

Confident Approach  
Katrinelund 465B  
SE-715 92 Stora Mellösa  
Sweden

# SSPA

## Selling Styles Profile Analysis™

### SSPA Development Report

Test Date: 12/2/2019 9:52:50 AM to 12/2/2019 10:29:37 AM W. Europe Standard Time

For

# Ruth

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™.

***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.



Psychscore® Product Group

## Need-Oriented Selling™ (N-O-S™)

'Search Selling™' (72)

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?

**Competition-Oriented Selling™ (C-O-S™)**

'Rival Selling™' (50)

This salesperson's selling behaviors are likely to be organized around persuasion and direct influencing. These themes most often are found in salespeople who describe their activities in terms of outcome and who enjoy engaging in competitive selling efforts.

**Style highlights for High Scorers:**

- More focused on outcomes, although not necessarily more manipulative or aggressive than other styles
- May be able to project desired states of mind (disappointment, excitement, etc.) onto customers by acting; this may be so natural that it is done without conscious awareness
- Competition-Oriented Sellers tend to expect successful outcomes and presume that prospective customers need their product
- Although optimistic, they tend to approach sales with the expectation that they will have to overcome resistance and/or objections.

**Potential Strengths:**

- Usually gets off to a fast start when tackling a new job, market, or product
- Tends to reach peak performance levels sooner than other styles
- Less likely to be bothered by "close reluctance™" (emotional hesitation to resolve sales calls into closed sales)
- More likely to appreciate and follow presentation scripts (until they gain enough confidence/experience to rely on memory)

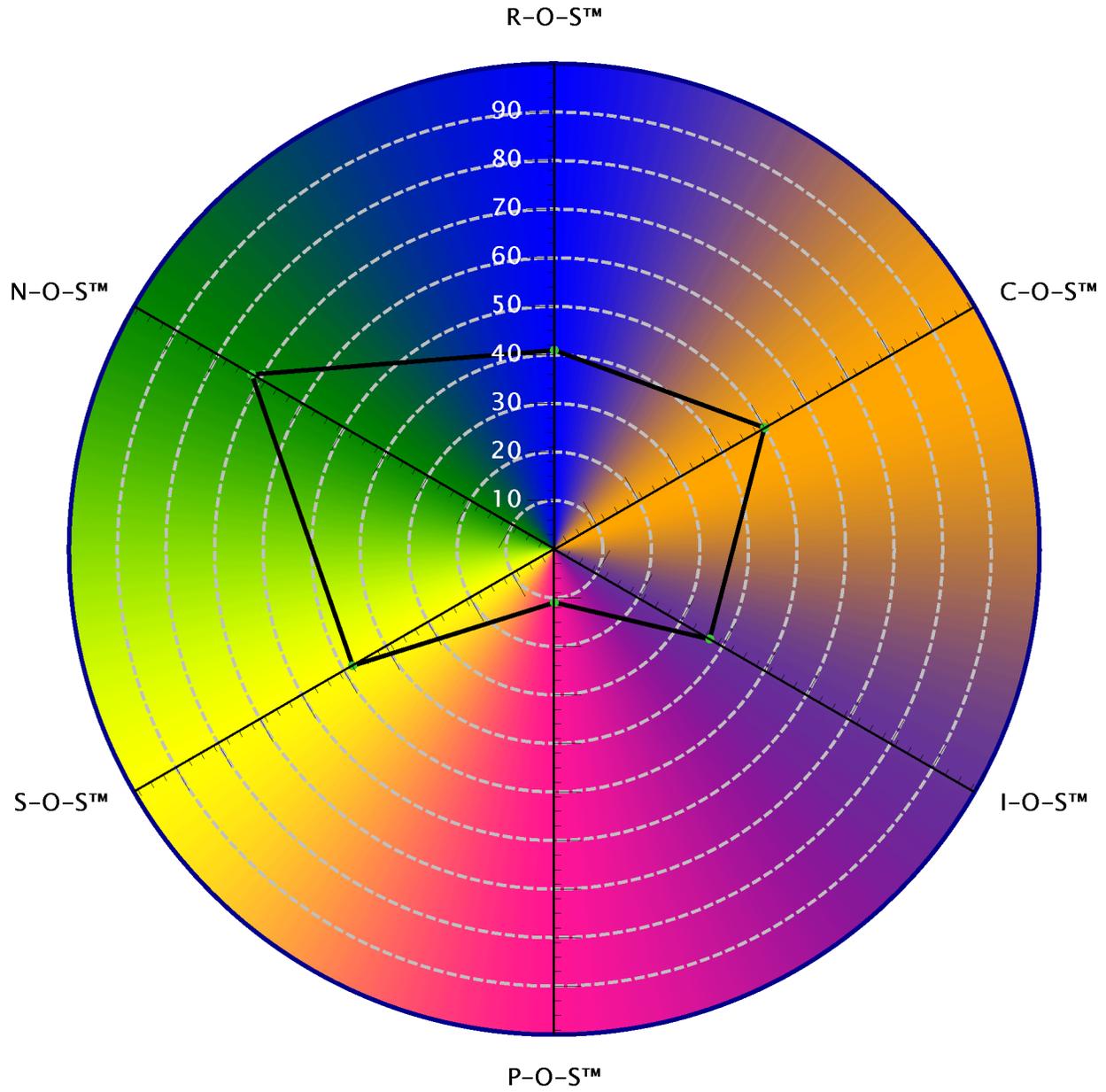
**Potential Weaknesses:**

- Some customers may take offense at what they consider high-pressure tactics
- May talk too much and listen too little, presuming they know what is best for the customer without asking
- Behavioral emphasis may be on dazzling prospective buyers with words, emotions and physical animation at the expense of considering long-term relationships
- May under-emphasize detailed product knowledge, systematic follow-up and service after the sale

**Questions for Insight and application:**

- Do I regularly ask for my customer's input (and change my planned presentation accordingly) during the sales process?
- Do I tend to ignore complaints about my interpersonal skills and selling techniques or try to justify them by pointing to my sales results?
- Is there someone I can trust to give me objective, accurate feedback about the strengths and limitations of my selling behavior? (Will I be willing to accept feedback, good or bad, when I receive it?)
- 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™



## Style Plasticity Index™



### Positive Impression-Making



### Embellishment



### Reaction to Questionnaire



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.

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.

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Contrast Group: **General: Various Industries**

Presence/Degree

*Strictly Confidential*

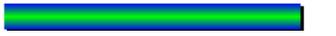
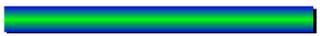
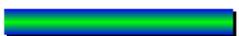
Raw  
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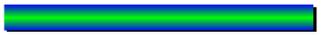
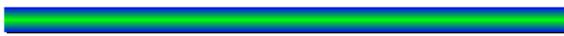
**CHROMAGRAPH™**

0 10 20 30 40 50 60 70 80 90 100

S-O-S™		48	46	6
C-O-S™		50	27	8
I-O-S™		37	49	4
N-O-S™		72	73	5
P-O-S™		11	36	2
R-O-S™		41	58	4
Style Plasticity Index™		94	64	10

**Orientation To The  
Questionnaire**

0 10 20 30 40 50 60 70 80 90 100

Embellishment		50	36	7
Positive Impression-Making		91	51	9
Reaction to Questionnaire		6	11	5