actively encouraged to make full use of her personal and professional network. Encouraging Sally to list and review her contacts in terms of those that may benefit directly, and those that may refer her to someone else, may assist her becoming more active in this area.

Self-Focus - Organisational Focus



Definition

This scale focuses on the extent to which the company's reputation is important to an individual and encompasses the degree to which they value such traits as respect and trust. People who score on the right-hand side of this scale tend to think of the group when decision making and share information to assist the group's success. People who score to the left tend to be more self-focused and interested in their own gain and career progression.

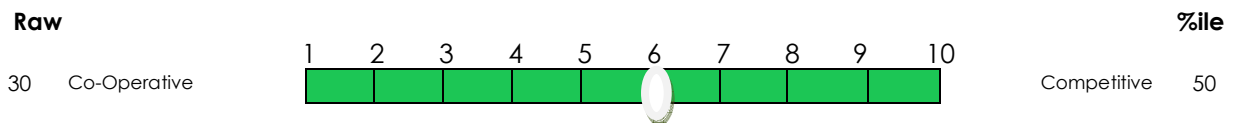
Result

Sally's score on this scale suggests that she places as much importance on the reputation of the organisation as the average person in the reference group, and will make an effort to abide by the organisation's values in her day-to-day dealings with clients. Sally is likely to think of the good of the organisation as a whole - yet will like to know there is going to be something in it for her too. Her sharing of information is likely to be on the basis of mutual advantage gained.

How To Manage And Motivate

Sally shows some concern for the success of the wider team, yet is equally concerned that her relationships with the organisation will yield some individual gain. Highlighting the ways in which a team focus can help achieve individual success is likely to benefit people with this profile.

Co-Operative - Competitive



Definition

This scale focuses on the extent to which an individual is competitive and focused on their own targets. It also measures the degree of risk they are comfortable with taking and their assertiveness when it comes to closing a sale. It measures the amount of drive someone brings to a role and their persistence in striving to be 'the best'. People who score to the left tend to be team players, are likely to be less pushy and are more prepared to share information and to help others.

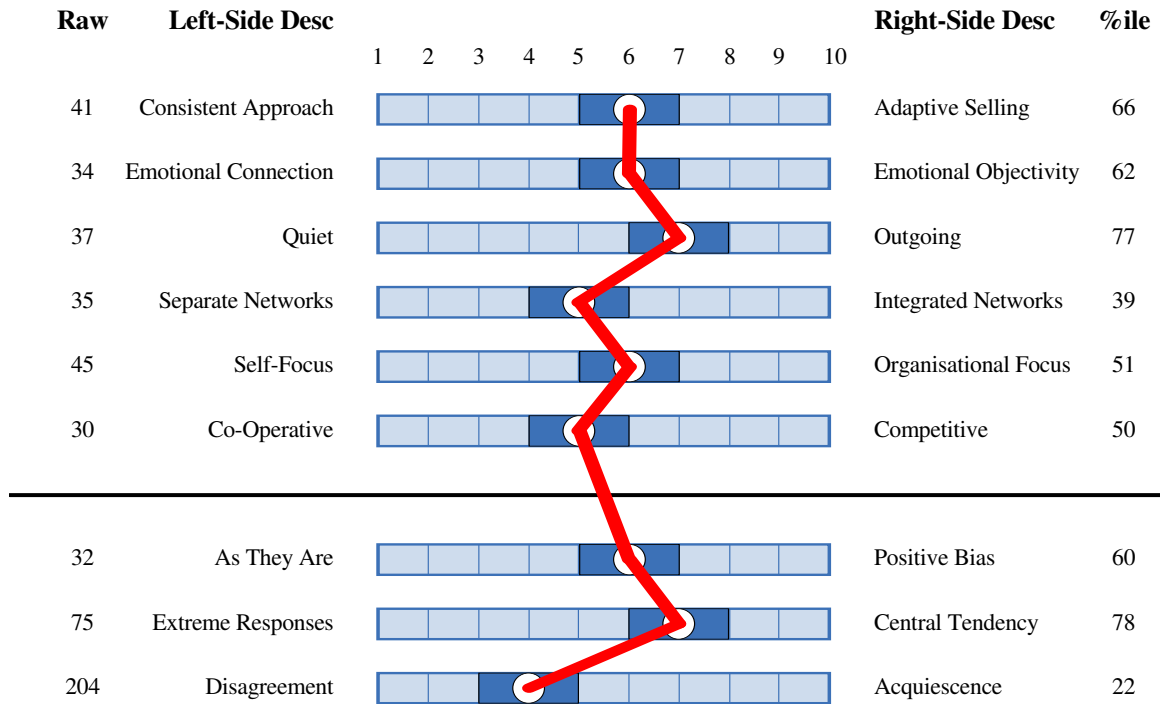
Result

Sally has scored in the mid-range on this scale and, as such, should be as driven to succeed as the average person in the reference group. Having a reasonably strong drive to excel, Sally will be prepared to push herself, yet will also like to maintain a balance in her life and have time to relax and switch off. She will value competition to a point, but is also prepared to give help within a team environment.

How To Manage And Motivate

While Sally will like to succeed and get ahead in her career, she is also prepared to acknowledge others as being equally as competent, and will not be averse to celebrating the successes of her peers.

Sales Preference Indicator (SPI) Profile Chart



Scores based on sten values with Mean=5.5 and SD=2.
 %ile=percentile, i.e., percentage of sample below respondent's score.

Norms based on a sample of 1642 NZ Respondents.