

## SALES STYLE QUESTIONNAIRE

Identify existing sales strategies.

Different situations and products require different sales strategies.

The Sales Style Questionnaire serves the determination of the strategic approach in sales as well as the deduction of individual strengths and weaknesses. In this course the sales types and phases of a sales conversation are differentiated.

Sales Style Questionnaire Question 1

How do you react to a complaint from a customer?

I wait for a while because problems often solve themselves.

I immediately contact the customer to evaluate the extent of the damage while offering them compensation.

I send a specialist who will repair the damage if the complaint is valid.

I contact the customer immediately, clarify the situation and suggest possible solutions.

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Item example Sales Style Questionnaire

### Validity

The validity of the Sales Style Questionnaire was proven by two scientific studies in the meantime.

- > In cooperation with an Austrian insurance company HILL International took part in a „blind test“ in 2006. 3 groups of sales persons with different sales potential (based on the turnover) were to be identified only with the information basis of the Structured Personality Inventory as well as the Sales Style Questionnaire of HILL. The different sales groups were clearly defined by HILL only on the basis of the two questionnaire modules.
- > Susanna Wallis (1988) studied the coherencies between the at that time newly developed HILL Sales Style Questionnaire and the scales of the 16 PQ (Personality Questionnaire) by Cattell, the IST-70 (Intelligence-Structure-Test), d2 (performance under time pressure) by Brickenkamp and the job interests test (Scale commercial jobs).

The result of the analyses with the 16 PQ was: The more courageous, dynamic and devoted a person is, the more he/she is suited to be a sales person. However, in the different sales phases the individual aspects have different importance. This also conforms to other studies about sales styles. No coherencies worth mentioning could be found between the results of the IST-70, d2 and BIT.