

Strategic Directions - Group Report

Senior Sales Team

Normative Group: SPA General Europe n=2559 (Jan2012)

Number of Respondents:

Self 5

Sales Performance Assessment™

ABC Company

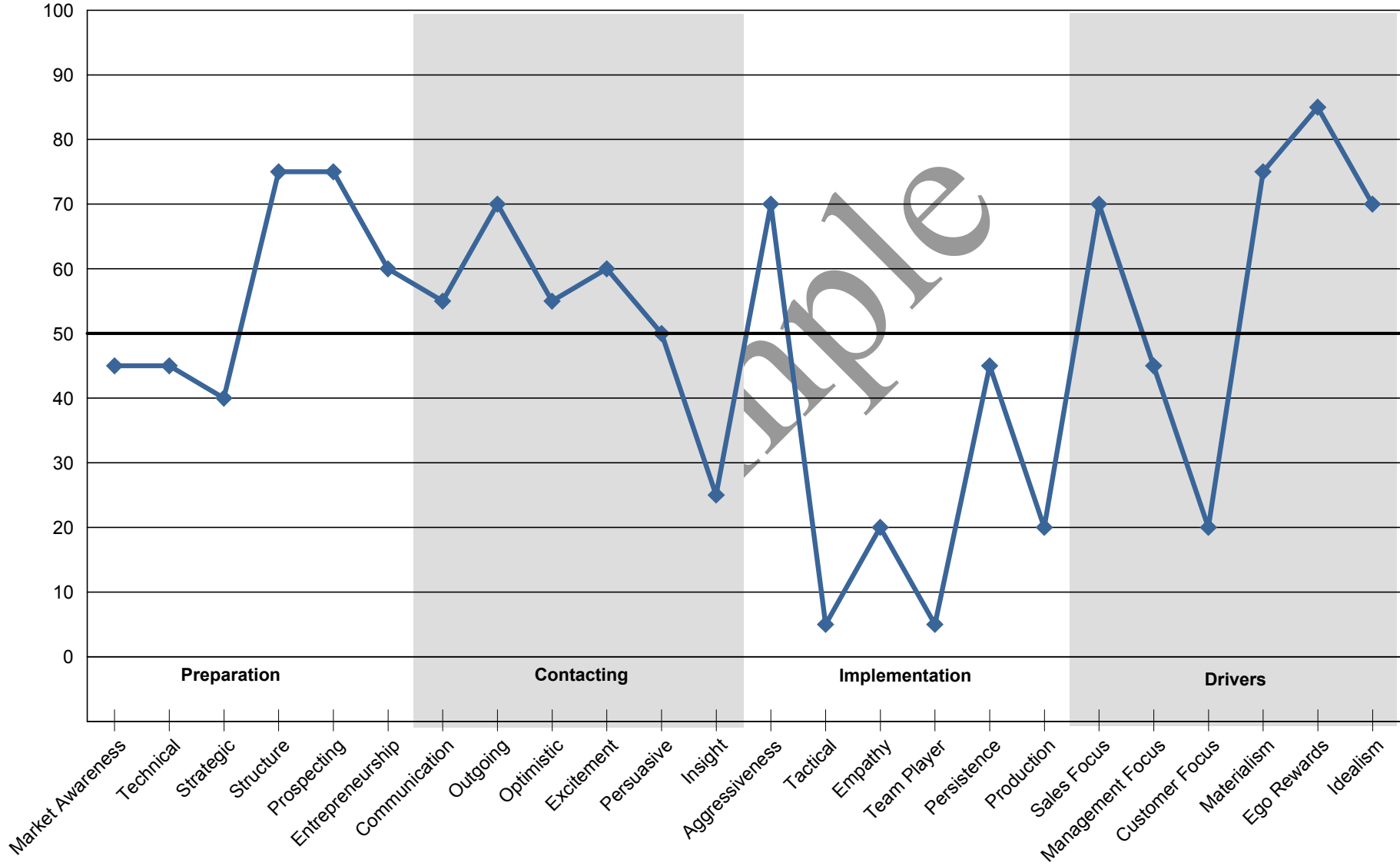
SPA General Europe n=2559 (Jan2012)

