

SALES REPORT



Group Profile

This report describes:

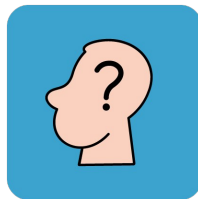
The summary of the team strengths of this group of team members:

1. Betty Carrell
2. Darren Spencer
3. Olivia Coleman

The report covers four strengths within a model of sales cycle behaviours:



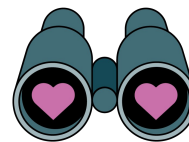
GRIT



EMPATHY



APPETITE



FOCUS

UNDERSTANDING THIS REPORT

Introduction

This report provides a penetrating insight into the personal style, values and motivational drivers within the group's sales potential. The report describes the aspects that the group describe as strengths in each of the four sales quadrants. This report can be used to raise self-awareness within the group about likely strengths to take advantage of in sales situations, and where the group could devote some time for self-development.

The results in this report were generated from responses to the Criterion Personality Questionnaire. Each individual's responses were compared with a large, diverse group of individuals comprising the comparison group, before being presented alongside all group member's scores to allow for comparison.

Important points

When reading this report, please remember the following points:

- **Personality is not fixed** – it may vary over time, change through training/ development, or simply vary depending on the situation.
- There are **no rights or wrongs**. The scores do not measure ability, skills, capability or competence. They are merely indications of preferences or typical styles of behaviour.
- The questionnaire is **very reliable but is not infallible**.
- The profile is intended to clarify **self-perceptions** – it does not provide an objective measure.
- For further interpretation of the group's profile, you should seek the advice of a trained platform user.
- These results **must be kept within the boundaries of confidentiality** agreed with the group.
- The results must not be used for any purpose other than that agreed with the group.
- These results **must be kept securely** and not retained beyond the period agreed with the group.

Further information

Further reports can be downloaded for individual members of this group, which provide additional information about their personality:

- **Sales report** – Describes the individual's profile of selling behaviours in greater detail than this group profile report.
- **Interviewer report** – Suggests interview questions based on an individual's profile.
- **Insights report** – Describes an individual's personality profile and contains information about each scale.
- **Personal feedback report** – Provides an individual with detailed feedback on their preferred style and how this might affect their approach to work.

SALES STRENGTHS

This page provides an overview of the group's responses. Scores for each quadrant are gathered from a composite of personality scales, with higher scores in each quadrant representing stronger sales potential.



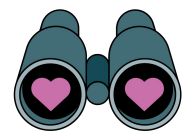
Grit



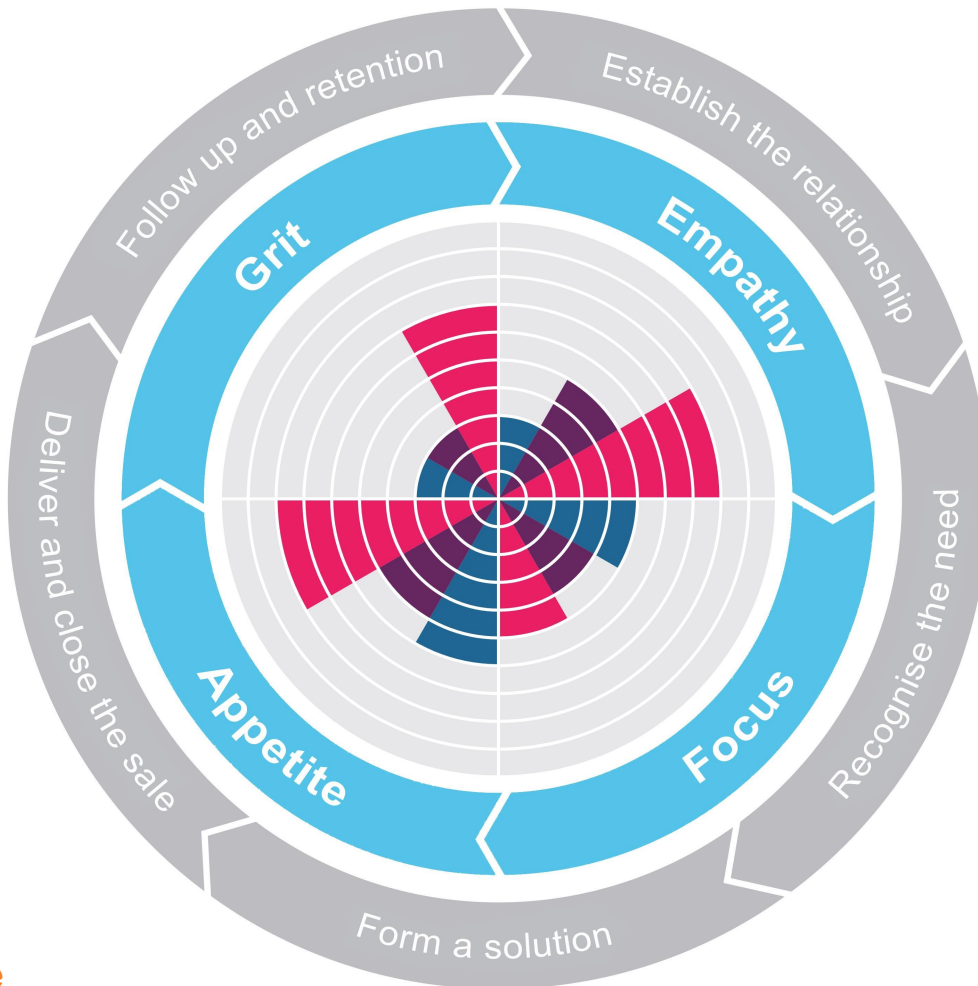
Empathy



Appetite



Focus



Betty Carrell

Darren Spencer

Olivia Coleman

THE SALES QUADRANTS

Sales roles and strategies vary extensively across organisations, so establishing what makes a person successful can seem daunting. One unifying contributor is personality. Clevry's work over the past 30 years has highlighted four key personality areas that are shared by successful sales people.

These four areas cover the work styles and preferences that contribute to effective sales at each stage of the sales process. Whilst the report is designed to be universally applicable, there may be some factors that are particularly relevant to certain roles or levels. You should reflect upon the specific role you are considering whilst using this report.

Personality influences human behaviour and so it follows that high scores in the following four areas indicate strong sales potential.



Grit

This quadrant refers to the respondent's overall attitude during the sales cycle, including after the sale has been closed. A high score in this area indicates someone who thrives under pressure and remains resilient in the face of adversity.

Key GRIT attributes:

- Approaches challenges with optimism
- Strong stress management skills
- Resilient in the face of criticism or unsuccessful sales
- Comfortable with changeable work environments



Empathy

Successful sales require a person to build and maintain good relationships with their clients. Social poise and confidence in adapting one's style to fit the requirements of the customer will lead to high scores in this quadrant.

Key EMPATHY attributes:

- Builds rapport and trust
- Creates desire
- Adapts interpersonal style
- Maintains contact with clients



Appetite

This quadrant relates to the latter part of the cycle, and respondents with high scores in this area will be particularly good at closing a sale.

Effective influencing skills and a sense of competition will be the key to success in this section.

Key APPETITE attributes:

- Presents and pitches with confidence
- Has profit awareness
- Assertive when appropriate
- Motivated to keep busy and accomplish targets



Focus

After making first contact, successful sales people use the information they have learnt to create mutually beneficial outcomes, with the client as their priority. High scores in this quadrant require structured and creative thinking.

Key FOCUS attributes:

- Identifies client needs
- Maintains pace
- Finds intelligent solutions
- Achieves balance between the client's and the organisation's goals