

Example Salesperson
Advanced Sales Questionnaire (ASQ)
Norm group - Generic

Test Date: 31/03/2009 GMT

INTRODUCTION

Thank you for completing the ASQ. The conclusions reached in this report are based on a systematic comparison of your answers to the questionnaire with those of others in a variety of sales roles.

Using this information, your report describes the type of sales environments in which you are likely to be most comfortable. Inevitably, your knowledge, experience and the pressures of your role will affect how you actually behave. Nevertheless, the following report is based on your responses and should largely reflect your preferred working style.

Considerable research has demonstrated the accuracy of the ASQ. However, personality questionnaires are not 100% accurate and not every person with a particular score on a scale behaves in exactly the same way. Accordingly, there may be a few statements with which you disagree. If this is the case, try to focus on the general theme of the section and decide whether this is a fair description of your work style.

When interpreting this report it is important to remember that all qualifiers use the 'average salesperson', not the 'average person', as their point of reference. If, for example, you are described as 'very ambitious' this means 'very' when compared with the 'average salesperson' not the 'average person'. If, as is likely, the average salesperson is more ambitious than the average person, then you are extremely ambitious compared with the average person. Alternatively, you may be described as averagely ambitious, meaning your level of ambition is the same as that of the average salesperson. As the average salesperson is more ambitious than the average person, this indicates that you are very ambitious compared to the average person.

Scale names are provided for each factor and it must be borne in mind that these are single words that cannot do justice to an entire scale. Please do not try and interpret the names and read more into them than is provided in the accompanying paragraph about you.

RESPONSE STYLE

Each person has a different way of responding to this type of questionnaire. Some people describe themselves in a particularly positive fashion and some tend to be more critical. The ASQ assesses your response pattern to establish your response style. There is no right or wrong style, but your response pattern can affect your results in certain areas being measured by the questionnaire. Your answers to the questionnaire suggest that you have not responded in an overly favourable or overly self-critical fashion.

ADAPTABILITY

This scale assesses the extent to which you prefer a role where you can be flexible and adaptable in carrying out tasks and meeting challenges. The majority of sales roles require this type of approach. Where the environment is highly regulated or the organisation demands a rigid and procedural sales process, a less adaptable person may be more successful.

- Your responses suggest that you are relatively adaptable. You get some satisfaction and enjoyment from the challenge and variety of new activities and different situations. You can, when necessary, switch rapidly from one activity to another. However, you may have difficulty maintaining the momentum of several tasks simultaneously to the extent that is required within some sales environments. You are likely to fit into most sales environments except those requiring either extremely conformist or extremely flexible styles. You should be comfortable in roles where there is an established sales process that you can adapt to suit your own needs.

CARING

This scale assesses your attitude to other people and the extent to which you are genuinely concerned about them. The majority of sales roles require people whose scores are neither very high nor very low. Very high scorers may empathise too much with the customer and fail to close sales. Very low scorers are likely to regard other people as a means to an end and find they alienate both colleagues and customers.

- Your answers indicate that you tend to see the positive qualities in others and are likely to be regarded as tolerant and patient. Your genuine empathy and concern for the needs of the customer will guide your sales style. You are likely to be both a positive and supportive member of the team; one who helps your colleagues rather than competes with them. The extent to which this leads others to take advantage of your good nature may depend on your own experience and your current working environment.

CONFIDENCE

This scale assesses your confidence in dealing with the different problems and situations that you encounter. On the whole, successful salespeople are confident. They need to convey to customers a confidence in their product or service. In addition, unless they feel it likely that they will be successful, they are unlikely to pursue sales opportunities with enthusiasm and commitment. However, there is a danger in over-confidence; it can lead to mistakes and assumptions that can lose sales.

- Your answers suggest a high level of self-confidence. You confidently meet new challenges and are usually sure that you can overcome most of the obstacles you meet. You are likely to be able to recover from failures quite quickly and then to focus on the next opportunity. You need little reassurance when faced with difficulties or when your progress is temporarily slowed or halted. You feel that you will succeed at most things you attempt and have faith in your own ability to make the right decisions and to get the most out of a situation. You have the self-assurance to confidently pursue new opportunities and are likely to deal positively with setbacks. However, depending on your abilities and experience, you may sometimes make mistakes through over-confidence. You may not double-check all your work or question your strategies as much as a cautious person would. On the other hand you may be actively pursuing opportunities whilst a more cautious person is still mulling over what to do next.
- Your confident and relaxed nature may be seen as a lack of diligence on your part. This is not a true reflection as you approach your work in a thorough and conscientious fashion.

