



A. N. Other 17/04/2021

## SELLING STYLE FEEDBACK REPORT

The Selling Style Analysis measures the overall level of professionalism and selling style displayed when face to face with a potential customer in the 5 stages of a normal selling cycle. The analysis provides valuable feedback on the individual's preferred selling style.

The selling style of individual Salespeople can be grouped broadly into six separate categories using the twin axis of pro-active/assertive and re-active/submissive with logic and emotion. The ratings are shown in the 4 outer quadrants, the higher the rating in individual sections then the more likely the individual is to consistently employ the selling style. Except in rare circumstances, the higher the Key Account Negotiator Rating, the greater will be the Salesperson's ability to negotiate better and more profitable sales.

### Selling Style Analysis





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## **DOMINANT SELLING STYLE** **Key Account Negotiator**

### **Value to the sales team**

A. N. has developed a pro-active and "solution selling" style that clearly indicates a person who accepts accountability for their own actions and results.

A. N. will readily build long term business partnerships with complex accounts requiring a superior level of account development.

A. N. displays a selling style that provides high perceived "added value" to the customer and develops high quality solutions rather than just selling products or services.

Creative and entrepreneurial, A. N. will act as both Hunter and Farmer with complex accounts and prefers to follow a repeatable, predictable, scalable and measurable sales process.

A person with this selling style will involve the customer in the "Go Forward" criteria for each account development stage and negotiate for both parties to profit.

A. N. will face competitive situations with confidence and prefers opportunities to strategically develop high quality accounts to produce a compelling business proposition with higher than average margins.

Strengths:

- Sells "On Purpose": Every action is done on purpose – to a purpose.
- Justifies their solution(s) with a compelling business proposition that clearly articulates the return on investment.
- Pro-active with customers who have issues requiring high level solution selling strategies.

Weaknesses:

- Prefers larger accounts with complex negotiations rather than routine account management with less challenging or smaller accounts.
- Requires challenges rather than routine.
- Will not take direction from shallow management.
- Refuses to be "systems" driven or micro managed.
- Seen by "controlling" managers as overly "Self-Reliant".

Ideal position:

- Competitive situations with large and/or complex accounts.
- Opportunities for incentives and financial benefits from the results achieved.
- Situations requiring intensive business improvement solutions or conceptual selling.
- Presentations to groups.
- Complex negotiations.