

# Sales Development Report<sup>®</sup>

The Sales Development Report is designed to help you develop your sales team. Our behavior based approach gets right at the heart of assessing how behaviors play out in the sales process and how to identify the gaps.

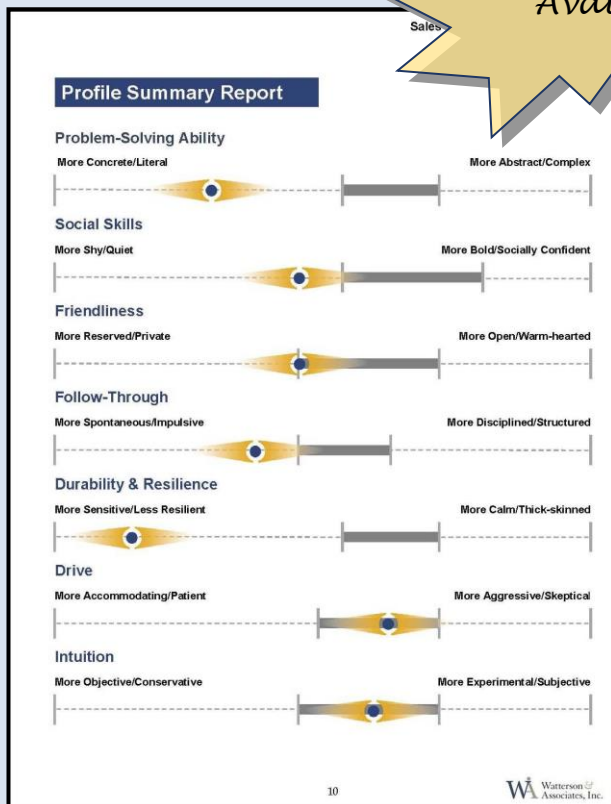
*“Behavior is the Biggest Predictor of Performance”*

- Problem-Solving Ability
- Social Skills
- Friendliness
- Follow-Through
- Durability & Resilience
- Drive
- Intuition

Online  
Testing  
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Sales Development Report	
Ronnie Sample	
<b>Dimensions Analyzed</b>	
Below is an explanation of the key dimensions analyzed by this report:	
<b>Problem Solving</b>	This score is related to your ability to learn new material quickly, to master the product, to present it well, and to pay attention to client's needs. It is typically related to school grades and will show up in other learning achievements.
<b>Social Skills</b>	This scale measures social and interpersonal skills. It emphasizes being adventurous, socially bold, willing to go out and meet new people, and eager to look into new environments. This behavior is related to success in prospecting, cold calls, and networking. It measures social confidence and composure which balances high enthusiasm. This balance allows you to be more convincing and persuasive.
<b>Friendliness</b>	This scale measures your tendency to be warm, receptive, and expressive. It assesses how quickly you relate to people, and how easily they are able to see your warmth and genuine interest in them. It also measures your openness, forthrightness, and comfort with being appropriately self-disclosing.
<b>Follow-Through</b>	Scores on this scale represent your capacity to direct your energies toward goals and commitments. A score within range indicates your interest in making calls even when the apparent payoff is low. This assesses your perseverance, timeliness, focus, organization, and attention to details. It is a measurement as to how much you keep track of loose ends, and push to have events go smoothly.
<b>Ability &amp; Resilience</b>	This score reflects your capacity to persist under stress, initiate action, and bounce back from disappointment. It is related to confidence, goal-directedness, and endurance.
<b>Drive</b>	This scale denotes ambition and drive, as well as, a determination to get your way. This is an important aspect to being an effective salesperson. It is important to have enough of this element, but not too much or too little. In the right proportion, it will show up as your ability to be purposeful, motivated, and focused without being overly aggressive.
<b>Intuition</b>	This dimension focuses on sensitivity to people and to ideas, and a willingness to try new approaches. There is a good balance between being responsive to how others feel and think and in being practical, factual, and business-minded. This dimension tends to moderate drive and aggressiveness, and it helps in reading others in various social interactions.

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### Social Skills

This scale measures social and interpersonal skill components. It emphasizes being adventurous, socially bold, willing to go out and meet new people, and eager to look into new or different environments. This scale assesses your style relative to being lively, energetic, and open to exploration. It measures social confidence/persuasiveness.

Relevant sales traits include:
• Prospecting Skills
• Telephone Skills
• Presentation Skills



Your scores fall in the low range as compared to high-performing salespersons. This score suggests that you may be more comfortable in one-on-one situations or in circumstances that don't require a great deal of assertiveness or forcefulness. You prefer when events go smoothly and when others work together easily and comfortably.

Because you are somewhat socially hesitant or uncomfortable, it can be difficult for you to meet and talk with others. Your hesitancy can restrict your sales initiative and influence. This tentativeness can also adversely affect your presenting and telephone skills as you prospect for new business. See the specific areas listed below to help determine which developmental area may provide you with the biggest pay-off for your personal investment.

#### Strong statements about yourself on this dimension:

You exhibit a fair degree of apprehension and worry, which detracts from your comfort to socialize and network. Your lower self-confidence level may inhibit you and limit your ability to cold call and prospect for future sales. Most salespeople report having a higher level of comfort with themselves.

Because you are more structured in your approach, you may control your apprehension so that the energy is focused and directed toward developing your sales territory.

#### Developmental Suggestions:

You tend to worry, which can help you drive yourself forward and achieve your sales goals. However, if not effectively managed, worrying may deplete your energy reserve and erode your self-confidence. It can erode your effectiveness and in most areas of sales (e.g. prospecting, presentations, etc.)

**Practice** - Begin logging your typical concerns. Is there a theme? Are you looking to control events that are not in your control? Are you looking to please others? As you gain a clearer understanding of these thoughts and concerns, you can develop an Action Plan that will help you effectively manage your thoughts and feelings.

Each dimension has **Overall** and **Specific** statements that go along with a rating scale!

Plus it includes **Developmental Suggestions** and insights that compare style with selling skills.

Implementation is key!  
Use our **Five-Step** dynamic process to get results.

The **Sales Development Report (SDR)** is based on 50 years of research with the 16PF® and over 25 years of experience interpreting 16PF scores when consulting with corporations ranging from small, family owned businesses to Fortune 500 companies.

Greater self-awareness leads to greater career success. Compare performance to other successful salespeople.

### Personal Development Process

