



Candidate Sales Report

Sova Sample

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Introduction

The sales model in this report provides you with an understanding of how your own personality preferences are related to your likely style and preferences as a sales professional.

The model has been developed by researching and reviewing a broad range of commercial sales models. This approach ensures that the model is robust, up-to-date and real-world focused.

Your results have been calculated by comparing you to others who have already completed the questionnaire. They reflect your preferred behavioural style when operating in sales-based roles, and are based on your self-reported preferences and therefore, are only as good as the responses you have provided. They are based purely on your responses to the questionnaire and as such, do not take into account your ability, skills or previous experiences. It is possible to operate outside of your preferences, although you may find this takes more conscious awareness, effort and energy. This report can be a useful starting point for understanding your own sales competencies and the impact they are likely to have on your success as a sales professional.

The Sova Sales Model

The Sova Sales model is made up of twelve scales, divided into two categories as follows:

- **Sales Cycle:** Eight scales relating to the competencies that individuals in sales-based roles need to demonstrate across the course of a typical sales cycle. The model recognises that these eight competencies may not necessarily be relevant to all sales roles or selling contexts and that the relative importance of each might vary quite considerably across different environments or perhaps even specific sales situations.
- **Sales Fundamentals:** Four scales relating to competencies that are required to at least some degree in all sales-based roles and are therefore regarded as being fundamental to sales-related success.

Your Sales Cycle Competencies

Prospecting and Networking with Purpose

You report taking great pleasure in prospecting and networking in order to identify new sales opportunities and grow new business. You also seem very comfortable reaching out and initiating contact with a broad range of people, and across a broad range of different settings or situations. Moreover, it is very likely that you will adopt a structured approach to networking and business development, targeting new prospects in a purposeful manner rather than simply approaching a large number of new contacts with no clear plan or rationale in mind.

Establishing Connections

You may typically take some time to build rapport, particularly when interacting with people who are different to you. You may not always listen to others as attentively as you could, and this may have some negative impact on the impression you make on prospects and customers. Further, your customer relationships might benefit from adopting a more confident and assertive communication style, whilst also demonstrating humility in your interactions with other people.

Uncovering Needs and Expectations

Analysing and solving problems does not seem to be a primary source of satisfaction for you. Your responses suggest it is not your natural tendency to investigate issues thoroughly or ask lots of questions in order to gather all relevant information. Additionally, you may not always listen attentively or may sometimes accept what people tell you at face value rather than critically evaluating what you hear. In turn, this may mean that you tend to focus on customers' stated or assumed needs and expectations rather than digging deeper to uncover what they truly need.

Tailoring Solutions

It is likely that you rely on established or familiar methods and approaches and tend to place relatively little emphasis on tailoring the solutions you offer to customers. It seems you are less inclined than most to think outside the box and generate creative ideas for addressing problems, and you are probably not known for putting forward original solutions too often. Overall, these factors may at times prevent you from demonstrating high levels of flexibility, customer-centricity, and responsiveness to the unique needs of different customers.

Creating Impactful Messages

Persuading others seems to be something that you enjoy less than most people and it is likely that you may feel somewhat uncomfortable delivering customer presentations and pitches. It is also likely that you may be less inclined than most to adapt your communication style and messaging in response to different stakeholders or situational needs. As a result, you may miss opportunities to gain customer trust and buy-in, overcome objections or buyer hesitation, and secure sales.

Delivering on Commitments

Following through on the promises and commitments you make appears to be fairly important to you. It seems you place a moderate degree of focus on organising time and resources in order to complete targeted objectives, and that you prioritise effectively for the most part rather than leaving things to evolve in a spontaneous manner. You are also likely to remain fairly focused on what is important for your customers and, for the most part, will try to deliver outcomes that are timely and of reasonably good quality. Together, these factors suggest that you are someone who can be usually relied upon to deliver against expectations and maintain customer trust and satisfaction in many circumstances.

Post-Sales Servicing

It seems that your natural response is to offer limited help and support to those who need it, perhaps feeling that other priorities should take precedence. You may tend to avoid getting involved in, or openly acknowledging, customer-related problems or concerns, preferring to let others step in and provide the assistance required, particularly when dealing with customers you find more difficult to empathise with. Overall, you are less likely than most to be someone who provides the post-sales care and support required to maintain positive relationships and optimise both customer loyalty and retention over the longer term.

Resolving Issues

Your responses suggest that you have fairly limited interest in trying to understand people's views and perspectives, and that you don't always listen attentively to what others have to say. Additionally, it seems you can find it quite challenging to remain calm and composed in situations where tension has arisen and emotions are running high. Overall, these factors suggest that you may be less effective than most when it comes to resolving customer-related conflict or disagreement and helping to restore interpersonal harmony and positive working relationships.

Your Sales Fundamentals Competencies

Striving for Success

Less motivated and achievement-oriented than most, it seems that you are not particularly interested in setting and attaining demanding goals and targets. You may not often seek out new challenges to tackle and may not typically demonstrate as much energy and enthusiasm as most. In turn, this may at times prevent you from achieving as much sales success as you perhaps could.

Staying the Course

Your responses suggest that you may find it somewhat difficult to remain calm in the face of pressure and to work effectively under stressful conditions. You may also find it difficult to maintain an optimistic outlook when faced with challenging situations at work, and may not bounce back from sales-related setbacks or disappointments as quickly or easily as most.

Collaborating Internally

You report being very independent in your work style and it seems you really enjoy working towards your own goals and objectives rather than ones that are shared or group-based. You are also likely to have a strong preference for working on your own instead of collaborating with others, and there may be times when you find it difficult to understand other people's points of view. Together, these factors suggest that you may not be particularly effective when it comes to looking past organisational silos and working across teams or functions in order to maximise overall business success.

Learning and Developing

It appears that you are unlikely to invest a lot of time looking for ways to expand your knowledge and capabilities. Trying out different ways of doing things does not seem to hold a lot of interest for you, and new approaches and techniques are likely to have little appeal. As a result, you may not capitalise on new learning opportunities and are unlikely to enjoy the challenges associated with ongoing personal and professional development.