

Sales Preference Inventory

For People Aged 15+ in Sales-Related Roles

SPI

SPI provides an invaluable insight into characteristic behaviours in sales-related environments. Designed to be used as part of an assessment battery, this normative self-report questionnaire supports the direction of people into roles most suited to them and identifies potential training needs.

What the SPI Measures

SPI measures 6 core dimensions of sales activity and have been developed from an extensive literature review and empirical validation of objective sales success. The 6 dimensions of sales activity are:

- Adaptive selling
- Emotional objectivity
- Outgoing sales persona
- Networking
- Organisational focus
- Competitiveness

Advantages

SPI provides a quick, reliable indication of individual sales performance potential. The wording of the SPI questionnaire makes it suitable for customer-facing through to senior business development roles. Available for pencil-and-paper or on-screen administration, SPI is the ideal tool for examining personal attributes that have been found to impact on sales success and has a variety of applications in selection and development.

Reports for the SPI

SPI reports are in a profile and narrative format, and include tips on how to manage and motivate the respondent. The feedback report has been written in a style that makes it ideal to give directly to the respondent. GeneSys reports can combine the SPI with the results of other measures to provide a single integrated report covering, for example, personality, sales potential and reasoning abilities.

SPI

SALES PREFERENCE INVENTORY

KEY FACTS

What it Measures

An assessment of attributes related to successful behaviours in a sales environment.

Use With

People aged 15+ in sales-related roles.

Use For

Selection, individual development and guidance.

Administration & Scoring

Paper-and-pencil or computerised administration with scoring through the GeneSys Assessment System.

Report Options

Profile and narrative reports for decision-makers and narrative reports for respondents.

Qualification

Level A plus test specific training or Level B.

Timing

15 minutes + administration time

Cost

2-4 Credits per scored assessment