



## SSPA Development Report

For

Testperson C

Test Date 20/8/2020 6:36:21 PM W. Europe Standard Time



Strictly Confidential. All measurements are inexact. Formally constructed, rigorously developed instruments are technically sophisticated measurement devices, and as such, are also subject to error. Although it represents a long tradition of research and development, the assessment upon which this report is based is no exception. Therefore, well-intentioned managers will use the results wisely -- as training and development hypotheses, and not as hard-and-fast impersonal conclusions to be imposed upon the lives and careers of other people.

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## INTRODUCTION

Many programs claim to be based on "selling styles." But you can be certain the Selling Styles Profile Analysis™ (SSPA™) is the genuine article. The six principle styles that make up the SSPA™ are based on complex statistical studies begun in the early 1970s. Since then, thousands of salespeople have used the SSPA™ to investigate their styles.

A word of caution: The Selling Styles are specific to sales presentation behaviors. They are not necessarily indicative of broader personality or temperament factors. The primary selling styles measured by the SSPA™ are abstract statistical concepts which, in "pure" form, exist in theory but are not likely to characterize any particular salesperson. In actual practice, the types should overlap to a significant degree, reflecting the rich complexity in what salespeople are like and how they sell. The mission of the SSPA™ is to make you think about how you sell and help you discuss your style, preferences and ambitions with others. We hope the insights you acquire from this process will help you move closer to goals and objectives that are important to you and your sales career.

**The following report is based entirely on the answers you provided when you completed the Selling Styles Profile Analysis™.**

## STYLE DESCRIPTIONS

The SSPA Chromagraph charts your strength of preference across six selling styles. This report includes detailed descriptions of your two most prominent selling styles. On this page we have provided a brief summary of all six styles (in no particular order):

### Service-Oriented Selling (S-O-S)

This selling style is likely to emphasize personal dependability, meeting obligations, fulfilling or exceeding client expectations and, most of all, keeping commitments.

### Competition-Oriented Selling (C-O-S)

This selling style is likely to be organized around persuasion and direct interpersonal "influencing."

### Image-Oriented Selling (I-O-S)

This selling style comprises behaviors involved in "merchandising" and "packaging" a professional self-image.

### Need-Oriented Selling (N-O-S)

This selling style focuses on discovering existing client needs that can be filled by the product or service being sold, rather than creating need in the client.

### Product-Oriented Selling (P-O-S)

This selling style is likely to be arranged around describing, outlining, explaining and detailing product features and benefits.

### Rapport-Oriented Selling (R-O-S)

This selling style emphasizes the interpersonal elements of the sales process - especially those that are thought to facilitate the development of rapport, caring and trust.

### Style Plasticity Index

The Style Plasticity Index™ is not a selling style. It estimates the extent to which you may be receptive to learning alternative selling styles, philosophies and techniques.

## STYLE DESCRIPTIONS

The SSPA Chromagraph also produces three scales that indicate your orientation to the questionnaire.

### Embellishment

This scale estimates the degree to which you may have over-stated information in the questionnaire.

### Positive Impression-Making

This scale measures the degree to which you may have chosen socially desirable responses on the questionnaire.

### Reaction to Questionnaire

This scale indicates the degree to which your answers might have reflected a negative attitude toward the questionnaire.

## SSPA DEVELOPMENT REPORT

### NEED-ORIENTED SELLING (N-O-S)

#### Search Selling (88)

This salesperson's selling style focuses on the discovery of existing customer needs that can be filled by a product or service, rather than on creating need in the customer.

### STYLE HIGHLIGHTS FOR HIGH SCORERS:

- Selling style is more instructional than promotional and emphasizes product function over image
- Selling is problem solving rather than product pushing; closing is considered a by-product of effectively educating the customer
- Presentations are organized around establishing or legitimizing need and then proving the product's value in filling that need
- Selling efforts focus on asking questions, gathering information and other investigative techniques

#### POTENTIAL STRENGTHS:

- Tends to excel at the "discovery" phase of the selling process
- Typically very adept at fact-finding, listening, asking effective questions and getting prospective buyers to talk
- Usually much better at qualifying prospects than other styles
- Tends to be patient, willing to invest time and energy in letting the sales process unfold
- Better than average product knowledge and knowledge of competitors

#### POTENTIAL WEAKNESSES:

- May rely too much on the "rational man" model (rational people invariably buy once they understand the need for a product), overlooking subtle interpersonal considerations
- May dismiss closing and rapport-building strategies as inadequate, unnecessary or manipulative
- May become "interrogation-bound," over-using questions as the primary means of interacting with customers

### QUESTIONS FOR INSIGHT AND APPLICATION:

- Do my sales presentations include a distinct "closing" segment that is separate from the "discovery" and "education" segments?
- What persuasive language could I add to my selling script for the benefit of customers who need an extra push to act on their needs?
- Is there someone I can trust to give me objective, accurate feedback about the strengths and limitations of my selling behavior?
- Whom do I know who is successful, but whose selling style is markedly different from mine? Could I observe or partner with that person to try to expand my own style?

