



SPI-Q Profile Report

Nina Negotiator

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If you have any further questions regarding the SPI-Q, or the content of this report, please contact the Performance Insights team at info@performanceinsights.com.au.

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SPI-Q Profile Report

About the Questionnaire

The Sales Performance Insights Questionnaire (SPI-Q) has been developed in Australia by Performance Insights, and focuses on the attributes that are uniquely relevant to sales. It is designed to predict the behaviours required by today's sales professionals, and measures the subtle but critical characteristics that differentiate successful sales people.

About the SPI-Q Profile Report

This report is intended for use by line managers and HR professionals, as well as by the individual who completed the questionnaire. It contains information on the individual's level of preference against a range of sales attributes. For definitions of these attributes please see page 3 of this report.

Using the SPI-Q Profile Report

- This report is suitable for use in a wide range of contexts, including selection and development.
- The SPI-Q is a self-report questionnaire, and the accuracy of this profile depends on how honest the individual has been when completing the questionnaire, as well as their self-awareness. It reflects their preferred style, rather than their ability. However, research shows that people's responses to personality questionnaires can act as a good predictor of how they are likely to behave on the job.
- There is no one 'perfect profile'. Different sales roles in different industries require different attributes for success, and this profile should be interpreted with reference to a specific role and its requirements.
- Given that this is a self-report questionnaire that measures preferred style and not ability, it is important that it be combined with other sources of information about the individual when making decisions, particularly in selection settings.
- This report has a shelf life of 18-24 months and should be treated confidentially. If there are major changes in the individual's life or work, they should complete the SPI-Q again.

Interpreting the Profile

The forced choice format of the SPI-Q means that individuals are required to prioritise the different attributes relative to one another. This means it is impossible to get all high scores, and there will always be a spread of scores in the profile. The results should be interpreted as the individual's relative preferences.

The profile has been created by comparing the individual's responses to that of a large relevant comparison group. This provides information on the individual's preferred sales style.

In general, the individual's scores in relation to the relevant comparison group can be interpreted as follows:

1 - 3	They have a distinctly lower preference for these behaviours than is typical of the comparison group
4	They have a slightly lower preference for these behaviours than is typical of the comparison group
5 - 6	Their level of preference is typical of the comparison group
7	They have a slightly higher preference for these behaviours than is typical of the comparison group
8 - 10	They have a distinctly higher preference for these behaviours than is typical of the comparison group

Comparison Group: SPI-Q Norm - Composite Sales and Business Development Group (N=686)

SPI-Q Version: 1.0





















SPI-Q Attribute Definitions

This table provides a summary definition for each of the SPI-Q attributes.

Attribute	Attribute Definition
Compelling Relationships	
Impact	Has high impact; comes across confidently and enjoys being the focus of attention. Projects energy and passion in their interactions, and takes an enthusiastic approach to opportunities.
Credibility	Projects authority and promotes own capability and expertise convincingly. Conveys high levels of credibility when interacting with clients and impresses as knowledgeable and business savvy.
Insight	Is skilful in observing emotional cues and is alert to motives, feelings and emotions. Reads the nuances in others' behaviour and reflects on how they are perceived.
Attentiveness	Is attentive and listens carefully to others. Shows patience and avoids interrupting or speaking over people. Pays close attention to what clients are saying and allows them to do most of the talking.
Initiation	Enjoys calling prospective clients and is comfortable asking for introductory meetings. Finds conversation with unfamiliar people easy and actively pursues new contacts. Initiates follow-up rather than waiting for the client to get in touch.
Influence	Has a sophisticated influencing style and successfully changes others' views through skilful persuasion. Convinces others and gets their ideas accepted.
Social Leverage	Maintains an extensive network and leverages relationships to generate referrals and introductions. Is effective at expanding their contacts within a client, and capitalises on networking tools and events.
Client Engagement	Builds rapport and maintains strong, deep and enduring relationships with clients that last beyond the original sale. Genuinely engages with client needs and is valued as a trusted advisor or strategic partner.
Negotiation	Enjoys negotiating and is comfortable handling discussions on value, terms and price. Deals confidently with objections and is willing to push to close the deal.
Perceptive Reasoning	
Research	Likes to be well-informed and capitalises on a variety of sources to investigate industry and business trends. Stays up-to-date and thoroughly researches clients and competitors to support their sales approach.
Exploration	Probes and questions to gain a deeper understanding of the client. Explores and challenges assumptions through questioning and discussion. Asks for information on needs, priorities and drivers.
Agility	Adopts a range of selling styles, and responds to situations and people in a flexible manner. Adapts approach and thinks on their feet to identify the best positioning for ideas and propositions.
Pursues Learning	Regularly looks to improve and enhance their approach to selling. Pursues opportunities to learn and develop, and sources a range of methods to enhance capability. Seeks feedback and uses mistakes as an opportunity to learn.
Creativity	Takes an innovative approach, considers a range of possibilities and generates new ideas. Develops new and different solutions and thinks creatively to overcome roadblocks.
Structure	Is methodical and organised, and uses systems and processes to carefully plan their approach. Uses processes in a disciplined way and takes a structured approach to work.
Quality Orientation	Monitors standards and takes pride in the quality of their work. Emphasises detail and accuracy in approach and is unwilling to compromise on quality, even under pressure.
Rational	Takes a logical and factual approach to discussions and opportunities. Relies on objective data to support their position and prefers using hard data and facts to make a sale.
Specialist	Has a deep understanding of the product or service. Understands its technical details and conveys these to the client, taking pride in using product or service knowledge to make a sale.
Judgement	Enjoys the challenge of a complex problem and analyses information to draw accurate conclusions and reach appropriate solutions. Demonstrates good judgement and a capacity to make the right call.
Channelled Energy	
Authenticity	Is selective about the type of clients they work with and the product or service they are selling. Seeks alignment between their values and the values of the client, and is willing to walk away from a sale if there is a misalignment of values, principles or intent.
Resilience	Takes a positive and optimistic view and generally faces challenges and pressure with confidence. See definitions for Self Belief and Recovery below for further detail on self-confidence and recovery from setbacks.
<i>Self Belief</i>	<i>Has strong self-belief and is convinced of own ability to succeed. Deals confidently with disagreement and conflict, and is self-assured regarding own value and worth.</i>
<i>Recovery</i>	<i>Bounces back after setbacks, persists in the face of challenges and sustains a positive approach in the face of rejection. Copes well with criticism.</i>
Motivation	Is motivated by financial gain and responds well to public recognition and reward. Is energised by winning and achieving career success.
Sales Drive	Is motivated by sales targets and strives towards their achievement. Enjoys working towards challenging goals and is energised by pursuing, developing and winning sales opportunities.

