



Selling Styles Inventory

Demonstrates High Predictive Validity in Two New Studies

Highlights



- ◆ Demonstrates validity for sales.
- ◆ Predicted validity coefficients of .44 & .48 at these two organizations (average validity for other instruments is .2).
- ◆ Optional company-tailored scoring algorithm to reflect your culture.
- ◆ Sophisticated response fidelity scale to detect faking.
- ◆ Results available in minutes. Can be emailed to administrator or accessed online.
- ◆ Available in 7 different languages.
- ◆ Provides feedback on the individual's selling style and suggestions for tailoring style to clients.

Research Design

The studies were conducted at two very different organizations; a large, global financial services company with locations in 200 countries, and a leading provider of medical diagnostic services to physicians, hospitals, clinical laboratories and surgery centers across the U.S.

In both organizations, representative samples of sales employees completed the SSI. The participants were categorized separately by managers as "A", "B", or "C" performers, based on 2009 and 2010 sales results and overall performance. Statistical analysis was then conducted to identify the extent to which the SSI differentiated between high and low performers. For a summary of the results, [click here](#).

Results

The results in both organizations were compelling: Composite scores on the SSI clearly differentiated high performers from low performers in both settings, with validity coefficients of .44 and .48. These are extremely high when compared to the validities usually reported in the selection literature.

The sales success profiles for the two organizations differed slightly, as was expected considering their very different business models and sales environments. At the financial services company, sales effectiveness was best predicted by a composite of Persuasiveness, Energy, Achievement, Concern for Others, Emotional Awareness, and Cooperation. At the diagnostic services provider, sales effectiveness was best predicted by a composite of Persuasiveness, Energy, Achievement, Self-Confidence, Adaptability, Analytical Thinking and Diplomacy.

In both studies, a key finding was the important role of Accurate Self-Perception as a moderator variable. That is, although Accurate Self-Perception was not itself related to sales success, adjusting the respondents' SSI scores for response distortion (the degree to which they painted an overly positive picture of themselves), dramatically increased the SSI composite score's correlation with sales performance.

Products & Services

Products:

Page Work Behavior Inventory
Coaching Winners: Toolkit for Coaching & Development
360° Assessment
Applied Reasoning Test

- Managerial/Professional
- Vocational/Technical

Mechanical Reasoning Test
Page Applicant Inventory
Customer Service Inventory
Retail-Hospitality Service Inventory
Law Enforcement Work Styles Test
Healthcare Services Inventory
Structured Interview Guide

Services:

Selection

- ◆ Competency Modeling
- ◆ Organization Design & Job Description
- ◆ Selection System Design & Validation
- ◆ Competency-Based Interviewing
- ◆ Leadership Assessment
- ◆ Onboarding Coaching

Performance & Motivation

- ◆ Performance Management
- ◆ Compensation

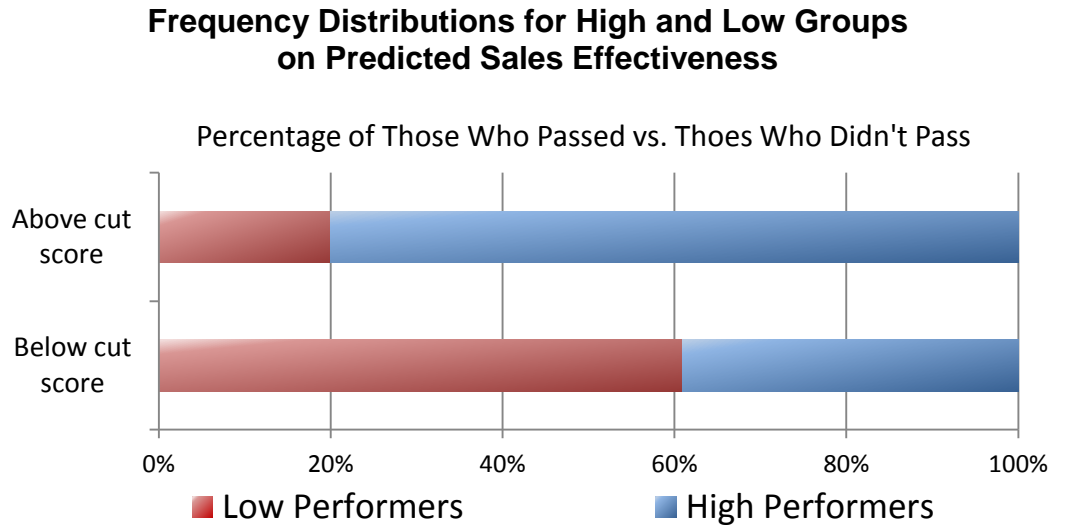
Leadership & Organizational Development

- ◆ 360° Assessment & Feedback
- ◆ High Performance Coaching
- ◆ Talent Management & Succession Planning

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Both organizations can expect substantial improvement in the likelihood of selecting high-performing Sales Representatives by using the SSI in their selection process. For example, see the graph below.



In this real-world example, selecting only sales applicants with a predicted sales effectiveness score of 54 or better will produce an 80% likelihood that those selected will be high performers, with only a 20% probability that they will be low performers. By comparison, under the organization's current selection process only 35% of those hired turn out to be high performers. The expected business impact for the organization over time will be substantial.

The SSI can be used for Assignment or Development as well as Selection. An example of using the SSI for Assignment is an organization that categorized its existing sales force into "Hunters" (salespeople with a Dynamic, enthusiastic, high-energy style, good at finding and landing new clients) and "Account Executives" (salespeople with a highly Interpersonal style, good at building and maintaining client relationships).

AAI's Selling Styles Inventory

The Selling Styles Inventory (SSI) is an Internet-based assessment tool that takes about 20 minutes to complete. It is available in English, Spanish, French, Brazilian Portuguese, Chinese, Vietnamese or Thai, and is competitively priced.

Organizations that use the SSI can either apply AAI's standard sales success model or have us create a customized success model based on their own sales force, as we did for the two companies described above.