## SSPA DEVELOPMENT REPORT

### RAPPORT-ORIENTED SELLING (R-O-S)

#### Endearment Selling (53)

This salesperson's selling style emphasizes the interpersonal elements of the sales process, especially those that may facilitate the development of rapport, caring and trust. This approach is client-centered rather than product-, credibility-, need- or service-centered.

### STYLE HIGHLIGHTS FOR HIGH SCORERS:

- The seller's role is not to direct, but to help buyers discover solutions themselves
- Presentations emphasize sensitivity to the customer's temperament and the development of a warm personal relationship
- Selling focus is relationship-oriented and long-term rather than close-oriented and short-term
- Primary selling activities include empathetic listening, relating, building trust and other consultative behaviors

#### POTENTIAL STRENGTHS:

- Sales performance generally is predictable, consistent and less susceptible to erosion than more flamboyant sellers
- May provide service to customers that goes beyond business expectations, creating goodwill for the salesperson and the sales organization
- Tends to be well-liked by customers
- Typically is agreeable and responds well to sales training

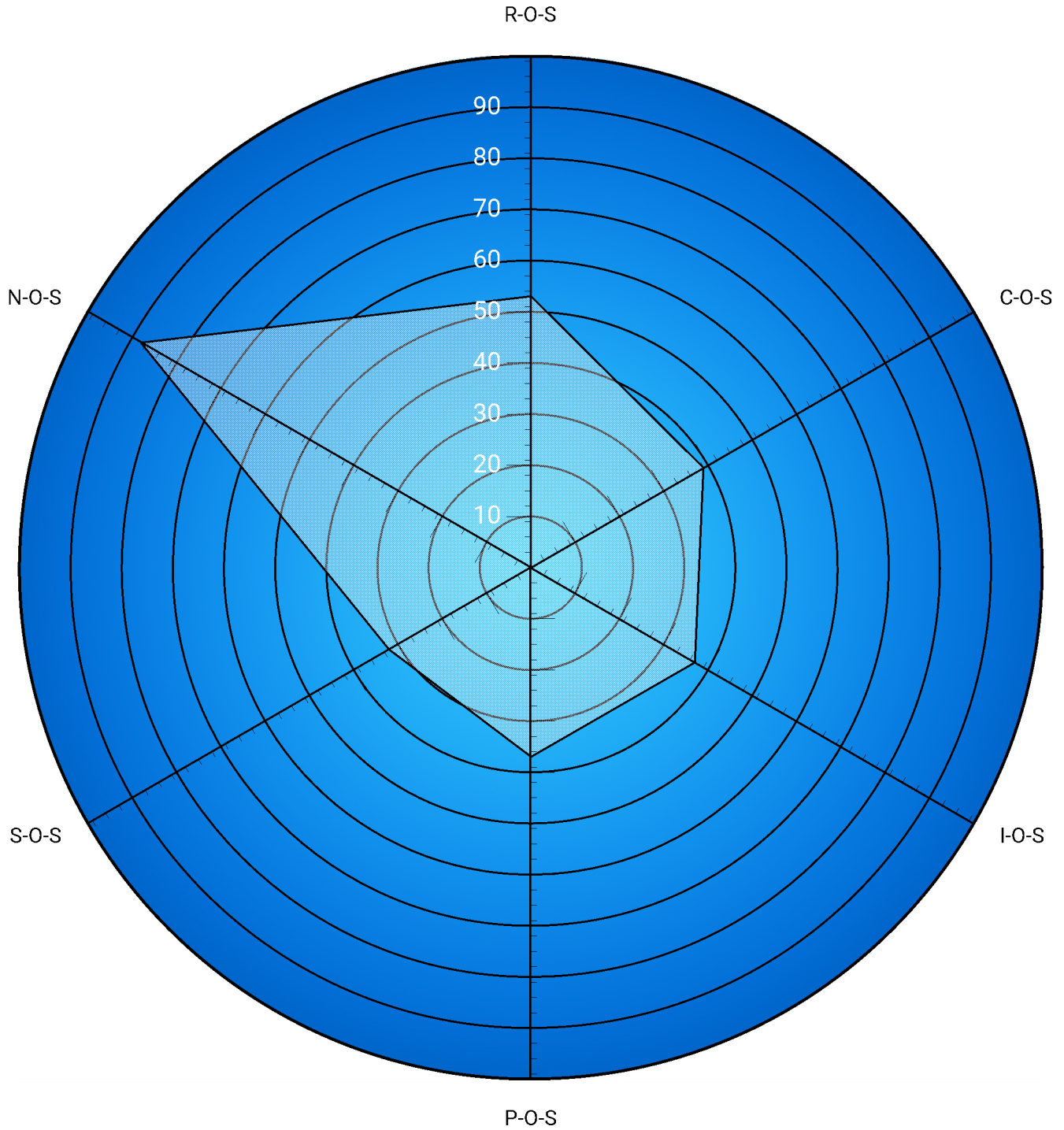
#### POTENTIAL WEAKNESSES:

