

Selling Styles Inventory

Profile Report

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Profile Report

Introduction & Interpretation

Research has shown that different personality traits are needed for different types of jobs. The better the fit of one's personality with job requirements, the more likely the individual will have higher performance. Using this report will help provide clarity on an individual's preferred style of behaving and fit with sales positions and roles.

Responses of the individual have been compared to a large sample of sales professionals. Scores are presented in terms of percentile standing in comparison to this group. In the charts that follow, descriptions to the right and left of the score provide a brief summary of the characteristics of high and low scores. If scores are between the 25 and 75, the individual's behaviors are a blend of the descriptions to the left and right.

Selling Styles

In sales situations, people can relate to each other in three basic ways. These three basic ways of relating to others translate into three distinct Selling Styles. We refer to them as the **Dynamic Style**, the **Analytical Style**, and the **Interpersonal Style**.

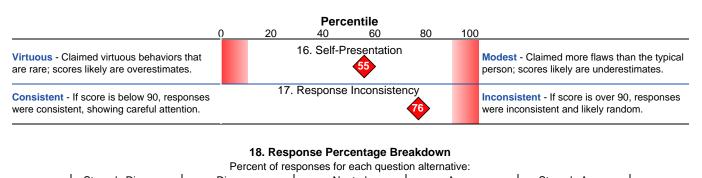
Most sales people can act in all three ways, but most have one or two styles that come most naturally to them. Every buyer also has a natural, most comfortable style. Each of the three Selling Styles has both strengths and challenges associated with it. Understanding an individual's preferred Selling Styles will help improve sales performance.

	0	20	Percer 40	tile 60	80	100			
Low Dynamic - Tends to use a low key approach; tends not to be aggressive, "pushy," or competitive.		1	Dynan				Dynamic - Sells based on energy, drive and emotions; is assertive, persuasive, and		
				75			competes to win.		
Low Analytical - Tends not to do deep analyses with lots of facts; doesn't overwhelm with information and logic.			Analyt	ical			Analytical - Sells based on facts and analysis; is logical, analytical, detail-oriented, adaptable, and persistent.		
					81				
Low Interpersonal - Tends to use a more impersonal approach; tends not to build strong personal relationships with clients.		Interpersonal				Interpersonal - Sells based on personally			
		1		70		connecting with others; is warm, diplomation and sensitive to the needs of others.			

Response Fidelity

These three measures help identify whether this report is likely to be an accurate description of the individual. They help identify whether the respondent was attentive and realistically accurate in completing the questionnaire.

If the scores for **Accurate Self-Presentation** and **Response Inconsistency** are in the red zone, caution should be exercised in interpreting this report. **Response Percentage Breakdown** shows the percent of responses for each questionnaire response alternative. This should be relatively balanced, with similar proportions of responses above and below neutral.





Graphic Profile

Descriptions of Low Scorers 0	20 40 60 80	100 Descriptions of High Scorers	
	<u>Dynamic Style</u>		
Restrained - Tends not to actively per-	1. Influence	Persuasive - Persuades, convinces, influ-	
suade, sell, debate, and negotiate with	84	ences, and sells; enjoys negotiating and	
others.		bargaining.	
Unhurried - Prefers to work at a moderate	2. Energy	Energetic - Prefers fast-paced	
bace; tends not to be as active and lively as others.	84	environments and is constantly involved with lots of activities.	
Present Oriented - Prefers to enjoy self now and have reachable goals that	3. Achievement	Goal Oriented - Sets stretching goals; works hard to improve and seeks career	
equire moderate effort.	91	advancement.	
Relaxed - Tends to delay starting disliked	4. Initiative	Self-Starter - Takes action without being	
ctivities; avoids doing extra work, if		asked, is a self-starter; readily accepts	
innecessary.	73	new responsibilities.	
Unsure - Becomes discouraged after	5. Confidence	Confident - Remains confident after failure or rejection; is optimistic for	
negative feedback; needs time to recover.			
	49	SUCCESS.	
	Analytical Style		
Tangible - Prefers concrete, self-evident		Abstract Applyzes complicated issues:	
hinking; likes problems to be clear-cut	6. Analytical Thinking	 Abstract - Analyzes complicated issues; uses logic and deep analysis to identify 	
and well-defined.	91	solutions.	
Stability-Oriented - Prefers predictability	7. Adaptability	Change-Oriented - Seeks out variety and	
and structure; tends to avoid ambiguity and change.		readily adapts to change, ambiguity, or	
	85	new situations.	
Traditional - Continues with traditional ways of doing things; tends not to generate unique ideas	8. Innovation	Creative - Has an active imagination and	
	91	identifies new connections between ideas	
		•	
Undetailed - Tends to dislike detailed work and checking small details for	9. Attention to Detail	Detailed - Likes to plan and check work for accuracy; enjoys proofing and	
accuracy.	84	identifying small errors.	
Emotionally Expressive - Openly ex-	10. Self Control	Emotionally Controlled - Controls emotions and seldom gets upset or shows	
presses emotions, showing both			
excitement and frustration.	52	irritation.	
I	Interpersonal Style		
Reserved - Is quiet and reserved; tends	11. Sociability	Sociable - Is outgoing, talkative, and finds	
not to be the center of attention or start		it easy to meet people and make new	
conversations with strangers.	78	friends.	
ndividualist - Tends to work alone;	12. Cooperation	Collaborative - Is group-oriented,	
nesitates to cooperate and agree with	90	agreeable, and supportive; tries to get	
lifficult people.	90	along with everyone.	
ndifferent - Is inattentive to the needs	13. Concern for Others	Caring - Pays close attention to the	
and feelings of others; tends not to show empathy.	85	problems and needs of others; is sympathetic and caring.	
Direct - Is direct and to the point with	14. Diplomacy	Diplomatic - Is respectful, courteous and	
others; finds it difficult to be diplomatic vith certain people.	42	polite; is tolerant of others; makes others feel understood.	
	AF Understen d'an Others		
Jnperceiving - Tends not to sense the unspoken thoughts, feelings, concerns	15. Understanding Others	Perceiving - Senses the unspoken or partly expressed thoughts, feelings,	
and perspectives of others.	63	concerns and perspectives of others.	



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