

SPA Composite Profile

Sales Executives

Normative Group: General Europe n=2397

Range Profile: SPA SD Ranges for Samples

Number of Respondents:

Self	10
Boss	0
Peer	0
Direct Report	0

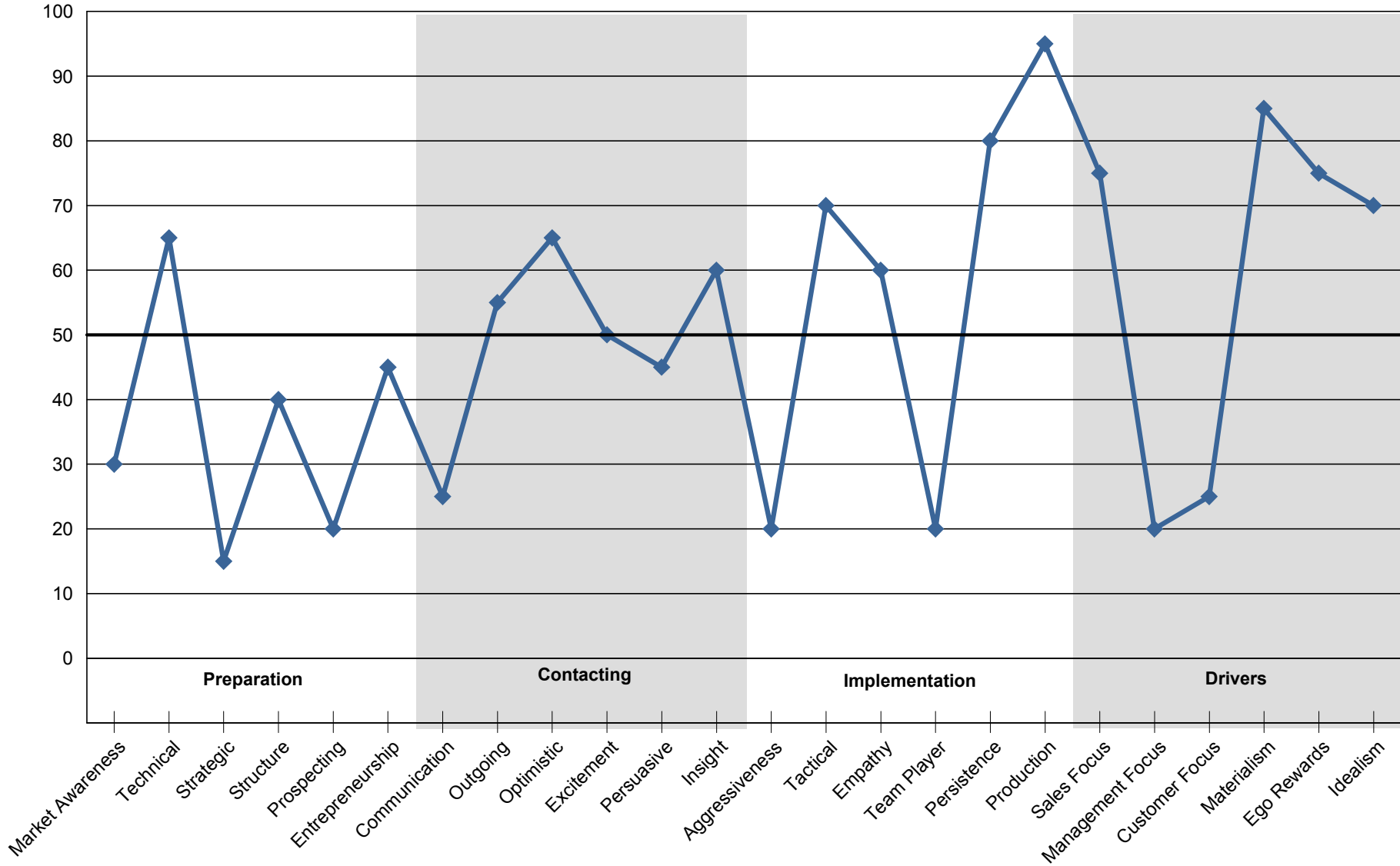
Sales Performance Assessment™

General Europe n=2397 (Jan2012) ©
2015 Management Research Group
Sales Executives

