

Sam Sample | Example Date

EXPERT

**EXTENDED REPORT (WITH
OVERALL)**

SALES PREFERENCE INDICATOR



POWERED BY
**PSYTECH
GeneSys**

© OPRA Group Ltd.
Distributed by OPRA Psychology Group.
www.opragroup.com.

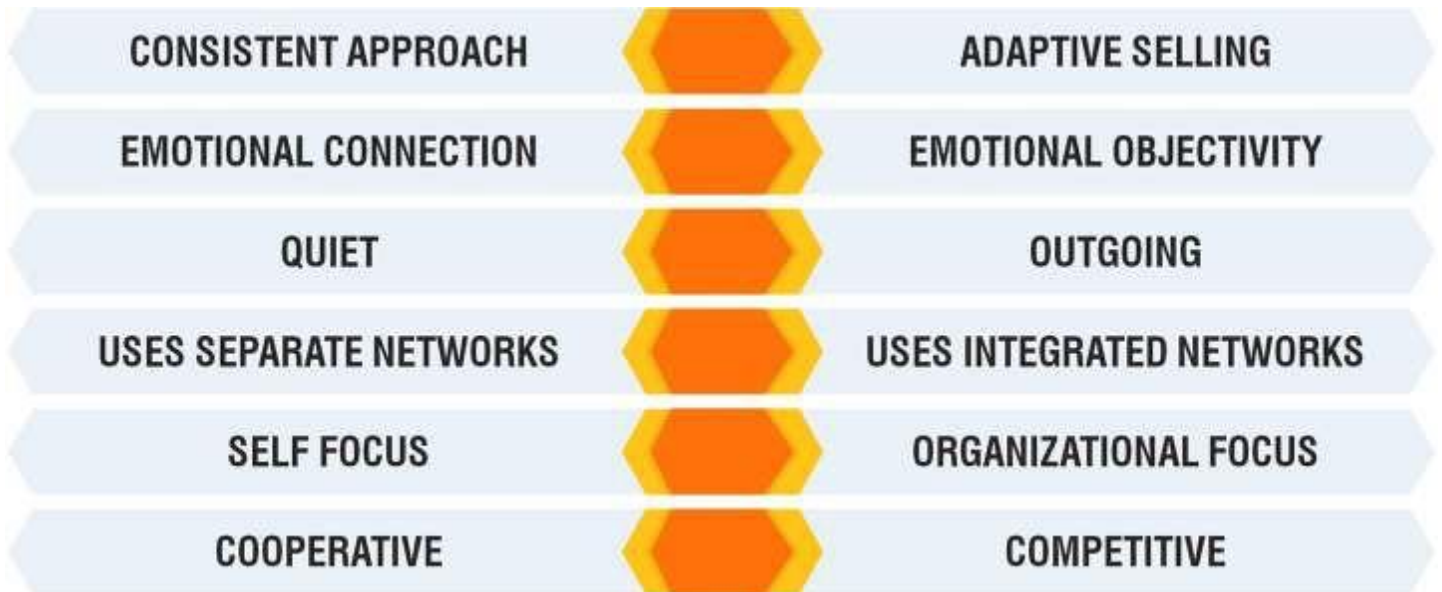


GUIDE TO USING THIS REPORT

INTRODUCTION

The Sales Preference Indicator (SPI) provides an invaluable insight into characteristic behaviours in sales-related environments. Designed to be used as part of an assessment battery, it enables practitioners to identify people best suited to different sales roles.

The SPI measures 6 core dimensions of sales activity and has been developed from an extensive literature review and empirical validation of objective sales success. The 6 dimensions of sales activity are:



REFERENCE GROUP (NORM) USED

The following norm was used to generate this report:

Test	Norm Used	Sample Size
Sales Preference Indicator (SPI)	Working Age Adults	7919

DISCLAIMER

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 Sample.

This profile arises from a self-report questionnaire and must be interpreted in the light of corroborating evidence gained from feedback and in the context of the role in question taking into account available data such as performance appraisals, actual experience, personality preferences, values, motives, interests, abilities and skills. As such the authors and distributors cannot accept responsibility for decisions made based on the information contained in this report and cannot be held directly or indirectly liable for the consequences of those decisions.



RESPONSE STYLE INDICATORS

Social Desirability

This questionnaire contains a measure of the extent to which the respondent has attempted to present himself in a socially desirable or favorable way. An analysis of Sam Sample's scores suggests that he may have answered the questions in an overly favorable manner and may have tried to present himself in a positive light.

An alternative explanation to explore is that Sam Sample may be very conscientious. In that case, Sam Sample may demonstrate some of the following attributes to a high level. He may be an assertive, competitive or outgoing person with good adaptive selling, networking or closing techniques and is reflecting this in his responses to the questionnaire.

Central Tendency

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

Sam Sample 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 himself. Some aspects of his profile may be less accurate than others. However, it may also mean that Sam Sample genuinely has moderate views and attitudes compared to other people.

Acquiescence

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

Sam Sample used the 'agree' and 'disagree' ratings to a normal extent. This indicates a balanced approach in responding to this questionnaire.



