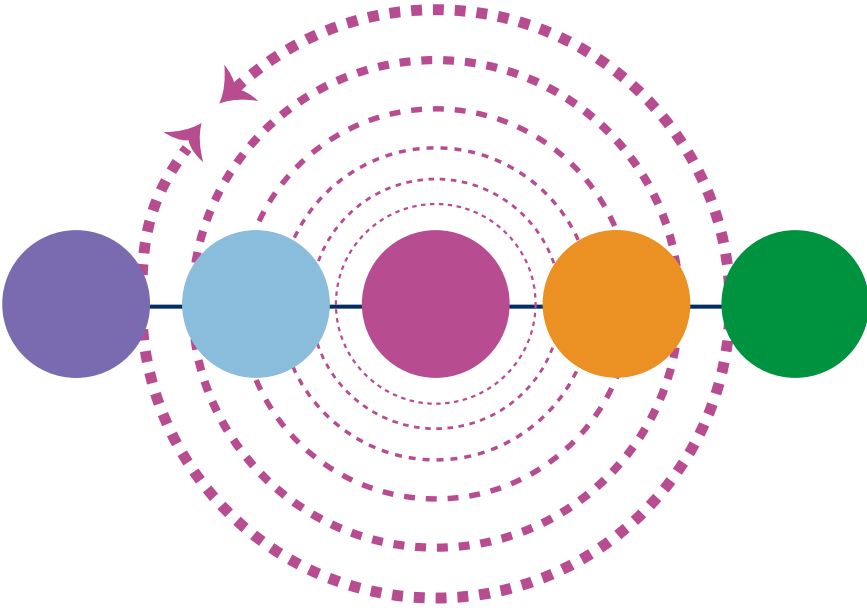


Sales Report
Sample Candidate



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 311 individuals holding sales roles 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.

This report has been generated electronically. Saville Consulting 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 Consulting employees, agents of Saville Consulting and clients authorised by Saville Consulting.



Sales Profile

The following report summarises Sample Candidate's areas of greater and lesser potential based on Saville Consulting's extensive international database linking Saville Consulting Strengths to work performance. Sample Candidate's Ratings Acquiescence is 6 and their Consistency of Rankings is 10.

Area	Potential
Solving Problems Identifying Needs Understanding Customer Needs (2); Analysing Information (1)	 Extremely Low higher potential than about 1% of the comparison group
Solving Problems Developing Solutions Applying Expertise (1); Being Creative (6)	 Low higher potential than about 10% of the comparison group
Influencing People Developing Leads Developing Rapport (9); Building Relationships (10)	 Extremely High higher potential than about 99% of the comparison group
Influencing People Closing Deals Presenting Information (9); Changing Views (9); Challenging Objections (8)	 Extremely High higher potential than about 99% of the comparison group
Adapting Approaches Staying Positive Being Resilient (7); Maintaining Self-Belief (6)	 Fairly High higher potential than about 75% of the comparison group
Adapting Approaches Working Collaboratively Supporting People (4); Working Co-operatively (1)	 Very Low higher potential than about 5% of the comparison group
Delivering Results Being Disciplined Being Organised (3); Maintaining Standards (3)	 Low higher potential than about 10% of the comparison group
Delivering Results Results Focused Taking Action (9); Pursuing Targets (8)	 Very High higher potential than about 95% of the comparison group



Sales 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
High Customer Contact Rate e.g. Initiating Contact; Following Up Leads; Maintaining Existing Relationships	 Extremely High higher potential than about 99% of the comparison group
Meeting Customer Needs e.g. Establishing Needs; Providing Solutions; Ensuring High Quality Delivery	 Extremely Low higher potential than about 1% 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	 Average higher potential than about 40% of the comparison group