Self



Self - 10



Sales Executives
of Respondents: 10

Sales Performance Assessment™

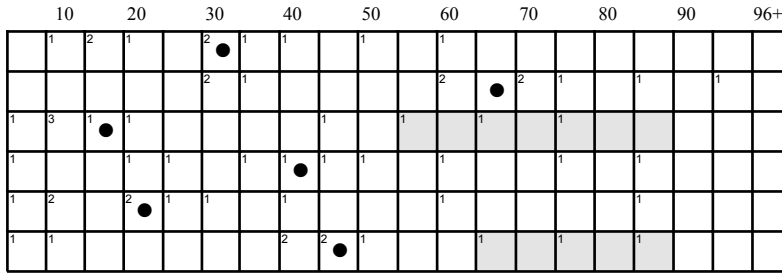
Group Composite Profile

Median/Frequency – Self Data

LOW	LOW-MID	MID-RANGE	HI-MID	HIGH
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Preparation

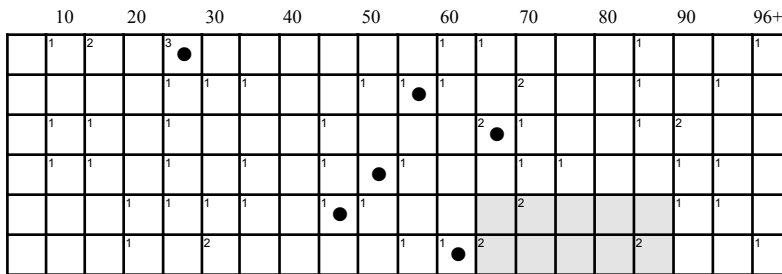
- Market Awareness
- Technical
- Strategic
- Structure
- Prospecting
- Entrepreneurship



30%
65%
15%
40%
20%
45%

Contacting

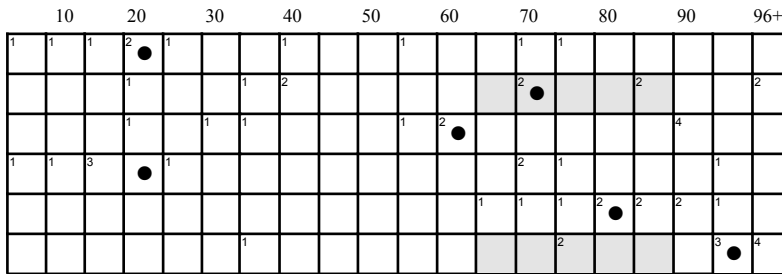
- Communication
- Outgoing
- Optimistic
- Excitement
- Persuasive
- Insight



25%
55%
65%
50%
45%
60%

Implementation

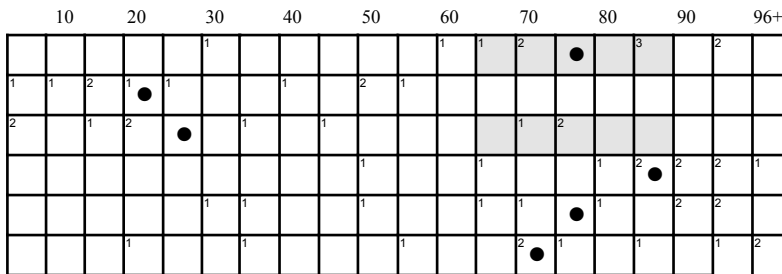
- Aggressiveness
- Tactical
- Empathy
- Team Player
- Persistence
- Production



20%
70%
60%
20%
80%
95%

Drivers

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



75%
20%
25%
85%
75%
70%