



Sales Expert 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 a group of over 2,000 individuals working in sales in the United Kingdom.

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.

Selling Styles Profile

Thought

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

Persuader

Sells by presenting the facts articulately and persuasively

Negotiator

Seeks to develop mutually beneficial deals with customers

I

N

Adaptability

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

Administrator








Ensures that things are done correctly and efficiently

Driver

Pushes ambitiously to get the highest possible results


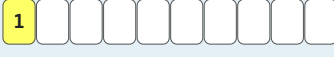
Sales Profile

The following report 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 7 and their Consistency of Rankings is Sten 10.

Area		Potential
Solving Problems	Identifying Needs Understanding Customer Needs (6); Analysing 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 (2); 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 (6); Maintaining Self-Belief (7)	 Average higher potential than about 60% of the comparison group
	Working Collaboratively Supporting People (3); Working Co-operatively (3)	 Very Low higher potential than about 5% of the comparison group
Delivering Results	Being Disciplined Being Organised (2); Maintaining Standards (2)	 Extremely Low higher potential than about 1% of the comparison group
	Results Focused Taking Action (7); Pursuing Targets (7)	 Fairly High higher potential than about 75% of the comparison group

Sales Potential Indicators

The following report summarises Chris Park's greater or lesser potential against key performance indicators which underpin effectiveness across different sales roles.

Indicator	Potential
High Customer Contact Rate e.g. Initiating Contact; Following Up Leads; Maintaining Existing Relationships	 Average higher potential than about 40% of the comparison group
Developing New Business e.g. Developing Leads; Negotiating Deals; Using Creative Strategies	 Average higher potential than about 60% of the comparison group
Managing Existing Business e.g. Managing Accounts; Maintaining Service Levels; Upselling to Existing Customers	 Extremely Low higher potential than about 1% of the comparison group
Sales Leadership e.g. Making Decisions; Giving Direction; Motivating Sales People	 Very High higher potential than about 95% of the comparison group