



# Selling Styles Inventory

## SSI proves it *Selects Sales Winners* in recent studies!

### Highlights

- ◆ Dramatically reduced the cost of recruiting, training, new hire safety incidents and turnover.
- ◆ Improved new hire productivity, saved supervisors and HR staff time.
- ◆ Savings amounted to tens of thousands of dollars.
- ◆ Predicted validity coefficients of .44 and .48 (average validity for other instruments is .2).
- ◆ SSI is easily aligned with any organization’s competency model and performance management system.
- ◆ Results available in minutes. Can be accessed online 24/7 and emailed to administrator, HR or hiring manager.
- ◆ Users have expressed strong satisfaction with the instrument and with the support they receive.
- ◆ Available in 7 different languages.

### Highlights

Recent studies were conducted at two very different organizations a large, global financial services company with locations in multiple countries, and a leading provider of medical diagnostic services to physicians, hospitals, clinical laboratories, and surgery centers across the U.S.

In both organizations, representative samples of sales employees completed the SSI. The participants were categorized separately by managers as “A”, “B”, or “C” performers, based on recent sales results and overall performance. Statistical analyses were then conducted to identify the extent to which the SSI differentiated between high and low performers.

### Results

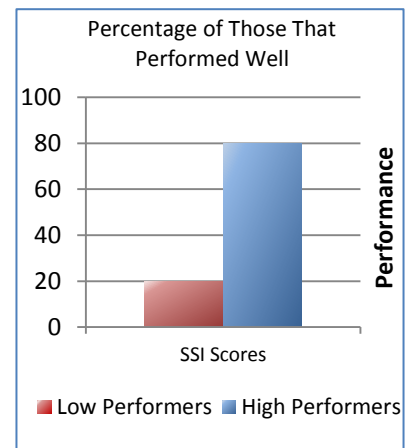
The results in both organizations were compelling: Composite scores on the SSI clearly differentiated high performers from low performers in both settings, with validity coefficients of .44 and .48. These are extremely high when compared to the validities reported in the selection literature, which are typically less than .25.

The sales success profiles for the two organizations differed slightly, as was expected considering their very different business models and sales environments. At the financial services company, sales effectiveness was best predicted by a composite of **Persuasiveness, Energy, Achievement, Concern for Others, Emotional Awareness, and Cooperation**. At the diagnostic services provider, sales effectiveness was best predicted by a composite of **Persuasiveness, Energy, Achievement, Self-Confidence, Adaptability, Analytical Thinking, and Diplomacy**.

In both studies, a key finding was the important role of Accurate Self-Perception as a moderator variable. That is, although Accurate Self-Perception was not itself related to sales success, adjusting the respondents’ SSI scores for response distortion (the degree to which they painted an overly positive picture of themselves), dramatically increased the SSI composite score’s correlation with sales performance.

### Frequency Distributions for High and Low Groups on Predicted Sales Effectiveness

In this real-world example, selecting sales applicants on the basis of each organization’s selection criteria, using behavioral interviews and adding the SSI with a predicted sales effectiveness score of 54 or better will produce an 80% likelihood that those selected will be high performers, with only a 20% probability that they will be low performers. By comparison, under both of these organizations’ current selection process only 35-40% of those hired turn out to be high performers. That is double the success rate of the current process. The expected business impact for the organization over time will be substantial.





## Other Products & Services

### Products:

- Page Work Behavior Inventory
  - ◆ Development Report
  - ◆ Team Report
- Advancement Potential Report
- Selling Styles Inventory
- Customer Service Inventory
- Retail-Hospitality Service Inventory
- Healthcare Services Inventory
- Applicant Selection Inventory
- Transportation Services Inventory
- Applied Reasoning Test
  - ◆ Managerial/Professional
  - ◆ Vocational/Technical
- Mechanical Reasoning Test
- Law Enforcement Work Styles Test
- Selecting Winners! Behavioral Interviewing program
- Structured Interview Guides
- Coaching Winners: Toolkit for Coaching & Development

### Services:

- Selection and Assessment
  - ◆ Competency Modeling
  - ◆ Organization Design & Job Description
  - ◆ Selection System Design & Validation
  - ◆ Competency-Based Interviewing
  - ◆ Onboarding Coaching
- Talent Management
  - ◆ 360° Assessment & Feedback
  - ◆ High Performance Coaching
  - ◆ Leadership Assessment
  - ◆ Succession Planning

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The SSI can be used for Role Assignment as well as Selection. An example of using the SSI for Role Assignment is an organization that categorized its sales force into "Hunters," or those that find customers (salespeople with a dynamic, high-energy style, that are good at finding and landing new clients). In addition, there are "Account Executives" or those that manage customer relationships (salespeople with a highly interpersonal style and are good at building and maintaining client relationships).

## Science of the SSI

The scale scores of the SSI are derived from the Big 5 model of Personality. The SSI scale results were correlated with each organizations assessment of the individual sales people's evaluated performance and actual results. The SSI is based on Psychological Research specifically focused on Sales Selection best practices, not a four-quadrant model that looks good on paper. Other tests are fond of dividing the world of into a paradigm of sales types without much science or research. Unfortunately, the world is much more complex and so are individuals and organizations. The SSI results can be calibrated to each organization's unique requirements without type casting the organization or its people into a matrix of pre-determined styles or types. Our ongoing research and validation studies on sales effectiveness helps assure that selection process integrity and legal defensibility is constantly maintained.

## Real Return on Investment

In our examples, both organizations have realized substantial improvement in their ability to select high-performing Sales Representatives by using the SSI. The return on investment is immediate. Typical cost of poor selection in sales that results in the new hire leaving in the first year is approximately 12 months of total compensation (salary, expense, bonuses and benefits). This cost is derived from a combination of lost sales productivity, lost management time in recruiting, training, supervision, loss of business reputation caused by the revolving door of new sales reps, poor customer relations, and lost opportunities with clients. Screening job applicants with the SSI can greatly reduce this cost.

## AAI's Selling Styles Inventory

The Selling Styles Inventory (SSI) is an Internet-based assessment tool that takes about 20 minutes to complete. It is available in English, Spanish, French, Brazilian Portuguese, Chinese, and Thai. Its cost is quite modest, and is less than one hundredth of one month's pay for a sales representative. Organizations that use the SSI can either apply AAI's standard sales success model or have us create a customized success model based on their own sales force, as we did for the two companies described above.

For further discussion on how to implement AAI's state-of-the art selection processes and tools, please contact us at [info@aai-assessment.com](mailto:info@aai-assessment.com).