



SPA Behaviors & Definitions

PREPARATION

MARKET AWARENESS

- Understanding market trends and analyzing customer buying patterns.

TECHNICAL

- Having an in-depth knowledge of product/services, and selling on the basis of product/service expertise.

STRATEGIC

- Taking a planned and logical approach to selling; analyzing and solving complex problems for the long term.

STRUCTURE

- Taking an organized and systematic approach to selling, and feeling comfortable with the administrative aspects of the role.

PROSPECTING

- Devoting attention to the process by finding potential customers by developing contacts, using referrals and pursuing leads.

ENTREPRENEURSHIP

- Acting as an independent business professional; viewing the sales role in a creative fashion; willing to take risks and pursue things independently.

CONTACTING

COMMUNICATION

- Providing clear and adequate information to customers and being open with them.

OUTGOING

- Acting in a friendly, accepting and informal manner with customers and others.

OPTIMISTIC

- Maintaining a positive attitude; demonstrating an upbeat, cheerful manner.

EXCITEMENT

- Using emotional intensity and energy to build enthusiasm and excitement in oneself and others

PERSUASIVE

- Actively focusing on convincing, persuading and negotiating in a compelling way.

INSIGHT

- Perceptive in reading people and situations; and adept at using this knowledge to determine customer's needs and identify sales opportunities.

SPA Behaviors & Definitions, cont'd

IMPLEMENTATION

AGGRESSIVENESS

- Engaging with others in a forceful and competitive manner.

TACTICAL

- Having a very practical and concrete orientation towards the selling process that emphasizes being responsive and action-oriented.

EMPATHY

- Showing genuine interest in other people, being sensitive to other's feelings, and building close relationships with customers.

TEAM PLAYER

- Being loyal to the organization and attending to its needs; aligned with the team.

PERSISTENCE

- Taking an approach to sales that emphasizes perseverance and determination in order to achieve success.

PRODUCTION

- Taking an approach to sales that emphasizes setting very high standards for achievement; have a strong results orientation.

DRIVERS

SALES FOCUS

- Identifying with and taking pride in the sales role and having a strong commitment to selling and the sales profession.

MANAGEMENT FOCUS

- Emphasizing the management dimension of the sales role, organizing the efforts of others, and using leadership skills to get things done.

CUSTOMER FOCUS

- Emphasizing the importance of putting the interest of others first, and treating them well by providing both product quality and service.

MATERIALISM

- Being strongly motivated to sell by financial and other material incentives.

EGO REWARDS

- Viewing the sales role as providing the opportunity to gain status and recognition; seeking to be the center of attention.

IDEALISM

- Emphasizing the importance of company's and one's personal integrity and principles, and refusing to compromise these to make a sale.