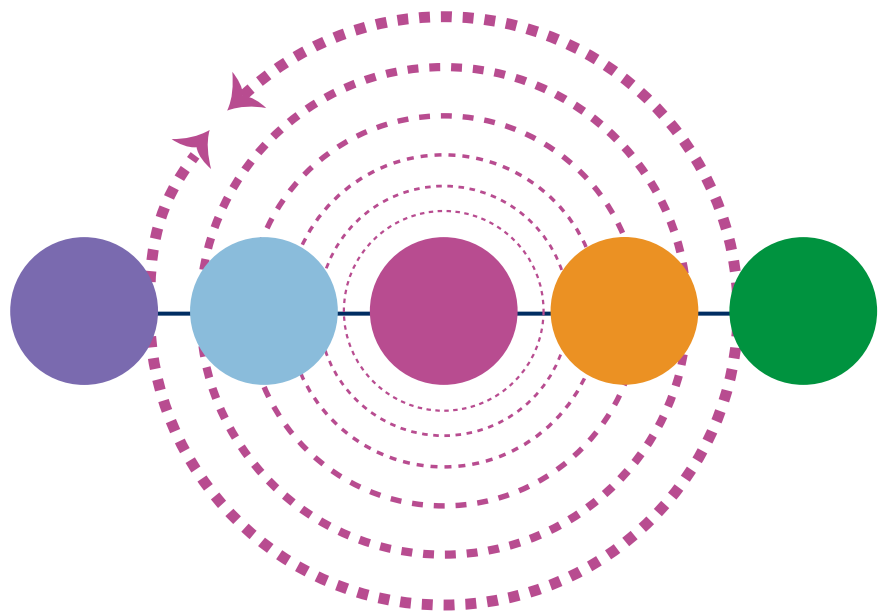


# Selling Report Sample Candidate



Commercial

Strengths

---



## About this Report

This report is based upon the Commercial Strengths assessment, which explores an individual's strengths in critical work areas.

The results are based on a comparison with a group of 406 applicants to sales and commercial roles.

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 Profile

The following report summarises Sample Candidate's areas of greater and lesser potential based on Saville Assessment's extensive international database linking Saville Assessment Strengths to work performance. Sample Candidate's Ratings Acquiescence is 4 and their Consistency of Rankings is 7.

	Area	Potential
Solving Problems	<b>Establishing Customer Needs</b> Identifying Customer Issues (9); Analysing Information (4)	 Average higher potential than about 60% of the comparison group
	<b>Creating Solutions</b> Gaining Expertise (9); Generating Ideas (7)	 High higher potential than about 90% of the comparison group
Influencing People	<b>Generating Opportunities</b> Impressing Others (9); Making Contact (5)	 Fairly High higher potential than about 75% of the comparison group
	<b>Persuading Customers</b> Communicating (6); Influencing Outcomes (7); Dealing with Difficult Customers (6)	 Fairly High higher potential than about 75% of the comparison group
Adapting Approaches	<b>Acting with Confidence</b> Handling Change (1); Showing Conviction (2)	 Extremely Low higher potential than about 1% of the comparison group
	<b>Team Working</b> Showing Understanding (6); Working with Others (8)	 Fairly High higher potential than about 75% of the comparison group
Delivering Results	<b>Being Dependable</b> Being Organised (4); Maintaining Quality (3)	 Low higher potential than about 10% of the comparison group
	<b>Results Focused</b> Taking Action (4); Meeting Targets (6)	 Average higher potential than about 40% of the comparison group



## Selling Potential Indicators

The following report summarises Sample Candidate's greater or lesser potential against key performance indicators which underpin effectiveness across different sales roles.

Indicator	Potential	
<b>High Customer Contact Rate</b> e.g. Initiating Contact; Following Up Leads; Maintaining Existing Relationships		<b>Average</b> higher potential than about 40% of the comparison group
<b>Meeting Customer Needs</b> e.g. Establishing Needs; Providing Solutions; Ensuring High Quality Delivery		<b>Average</b> higher potential than about 60% of the comparison group
<b>Developing New Business</b> e.g. Developing Leads; Negotiating Deals; Using Creative Strategies		<b>Average</b> higher potential than about 60% of the comparison group
<b>Managing Existing Business</b> e.g. Managing Accounts; Maintaining Service Levels; Upselling to Existing Customers		<b>Average</b> higher potential than about 60% of the comparison group