

assessment
associates
international

Selling Styles Inventory

SSI

Profile Report

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Profile Report

Introduction & Interpretation

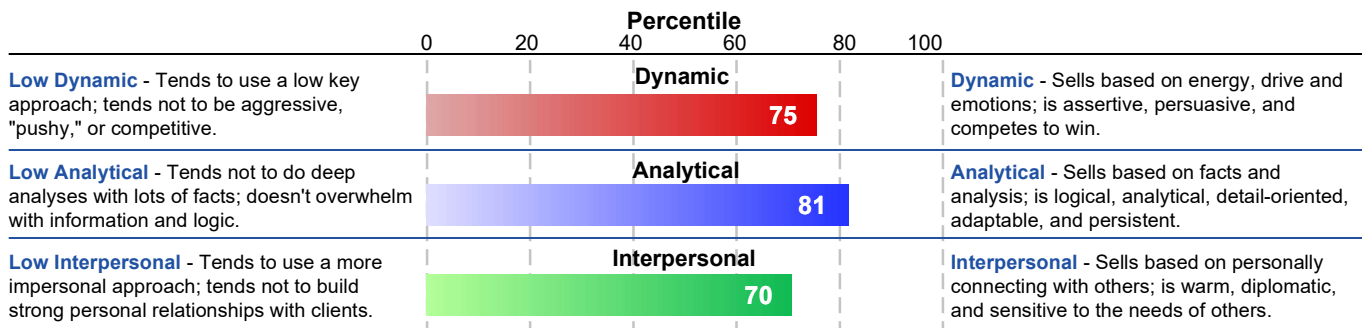
Research has shown that different personality traits are needed for different types of jobs. The better the fit of one's personality with job requirements, the more likely the individual will have higher performance. Using this report will help provide clarity on an individual's preferred style of behaving and fit with sales positions and roles.

Responses of the individual have been compared to a large sample of sales professionals. Scores are presented in terms of percentile standing in comparison to this group. In the charts that follow, descriptions to the right and left of the score provide a brief summary of the characteristics of high and low scores. If scores are between the 25 and 75, the individual's behaviors are a blend of the descriptions to the left and right.

Selling Styles

In sales situations, people can relate to each other in three basic ways. These three basic ways of relating to others translate into three distinct Selling Styles. We refer to them as the **Dynamic Style**, the **Analytical Style**, and the **Interpersonal Style**.

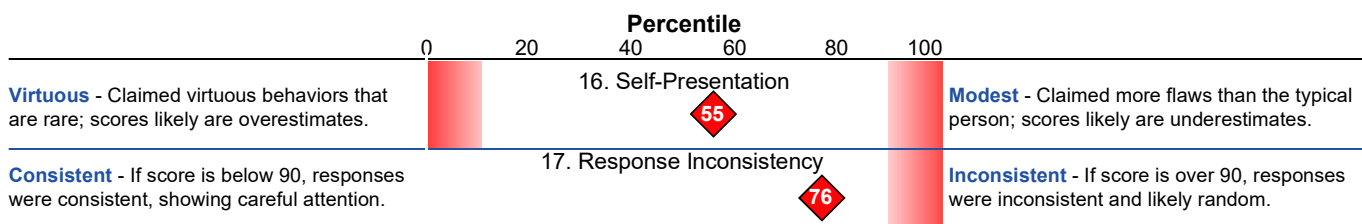
Most sales people can act in all three ways, but most have one or two styles that come most naturally to them. Every buyer also has a natural, most comfortable style. Each of the three Selling Styles has both strengths and challenges associated with it. Understanding an individual's preferred Selling Styles will help improve sales performance.



Response Fidelity

These three measures help identify whether this report is likely to be an accurate description of the individual. They help identify whether the respondent was attentive and realistically accurate in completing the questionnaire.

If the scores for **Accurate Self-Presentation** and **Response Inconsistency** are in the red zone, caution should be exercised in interpreting this report. **Response Percentage Breakdown** shows the percent of responses for each questionnaire response alternative. This should be relatively balanced, with similar proportions of responses above and below neutral.



18. Response Percentage Breakdown

Percent of responses for each question alternative:

Strongly Disagree 13 %	Disagree 30 %	Neutral 5 %	Agree 35 %	Strongly Agree 17 %
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Graphic Profile