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Self



Self - 5

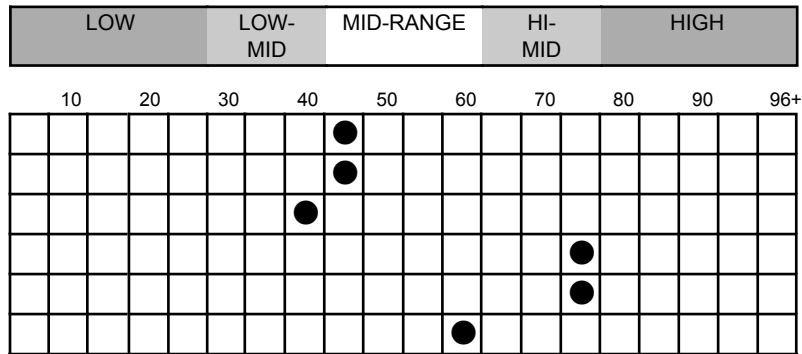


ABC Company
 Senior Sales Team
 # of Respondents: 5

Sales Performance Assessment™ Strategic Directions - Group Report Median Profile

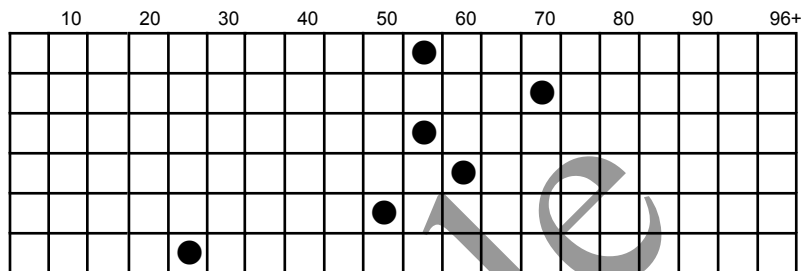
Rater Agreement:

Preparation



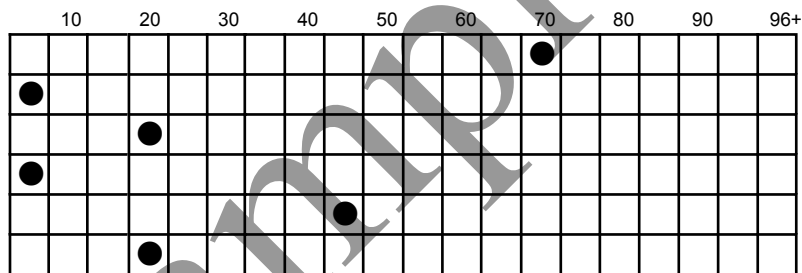
45 % H
 45 % M
 40 % H
 75 % M
 75 % H
 60 % L

Contacting



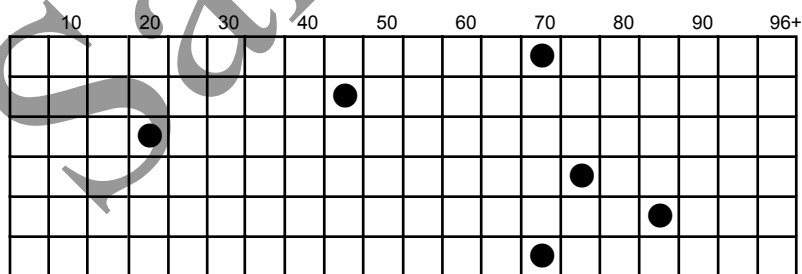
55 % L
 70 % L
 55 % L
 60 % H
 50 % L
 25 % H