CONFORMITY

This scale assesses the extent to which you want to work in a set procedural fashion. High scorers are inclined to respect authority and stick to the established rules. Low scorers see rules and regulations as restrictive and see them as reducing their personal effectiveness. Many heavily regulated environments, such as health and financial services, require higher scorers on this scale. Lower scorers may sometimes be very effective, however they are often hard to manage and may not always judge accurately just how far they can stray from authorised procedures.

- Your responses indicate that, to a large extent, you are likely to respect the rules and procedures of the organisation. This approach is likely to be tempered by pragmatism according to the particular circumstances in which you find yourself.

DECISIVENESS

This scale assesses the extent to which you prefer a decisive, possibly risk-taking approach, or whether a more cautious risk-averse approach is your preference. In terms of successful salespeople, there is not a 'good' or 'bad' score. The success of any particular approach will depend on both the environment and the intelligence and judgement of the individual.

- Your responses in this area suggest that you are much more cautious than the average salesperson. Your preference is to consider matters fully before taking important decisions. You will weigh up all the facts and not feel the need to make an immediate decision. This does not in itself mean that you cannot take big decisions - it just means that you will think the matter through thoroughly before making up your mind.
- Your more cautious and deliberate approach is not due to any lack of belief. Therefore whilst you may be careful in reaching decisions, you are likely to be happy with the decisions that you make.

DOMINANCE

This scale assesses the extent to which you want to get your own way and assert your own views. In most selling environments a very pushy approach is counter-productive. This means that many high-scorers on this scale may alienate both customers and colleagues. However a very low score can equally present problems. Selling involves influencing and persuading others. Therefore those who are reluctant to promote their cause are likely to fail to achieve their selling objectives.

- Like many other salespeople you prefer persuading and influencing others rather than being persuaded and influenced yourself. Your responses do not suggest that you are extreme in this characteristic and you are likely to be regarded as a persuasive participant in any debate rather than one who insists on dominating the proceedings. You are comfortable taking a back seat when circumstances warrant it.

DRIVE

This scale assesses your ambition, drive and determination. High drive is about determination and the will to win. High drive is always a positive sign in a salesperson whilst a low Drive score is a major cause for concern.

- Your responses indicate that you are less motivated and energetic than the average salesperson. Being a salesperson often involves aiming for goals with a relatively low probability of success. You may not be comfortable in environments that require considerable pro-activity and a strong sense of purpose. This may be compensated for by technique and professionalism, however you may not be inclined to put the energy and hours into building and maintaining a customer base that is often required for success in sales.

INDEPENDENCE

This scale assesses whether you want guidance and support to help you carry out your tasks or whether you prefer to be left to work on your own. Very high scorers may have difficulties in team-selling roles. They may be poor at communicating information to their colleagues and less willing to work towards group goals. Very low scorers are also likely to experience problems since selling often calls for self-reliance. At the end of the day it is down to the individual to make his or her targets and a person who is very dependent on the support of others may find this difficult.

- Your answers indicate that you will generally prefer a high degree of independence in the way you carry out your role. Although content to be a member of the team, you see yourself as self-reliant. You will probably need to be managed with a degree of sensitivity and allowed to structure your activities yourself, especially meeting targets. This often applies to field sales positions or ones where individuals are very much responsible for meeting their own sales targets.
- Nevertheless you are a caring and understanding individual who tries to take into account the needs and concerns of others.

QUALITY

This scale assesses the extent to which you are organised and pay attention to details. It examines whether you are likely to sacrifice quality for speed and whether you plan ahead or prioritise on the fly. Just about all salespeople must - to some extent - be personally organised. The extent to which a high Quality score is important will depend on the work volume, the level of sales support provided by the organisation and the responsibility of the salesperson for ensuring that all commitments made to the customer are met.

- Your responses indicate that compared to the average salesperson, you have a relatively structured and organised approach to work and a preference for dealing with problems in a systematic way. In matters of detail your approach tends to be thorough and accurate. You plan ahead and prioritise tasks to make efficient use of your time. You are unlikely to be late for appointments and will tend to meet the commitments you have entered into in a timely fashion. It is possible that your methodical approach to your workload may reduce the flexibility with which you can respond to new and unexpected events.

RESILIENCE

This scale assesses how you cope with pressure, setbacks and unpopularity. Resilience is often important as most salespeople experience rejection and rudeness in their work and have to be able to bounce back and make the next sales call. The more pressure and stress there is in the role the more you are looking for a higher scorer on this scale. A lower scorer will not be comfortable working in hard sales environments or where many sales calls have to be made to achieve each sale.

- Your answers suggest that you have similar resilience to most salespeople. Whilst you can cope with rejection, setbacks and the occasional rude comment, you prefer this to be the exception rather than the norm.