



Sales Expert Report Chris Park



Professional
Styles

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About this Report

This report is based upon the Wave® Styles assessment, which explores an individual's motives, preferences, needs and talents in critical work areas.

The results are based on a comparison with an international group of over 7,000 individuals working in sales.

Since the questionnaire is a self-report measure, the results reflect the individual's self-perception. Our extensive research has shown this to be a good indicator of how people are likely to operate in the workplace. Nevertheless, due consideration must be given to the subjective nature of using an individual's self-perception in the interpretation of these data.

It should be remembered that the information contained in this report is potentially sensitive and every effort should be made to ensure that it is stored in a secure place.

The information contained within this report is likely to remain a good reflection of the individual's self-perception for 12-24 months, depending upon circumstances.

The report was produced using Saville Assessment software systems. It has been derived from the results of an assessment completed by the respondent, and reflects the responses they made.

This report has been generated electronically. Saville Assessment do not guarantee that it has not been changed or edited. We can accept no liability for the consequences of the use of this report, howsoever arising.

The application of this assessment is limited to Saville Assessment employees, agents of Saville Assessment and clients authorized by Saville Assessment.

Introduction

Sales Styles Profile

The Sales Styles Profile outlines the eight main styles sections, grouped under the four major cluster headings of Thought, Influence, Adaptability and Delivery. Descriptions are given for each of the eight sections.

Sales Competency Profile

The Sales Competency Profile gives a unique prediction of Chris Park's likely strengths and limitations in eight key sales areas. Underlying components of performance are reflected in the verbal descriptions and scores under each of the eight competency headings. This prediction should be interpreted against key work requirements as established through job analysis or competency profiling methods. Highly positive profiles may reflect an unrealistically positive self-view whilst low scoring profiles may reflect an overly critical self-view. In such cases, it is particularly important to verify the results against other information.

Sales Focus Profile

The Sales Focus Profile provides information on Chris Park's potential against three sales focus indicators (New Business Focus, Account Management Focus and Sales Leadership Focus) which relate to effectiveness in different sales roles.

Sales Environment Fit Profile

The Sales Environment Fit Profile gives an indication of the workplace situations in which Chris Park is likely to be more or less effective as a salesperson. This profile shows the top and bottom ranked situations, based on responses to the Styles questionnaire.

Sales Styles Profile - Overview

This profile provides a detailed assessment of Chris Park's responses to the Styles questionnaire. It begins with a summary of response patterns followed by an explanation of the profile structure. The next page reports on the results of the four major clusters.

Response Summary

	1	2	3	4	5	6	7	8	9	10
Ratings Acquiescence Overall, neither overly lenient nor critical in self-ratings										
Consistency of Rankings Highly consistent in rank ordering of characteristics										
Normative-Ipsative Agreement Overall, there is a fairly high degree of alignment between normative and ipsative scores										
Motive-Talent Agreement Overall, the degree of alignment between Motive and Talent scores is typical of most people										

Profile Breakdown

Saville Assessment's extensive research indicates the best predictor of performance at work is generally the score indicated by the Sten marker (combined normative-ipsative). Information is also provided on subtle differences highlighted by the profile, which are unique to Wave reporting:

N - I Normative-Ipsative Split. Differences between normative (rating) and ipsative (ranking) scores of three Stens or more are indicated by the markers **N** and **I**, respectively. Where ipsative scores are higher than normative ones, the person may have been overly self critical in their normative self descriptions. If normative scores are higher than ipsative, it may mean that the person has been less self critical and has possibly exaggerated their normative description. This provides specific areas for further verification, rather than one unspecified measure of social desirability.

M - T Motive-Talent Split. Differences between motive and talent scores of three Stens or more on a given dimension are indicated by the markers **M** and **T**, respectively. Such differences may suggest an incentive to develop in given areas, or indicate areas where environmental influences are having a strong impact.

