Sales Line Manager Report
Chris Park

Professional

Styles

About this Report

This report is based upon the 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 authorised by Saville Assessment.

Introduction to the Sales Line Manager Report

This report provides information about an individual's sales potential and sales environment fit based on Saville Assessment's extensive validation research.

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.

How to use this report

The report can be used in a variety of talent management activities including personnel selection, placement, promotion and talent development. The report is designed to be interpreted by line managers, assessors, interviewers and other key stakeholders to inform their decision making without the need for specific training or expertise in the area of psychometric assessment. The competency model is designed to be universally applicable and is based on extensive research. The relative importance of each competency should be determined at the start of the assessment process. In addition, the information in this report should be used in combination with other work-relevant information about the individual when making employment related decisions.

This report should only be supplied by a specialist who is qualified to use the full range of Saville Assessment Wave tools, including the Sales Expert Report that provides more detailed information (e.g. on an individual's underlying talents and motives).

Sales Competency Profile

The following profile summarises Chris Park's areas of greater and lesser potential based on our extensive international database linking Saville Assessment Wave to work performance. Chris Park's Ratings Acquiescence is Sten 6 and their Consistency of Rankings is Sten 10.

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

Sales Focus Profile

The following profile summarises 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	7	**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	1	**Extremely Low** higher potential than about 1% of the comparison group
Sales Leadership Focus e.g. Making Decisions; Giving Direction; Motivating Sales People	9	**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