



Sales 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 9,000 professionals and managers and are presented on a 1 to 10 Sten scale.

Since the questionnaire is a self-report measure, the results reflect the individual's self-perceptions. Nevertheless, our extensive research has shown it to be a valid measure of how people will operate in the workplace.

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 valid for 12 to 24 months, depending upon circumstances.

The report was produced using Saville Consulting software systems. It has been derived from the results of an assessment completed by the respondent, and reflects the responses they made.

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The application of this assessment is limited to Saville Consulting employees, agents of Saville Consulting and clients authorised by Saville Consulting.

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										
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										
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 Consulting Wave to work performance. Chris Park's Ratings Acquiescence is Sten 7 and their Consistency of Rankings is Sten 9.

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 (9)	9	Very High higher potential than about 95% of the comparison group
Influencing People	Developing Leads Developing Rapport (4); Building Relationships (7)	5	Average higher potential than about 40% of the comparison group
	Closing Deals Presenting Information (5); Changing Views (7); Challenging Objections (10)	9	Very High higher potential than about 95% of the comparison group
Adapting Approaches	Staying Positive Handling Pressure (4); Being Resilient (5); Maintaining Self-Belief (8)	6	Average higher potential than about 60% of the comparison group
	Working Collaboratively Supporting People (3); Working Co-operatively (2)	2	Very Low higher potential than about 5% of the comparison group
Delivering Results	Being Disciplined Being Organised (2); Maintaining Standards (2)	2	Very Low higher potential than about 5% of the comparison group
	Results Focused Taking Action (7); Pursuing Targets (9)	8	High higher potential than about 90% 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 60% of the comparison group
Developing New Business e.g. Developing Leads; Negotiating Deals; Using Creative Strategies	 High higher potential than about 90% 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