Sales Styles Profile

Thought	1	2	3	4	5	6	7	8	9	10
Expert Analyst Sells based on up-to-date technical understanding of products and services					T			M		
Strategist Creates a shared understanding of the strategic imperatives that underpin a sale										
Influence	1	2	3	4	5	6	7	8	9	10
Negotiator Seeks to develop mutually beneficial deals with customers										
Persuader Sells by presenting the facts articulately and persuasively										
Adaptability	1	2	3	4	5	6	7	8	9	10
Resolver Builds trust, sorts out problems for customers and works to improve service delivery			I				N			
Relationship Builder Develops and maintains strong relationships with key customers and influencers			M				T			
Delivery	1	2	3	4	5	6	7	8	9	10
Administrator Ensures that things are done correctly and efficiently										
Driver Pushes ambitiously to get the highest possible results										




Sales Competency Profile

This profile provides Chris Park's areas of greater and lesser potential. The measures of competency potential have been developed based on Saville Assessment's extensive international databases linking Wave to work performance.

	Competency	Prediction Score
Solving Problems	Identifying Needs Understanding Customer Needs (6); Analyzing Information (7)	Fairly High higher potential than about 75% of the comparison group
	Developing Solutions Applying Expertise (8); Being Creative (10)	Extremely High higher potential than about 99% of the comparison group
Influencing People	Developing Leads Developing Rapport (3); Building Relationships (7)	Fairly Low higher potential than about 25% of the comparison group
	Closing Deals Presenting Information (4); Changing Views (7); Challenging Objections (10)	High higher potential than about 90% of the comparison group
Adapting Approaches	Staying Positive Handling Pressure (4); Being Resilient to Change (5); Maintaining Self-Belief (7)	Average higher potential than about 60% of the comparison group
	Working Collaboratively Supporting People (3); Working Co- operatively (2)	Very Low higher potential than about 5% of the comparison group
Delivering Results	Being Disciplined Being Organized (1); Maintaining Standards (1)	Extremely Low higher potential than about 1% of the comparison group
	Results Focused Taking Action (8); Pursuing Targets (7)	High higher potential than about 90% of the comparison group

Sales Focus Profile






The following profile summarizes Chris Park's greater or lesser potential against focus indicators which relate to effectiveness in different sales roles.

Focus Indicator		Prediction Score
New Business Focus e.g. Developing Leads; Negotiating Deals; Using Creative Strategies		Fairly High higher potential than about 75% of the comparison group
Account Management Focus e.g. Managing Accounts; Maintaining Service Levels; Upselling to Existing Customers		Extremely Low higher potential than about 1% of the comparison group
Sales Leadership Focus e.g. Making Decisions; Giving Direction; Motivating Sales People		Very High higher potential than about 95% of the comparison group






Sales Environment Fit Profile

The Sales Environment Fit Profile gives an indication of the workplace situations in which Chris Park is likely to be more or less effective as a salesperson. This profile shows the top and bottom ranked situations, based on responses to the Styles questionnaire.

Chris Park is likely to be more effective as a salesperson where:

-  finding creative solutions, innovative techniques and developing strategies is an important part of the sales process
-  it is beneficial to challenge customers' views and counter objections to move towards closing a deal
-  building trust with customers is achieved by developing and displaying expertise through learning and providing a visionary approach
-  initiative and energy are required to pursue new deals and drive sales to completion
-  there is a need for persuasion and a positive outlook to convince buyers

Chris Park is likely to be less effective as a salesperson where:

-  it is important to maintain high standards and adhere to internal processes and external regulation
-  a methodological approach to sales delivery which places emphasis on planning and meeting deadlines is a priority for customers
-  there is a requirement to work collaboratively with colleagues and customers to agree deals and deliver projects
-  there is a focus on building existing and making new connections to develop a network of clients
-  there is a supportive, trusting environment and allocating time trying to understand customers' motivations is valued