Implementation



70 % L
 5 % H
 20 % M
 5 % M
 45 % M
 20 % M

Drivers



70 % M
 45 % M
 20 % H
 75 % L
 85 % H
 70 % M

Sales Performance Assessment™

Strategic Directions - Group Report

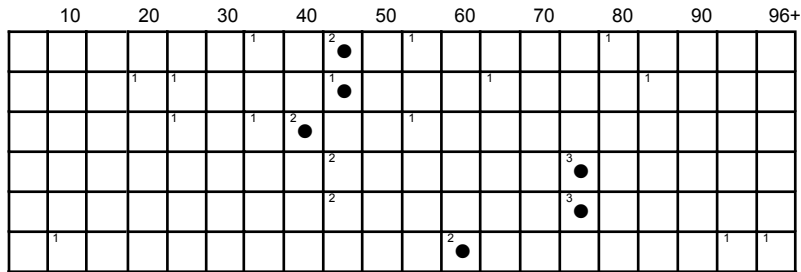
Median/Frequency

LOW	LOW-MID	MID-RANGE	HI-MID	HIGH
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Rater Agreement:

Preparation

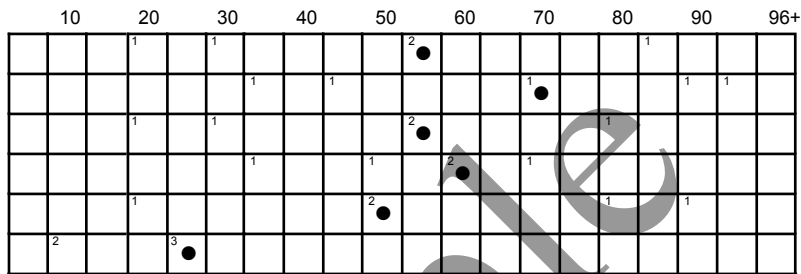
- Market Awareness
- Technical
- Strategic
- Structure
- Prospecting
- Entrepreneurship



45 % H
 45 % M
 40 % H
 75 % M
 75 % H
 60 % L

Contacting

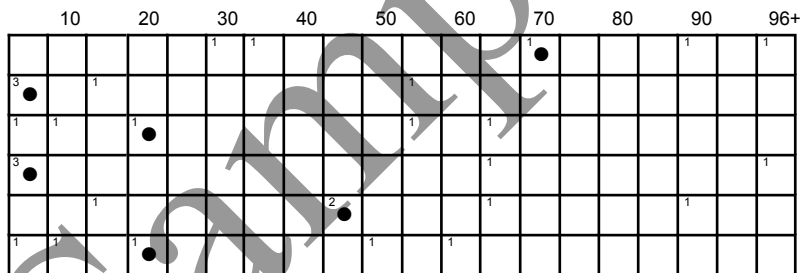
- Communication
- Outgoing
- Optimistic
- Excitement
- Persuasive
- Insight



55 % L
 70 % L
 55 % L
 60 % H
 50 % L
 25 % H

Implementation

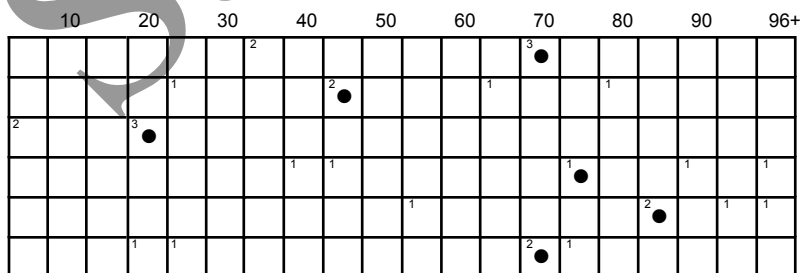
- Aggressiveness
- Tactical
- Empathy
- Team Player
- Persistence
- Production



70 % L
 5 % H
 20 % M
 5 % M
 45 % M
 20 % M

Drivers

- Sales Focus
- Management Focus
- Customer Focus
- Materialism
- Ego Rewards
- Idealism



70 % M
 45 % M
 20 % H
 75 % L
 85 % H
 70 % M