

# SPI

SALES PREFERENCE  
INDICATOR

**Martin Smith**

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**06/12/2010**

## ***FEEDBACK REPORT***

*N.B. This is a CONFIDENTIAL report, containing personal information to be used under the guidance of a trained manager or professional. If you are not authorised to read this report, please return it immediately to Martin Smith.*

Report produced by:

Management Sanctuary Ltd

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## INTRODUCTION

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### **WAIVER**

The SPI is an indicator only, and cannot predict sales performance with certainty. We accepts no responsibility for 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 642 Sales and Customer Contact Applicants, UK 2005.

## SALES PREFERENCE SCORES

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### RESPONSE STYLE INDICATORS

#### **Social Desirability**

This questionnaire contains a measure of the extent to which you have attempted to present yourself in a socially desirable or favourable way. You appear to have answered the questions realistically and to have presented an accurate picture of yourself.

#### **Central Tendency**

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

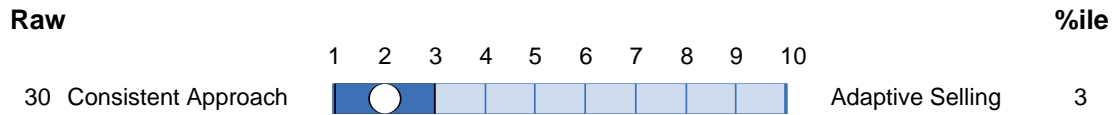
You have responded with a normal spread of ratings, suggesting a normal degree of openness verses caution.

#### **Acquiescence**

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

You used the "agree" and "disagree" ratings to a normal extent in the reference group. This indicates a balanced approach in responding to this questionnaire.

## 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.

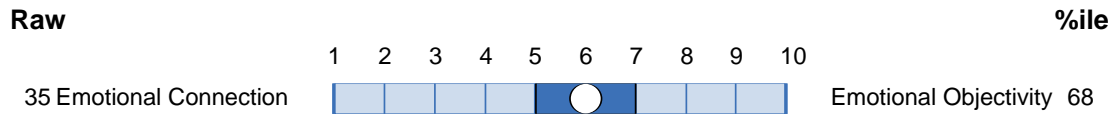
### Result

You have scored at the highly structured end of this scale, which suggests a strong preference for dealing with all people the same way, across a range of situations and contexts. Your focus on structure and procedure may mean that you attend less to the impact you are having on others. Your responses also suggest that if you do not personally believe in what you are selling, you are apt to have difficulty convincing others of its benefit.

### How To Develop

You are ideally suited to working in a role where you are faced with a finite number of selling situations which do not require you to significantly adjust your sales approach. You will appreciate having guidelines, procedures and routines to follow. In order to build your level of responsiveness to others, there is scope for you to spend more time attending to the verbal and non-verbal cues presented by the prospective client, and considering the impact of what you say and do has on this person.

## 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.

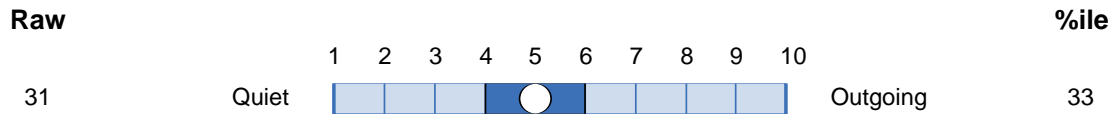
### Result

Your mid-range score on this scale suggests that you are likely to be moderately sensitive to the emotional reaction of others. You will tend to expect success more than failure, yet prolonged signs of disinterest from the prospective client may discourage you and dampen your perseverance.

### How To Develop

You are likely to be reasonably motivated by your 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.

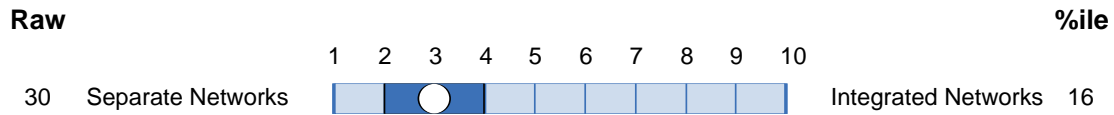
### Result

You have scored around the mid-point on this scale and, as such, should have a reasonable ability to build relationships with others. You probably do not feel threatened by a role that demands you to liaise and network within an organisation as well as externally. On first time meeting, you may exercise a degree of caution, yet having built the relationship, you profile as being quite warm and personable.

### How To Develop

You are 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 you are not an extreme extravert, however, you are likely to appreciate the time to reflect over material in advance of sharing your ideas with others.