SELLING STYLES

OVERALL POTENTIAL

Treat the Overall Potential scale with caution: It pertains to limited circumstances. This scale indicates potential for sales against a generic sales success model. However, specific roles will vary in their requirements, and individuals can develop particular sales approaches that work for them. These factors will qualify the indication given by the Overall Potential rating and on some occasions it will not be accurate.

Overall, Sam Sample scored within the moderate range for people in the reference group. While other factors do come into play, the areas covered by this questionnaire suggest that Sam Sample may have some areas of discomfort in a sales role.

CONSISTENT APPROACH - ADAPTIVE SELLING

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.

Sam Sample's score on this scale suggests that he is adaptive in his sales approach and, although likely to have a preferred style of dealing with clients, Sam Sample will be open to modifying this as required. He is the kind of person who will put forward his own ideas and will listen to the client and adapt according to the circumstances he is in.

How to Manage and Motivate

Sam Sample has an aptitude for adjusting his presentation style to suit the needs of his clients, and should derive satisfaction from a role in which there are changing and varied requests which need to be addressed.

EMOTIONAL CONNECTION - EMOTIONAL OBJECTIVITY

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.

Sam Sample scored on the left-hand side of this scale, indicating that he is inclined to connect with others' emotions. As such, he may find it difficult to remain positive if faced with prolonged negativity from the buyer. While Sam Sample will initially expect success more than failure, prolonged disinterest from the prospective client will probably discourage him, and dampen his self-confidence and perseverance.

How to Manage and Motivate

Sam Sample will work the most productively with clients who are apt to see the positives of what he is offering, as opposed to working in a market which is particularly critical or negative. Training in techniques for handling negative reactions should also prove helpful to him.

SALES PERSONA: QUIET - OUTGOING

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.

Sam Sample has scored around the mid-point on this scale and as such, should have a reasonable ability to build relationships with others, and should not feel threatened by a role that demands him to liaise and network internally as well as externally. Although Sam Sample may exercise a degree of caution on first time meeting, he should be quite warm and personable once the relationship has been built.

How to Manage and Motivate

Sam Sample is the kind of person who will appreciate being managed in a fairly informal manner and, in many things, will prefer to be told face to face as opposed to receiving written or e-mail documentation. Because he is not an extreme extravert, however, he is likely to appreciate the time to reflect over material in advance of sharing his ideas with others.

NETWORKING: SEPARATE - INTEGRATED

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.

His results show that Sam Sample is likely to keep a degree of separation between his personal and work life and, as such, may find reasons not to actively approach friends and family for work opportunities. He will also probably be selective in choosing the situations which are 'right' and 'wrong' to engage in sales activity. Sam Sample may also find it easier engaging in face-to-face contact than actively prospecting using the telephone.

How to Manage and Motivate

By talking through his reservations about including certain groups in his selling cycle, a manager or coach may assist Sam Sample to find an approach that is not threatening to him. Pairing him alongside someone who does not have any networking or telephone reluctance may also be worth pursuing. Sam Sample may be motivated by acknowledging the potential value of his network to the organisation. He will be motivated by being shown the 'win-win' benefits of integrating more of his personal and professional networks.

SELF-FOCUS - ORGANISATIONAL FOCUS

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.

Sam Sample has scored on the right-hand side of this scale and, as such, is likely to appreciate working in an organisation with a good reputation. He will tend to subscribe to the view that people benefit from mutual support, and can generally be trusted to consider selling opportunities for other parts of the business when meeting with a client. He will tend to share information where it benefits the organisation to do so, and will expect this from others.

How to Manage and Motivate

Sam Sample will want to work for an organisation or team that has a positive standing in the marketplace, and will need to feel that he is a valued member of the group. Acknowledgement of sales achievements in the form of privileges, gifts, dinner vouchers and the like will also normally appeal to someone with this profile.



COOPERATIVE - COMPETITIVE

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.

Sam Sample profiles as being a little more co-operative than competitive in his sales approach and, as such, may be low-key in assertively asking the client for the business. Sam Sample will not want to jeopardise the client relationship by coming across as being excessively pushy. Some evidence also suggests that work is not the be all and end all for Sam Sample, and that he is the kind of person who will want to have time to relax and switch off.

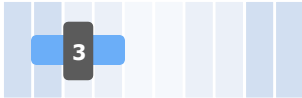
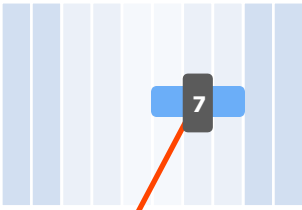
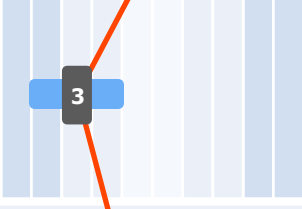
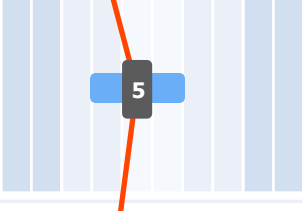
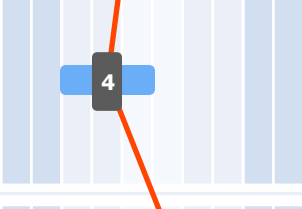
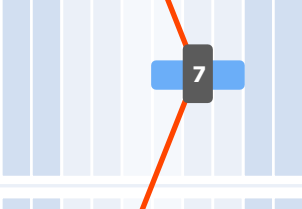
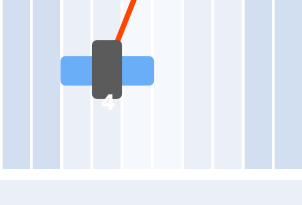
How to Manage and Motivate

