wave

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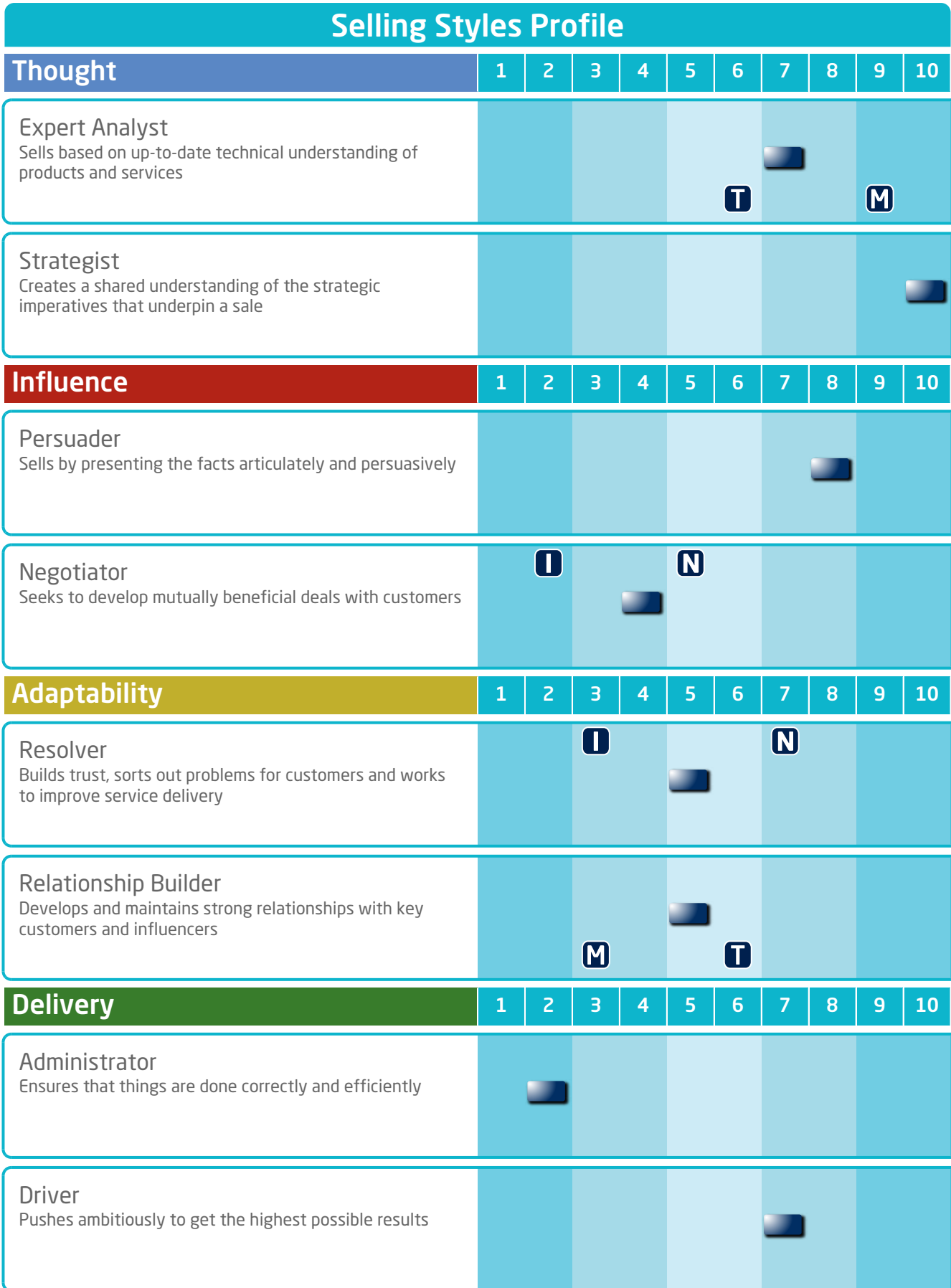
It should be remembered that the information contained in this report is potentially sensitive and every effort should be made to ensure that it is stored in a secure place.

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

	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
Persuader — Sells by presenting the facts articulately and persuasively								■		
Negotiator — Seeks to develop mutually beneficial deals with customers		I		■	N					

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

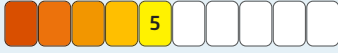|	1	2	3	4	5	6	7	8	9	10
Administrator — Ensures that things are done correctly and efficiently		■								
Driver — Pushes ambitiously to get the highest possible results							■			

Sales 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)

`[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 (2); 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 (6); Maintaining Self-Belief (7)

`[6]`

Average
higher potential than about 60% of the comparison group

Working Collaboratively
Supporting People (3); Working Co-operatively (3)

`[2]`

Very Low
higher potential than about 5% of the comparison group

Delivering Results

Being Disciplined
Being Organised (2); Maintaining Standards (2)

`[1]`

Extremely Low
higher potential than about 1% of the comparison group

Results Focused
Taking Action (7); Pursuing Targets (7)

`[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	[5]	**Average** higher potential than about 40% of the comparison group
Developing New Business e.g. Developing Leads; Negotiating Deals; Using Creative Strategies	[6]	**Average** higher potential than about 60% of the comparison group
Managing Existing Business 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 e.g. Making Decisions; Giving Direction; Motivating Sales People	[9]	**Very High** higher potential than about 95% of the comparison group