## 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.

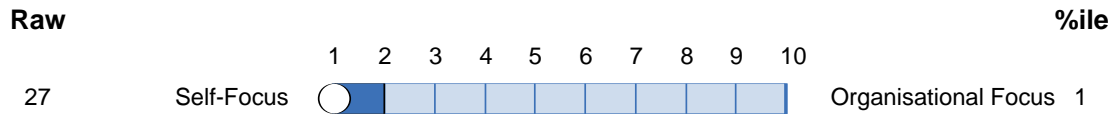
### Result

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

### How To Develop

By talking through your reservations about including certain groups in your selling cycle, a manager or adviser may assist you to find an approach that is not threatening to you. It may also be worth pursuing an opportunity to work alongside someone who does not have any networking or telephone reluctance. Receiving acknowledgement of the potential value of your network to the organisation may motivate you. You will be motivated by being shown the 'win-win' benefits of integrating more of your personal and professional networks.

## 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.

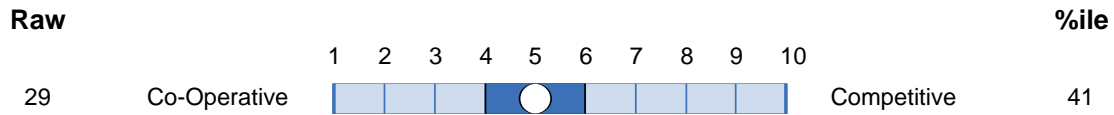
### Result

Your score on this scale suggests that you are more self-focused than focused on the organisation, and probably have well-defined personal goals in place. Often, people with this profile tend to believe that to be successful you need to 'go it alone', and are often at risk of discounting the wider needs of the organisation in the process.

### How To Develop

You are unlikely to be particularly concerned about the reputation of the organisation, so long as there is profit or career progression in your relationship with it. Further, you may prefer a role that rewards individual effort rather than the achievement of team-based goals. Being shown what is in it for you, or discovering this for yourself, will be a powerful motivator.

## 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

You have 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, you will be prepared to push yourself, yet will also like to maintain a balance in your life and have time to relax and switch off. You will value competition to a point, but are also prepared to give help within a team environment.

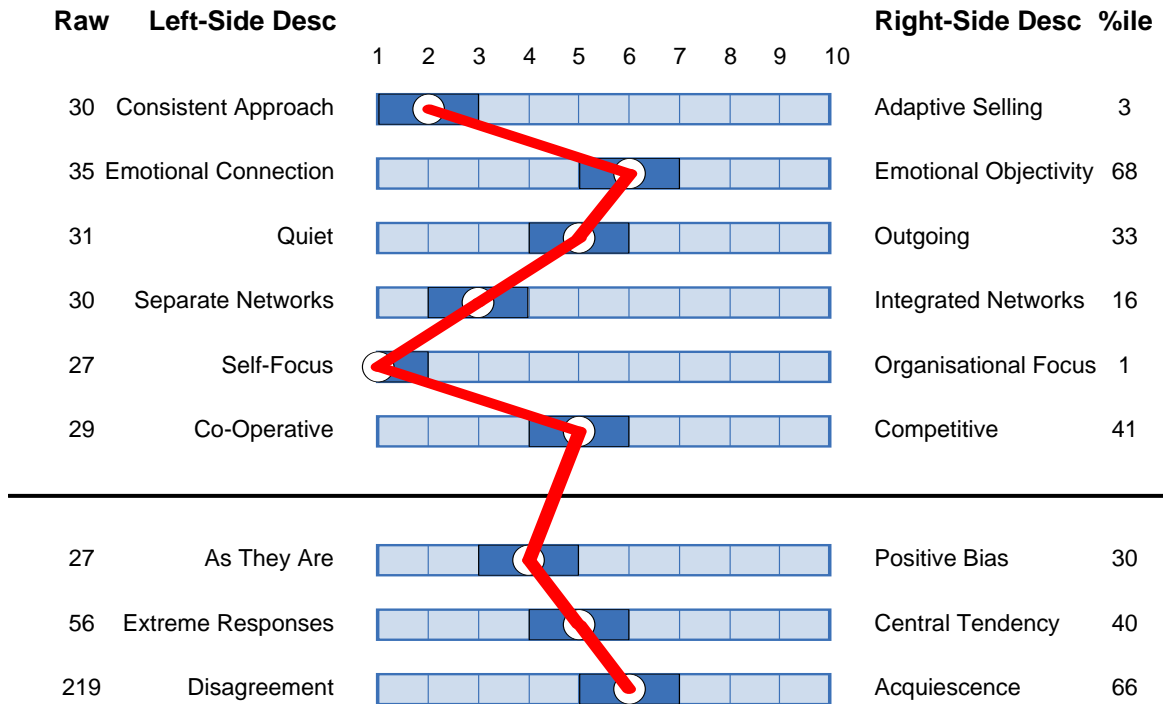
### How To Develop

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

## SALES PREFERENCE INDICATOR (SPI) PROFILE CHART

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06/12/2009



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 642 Sales and Customer Contact Applicants, UK, 2002.