- May be so customer-focused that timely sales results receive insufficient attention
- May feel threatened by objective standards and quotas, preferring subjective performance measures (like customer feedback forms) with less accountability for results
- May suffer from close reluctance and rigidly resist suggestions to become more assertive and outcome-focused
- May be emotionally unprepared to handle rude buyers or customers who need to be pressed to make the decision to buy

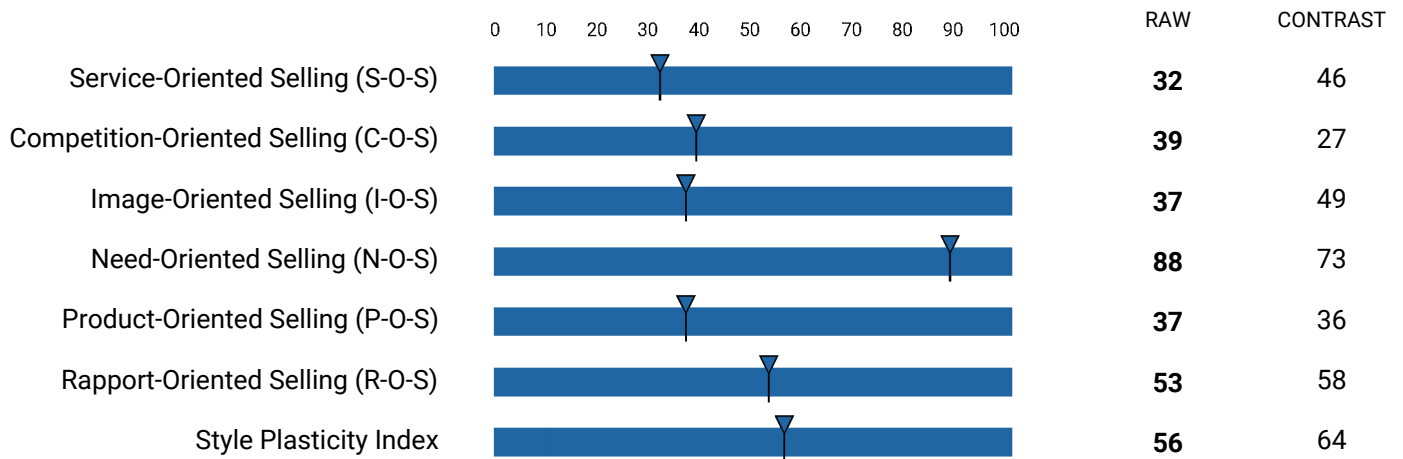
### QUESTIONS FOR INSIGHT AND APPLICATION:

- What are my personal selling objectives? Are they compatible with the results my sales manager expects me to achieve?
- What would I do differently in my sales presentations if I were immune to putdowns, turndowns and negative feedback from customers?
- Is there someone I can trust to give me objective, accurate feedback about the strengths and limitations of my selling behavior?
- Whom do I know who is successful, but whose selling style is markedly different from mine? Could I observe or partner with that person to try to expand my own style?

CHROMAGRAPH



### CHROMAGRAPH



### ORIENTATION TO THE QUESTIONNAIRE