Sam Sample is likely to be motivated more by a co-operative than competitive team structure, and should work most productively with the input of others at the point of closing the sale. Encouraging him to assertively ask for the business and close a sale may be initially met with resistance since he is likely to see this as being pushy and aggressive. Coaching in the finer points of 'win-win' assertiveness may help.



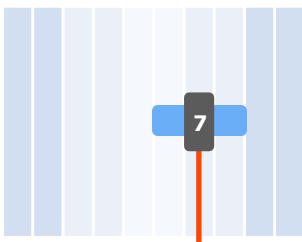
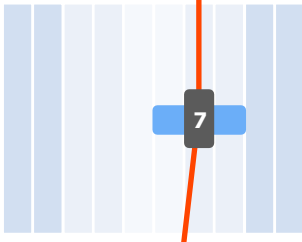
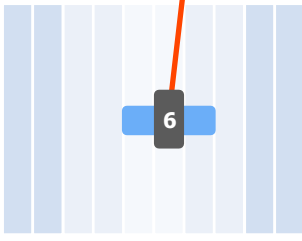
THE SELLING STYLE PROFILE

SPI PROFILE CHART

Scale	Raw	Description	1 2 3 4 5 6 7 8 9 10	Right Description
OR	203	Modest Potential		High Potential
AS	40	Consistent Approach Tends to take a structured 'one size fits all' approach to engaging with potential or existing clients. May see sales activity as routine and repetitive and treat all clients the same way.		Adaptive Selling Can adjust selling style to suit the specific needs of the client and each selling situation. Should focus on 'reading' client's needs. Has an adaptive approach.
EO	25	Emotional Connection May find it difficult to distance themselves from client emotion. May struggle to turn an initially non-receptive client around. Can take things personally when a sale does not eventuate.		Emotional Objectivity Can push ahead in the face of difficulties and accept any resistance as a motivator for finding another sales approach. Tends not to take things personally when a sale does not eventuate; does not take 'no' as an answer.
SP	31	Quiet Tends to be quiet and reserved. May lack social confidence and be slow to build rapport with a potential client. May prefer working behind the scenes.		Outgoing Outgoing and sociable; should enjoy meeting new clients and spending time with people. Should build rapport with client quickly.
IN	31	Separate Networks Tends not to mix business with pleasure and keep work and personal life separate. May consider networking to friends unethical. May not have comfort in sales as a career.		Integrated Networks Should be able to conduct business with friends and family and use referrals to help open doors. Should not fear the loss of approval from others by engaging in sales as a career.
OF	48	Self-Focus Tends to focus on personal reward for sales success. Are concerned about doing what is in their own best interests. May work well with a lot of autonomy, yet keep a lot of information to themselves.		Organisational Focus Places importance on trust and being supportive of others. Is concerned about the reputation of the organisation. Focus is on group, and sharing information with colleagues.
COMP	28	Cooperative May prefer to build client relationships in a gradual manner. May not respond well to specific sales targets, and struggle to assertively ask for business.		Competitive Typically, are very competitive and self-assured. Should find it easy to ask for business and close potential sales.



RESPONSE STYLES CHART

Scale	Raw	Description	1 2 3 4 5 6 7 8 9 10	Right Description
SD	37	<p>Unguarded</p> <p>Honest; Willing to convey accurate picture of themselves; Accepts the presence of minor failings and idiosyncrasies; Possibly tough on self.</p>		<p>Positive Bias or Principled</p> <p>Tendency to present self in favorable light; May reflect deliberate distortion or a highly over-idealised self-image. Alternatively, may have a highly moral or ethical upbringing.</p>
CT	80	<p>Extreme Responses</p> <p>Answered the questionnaire decisively by avoiding middle or non-committal answers. May have clear preferences and a high level of self-awareness.</p>		<p>Central Tendency</p> <p>Tended to opt for mid-point or moderate ratings; May be genuinely moderate in respect to many personality traits and dispositions. Alternatively, may have poorly defined self-concept or be unwilling to reveal too much about themselves.</p>
AQ	220	<p>Disagreement</p> <p>Have opted disproportionately for the "disagree" answer on the questionnaire. This may indicate a general tendency to disagree when uncertain of the appropriate or accurate response to a question.</p>		<p>Acquiescence</p> <p>Have opted disproportionately for the "agree" answer on the questionnaire. This may indicate a general tendency to agree when uncertain of the appropriate or accurate response to a question.</p>