SPI-Q Sales Attributes Main Profile

The profile below is based on Nina's responses to the Sales Performance Insights Questionnaire (SPI-Q) and summarises Nina's preferred way of working in relation to a range of sales attributes. The responses have been compared against those of a large relevant comparison group to give a description of Nina's preferred approach to sales.

Attribute	Sten	Preference
Compelling Relationships		
Impact	 4	Inclined to bring a slightly reserved, low-key approach to their interactions with clients. May come across as low impact.
Insight	 5	Moderately orientated towards observing and responding to subtle cues. Reasonably likely to show insight into others' motives and behaviour.
Attentiveness	 1	Strongly disinclined to be attentive or listen carefully, and likely to interrupt others. Likely to do most of the talking when dealing with clients.
Initiation	 4	Tends to prefer dealing with existing clients and is fairly unlikely to initiate interactions with new prospects. May have difficulty pursuing new contacts.
Influence	 7	Inclined to engage in persuasive behaviours. Fairly likely to be effective in influencing others to change their views.
Social Leverage	 6	Likely to have a moderate interest in networking; should be reasonably comfortable leveraging relationships and requesting referrals.
Negotiation	 10	Very comfortable handling objections and negotiations, including on terms and price. Likely to push to close the deal.
Perceptive Reasoning		
Research	 1	Very unlikely to invest time in researching the client or information on related industries, competitors or trends.
Agility	 2	Highly inclined to use a consistent sales style. Likely to have difficulty responding flexibly to the client's style.
Creativity	 7	Likely to take an innovative approach. Inclined to think creatively when developing solutions and working to overcome roadblocks.
Structure	 3	Strongly prefers to work in a less systematic manner. Unlikely to be highly methodical or organised.
Quality Orientation	 1	Very likely to take a broad-brush approach and is strongly disinclined to focus on detail.
Rational	 7	Inclined to use hard data, facts and logic to make a sale. Fairly unlikely to draw on more subjective or emotive approaches.
Specialist	 2	Strongly disinclined to invest in developing deep knowledge of the product or service. Unlikely to draw on technical information when selling.
Channelled Energy		
Authenticity	 8	Inclined to be very uncomfortable working with clients whose values conflict with their own. Very likely to be concerned about the product or service they are selling.
Resilience	 6	Reasonably likely to be optimistic and positive, and cope moderately well with challenges or pressure.
Self Belief	 9	<i>Tends to be highly self-assured. Likely to be convinced of their ability to succeed and very comfortable dealing with conflict.</i>
Recovery	 4	<i>May take a little time to bounce back after setbacks, and could experience difficulty in coping with criticism or rejection.</i>
Motivation	 8	Extremely motivated by factors relating to financial reward, recognition and success.
Sales Drive	 10	Highly motivated by stretching sales targets. Likely to be very energised by pursuing, developing or winning opportunities.

Consistency






This individual has responded to the questionnaire in a very consistent way.

SPI-Q Sales Attributes Exploratory Profile

The profile below is also based on Nina's responses to the Sales Performance Insights Questionnaire (SPI-Q) in relation to a large relevant comparison group.

The attributes described in the Exploratory Profile are in the process of being enhanced through further research. The intention is to incorporate them into the main profile in the next release of SPI-Q.

The attributes shown in the exploratory profile below should be interpreted with more caution than those on the main profile page, as these results provide a broader indication of preference. The use of these results should always be supported by means of further exploration and discussion with the individual. Performance Insights offers a complimentary Interview Guide report to support this exploration.

Attribute	Sten	Preference
Compelling Relationships		
Credibility	 10	Likely to project a fairly authoritative style. Likely to be quite effective in impressing clients with their credibility.
Client Engagement	 1	Unlikely to build rapport or develop deep client relationships. May have some difficulty in establishing strong and enduring relationships with clients.
Perceptive Reasoning		
Exploration	 5	Inclined to take a moderately exploratory approach and is likely to probe and question to a reasonable degree.
Pursues Learning	 1	Disinclined to actively pursue self-development or learning opportunities. Somewhat unlikely to seek feedback or learn from setbacks.
Judgement	 9	Likely to enjoy solving complex problems. Quite likely to be effective in analysing a situation to make the right call.