

# SALES PREFERENCE INDICATOR: FOR SELECTION AND DEVELOPMENT

Sales Preference Indicator provides an insight into characteristic behaviors in sales-related environments and enables organizations as well as individuals to identify people best suited to different sales roles.

The Sales Preference Indicator (SPI) comprises five core dimensions of sales activity. These dimensions have been developed from an extensive literature review and empirical validation of objective sales success. The five dimensions of sales activity are:

**Consistent Approach**

**Adaptive Selling**

**Emotional Connection**

**Emotional Objectivity**

**Uses Separate Networks**

**Uses Integrated Networks**

**Self-Focus**

**Organizational Focus**

**Cooperative**

**Competitive**

# Sales Profile

Left Description	Low	Moderate	High	Right Description	Raw
<b>Consistent Approach</b> Tends to take a structured 'one size fits all' approach to engaging with potential or existing clients. May see sales activity as routine and repetitive and treat all clients the same way.		3		<b>Adaptive Selling</b> Can adjust selling style to suit the specific needs of the client and each selling situation. Should focus on 'reading' client's needs. Has an adaptive approach.	32
<b>Emotional Connection</b> May find it difficult to distance themselves from client emotion. May struggle to turn an initially non-receptive client around. Can take things personally when a sale does not eventuate.			7	<b>Emotional Objectivity</b> Can push ahead in the face of difficulties and accept any resistance as a motivator for finding another sales approach. Tends not to take things personally when a sale does not eventuate; does not take 'no' as an answer.	38
<b>Separate Networks</b> Tends not to mix business with pleasure and keep work and personal life separate. May consider networking to friends unethical. May not have comfort in sales as a career.		1		<b>Integrated Networks</b> Should be able to conduct business with friends and family and use referrals to help open doors. Should not fear the loss of approval from others by engaging in sales as a career.	15
<b>Self Focus</b> Tends to focus on personal reward for sales success. Are concerned about doing what is in their own best interests. May work well with a lot of autonomy, yet keep a lot of information to themselves.			4	<b>Organizational Focus</b> Places importance on trust and being supportive of others. Is concerned about the reputation of the organization. Focus is on group and sharing information with colleagues.	42
<b>Cooperative</b> May prefer to build client relationship in a gradual manner. May not respond well to specific sales targets, and struggle to assertively ask for business.		3		<b>Competitive</b> Typically, are very competitive and self-assured. Should find it easy to ask for business and close potential sales.	25

## About InspireOne®

InspireOne® partners with organizations to help manage the changing scenarios and achieve business results, through contextualized and inspiring interventions around leadership and people development, strategic alignment and building strong sustainable cultures.

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