COCORECO

Sales skills

Personal development report

Example participant

06/11/2026

Explore how you clarify customer needs, adapt your approach and follow through on commercial commitments. For salespeople, account managers and customer-facing professionals. Your report offers a clear overview and conversation experiments connecting value, trust and thoughtful follow-up.

A personal development tool with original questions informed by published frameworks. Connect the results with your work context and use the report for reflection, discussion and focused practice.

SAMPLE REPORT · FICTIONAL RESULTS

Summary at a glance

Your responses show practices you use more often and areas to explore. Connect the results with recent examples from your day-to-day work.

Relatively stronger themes

Adaptive communication (80.0/100) · Follow-up and learning (80.0/100)

Areas to explore further

Doubts and objections (30.0/100) · Needs exploration (30.0/100)

These are relative differences within this profile. Choose a priority based on relevance, context and examples.

Your first practical step

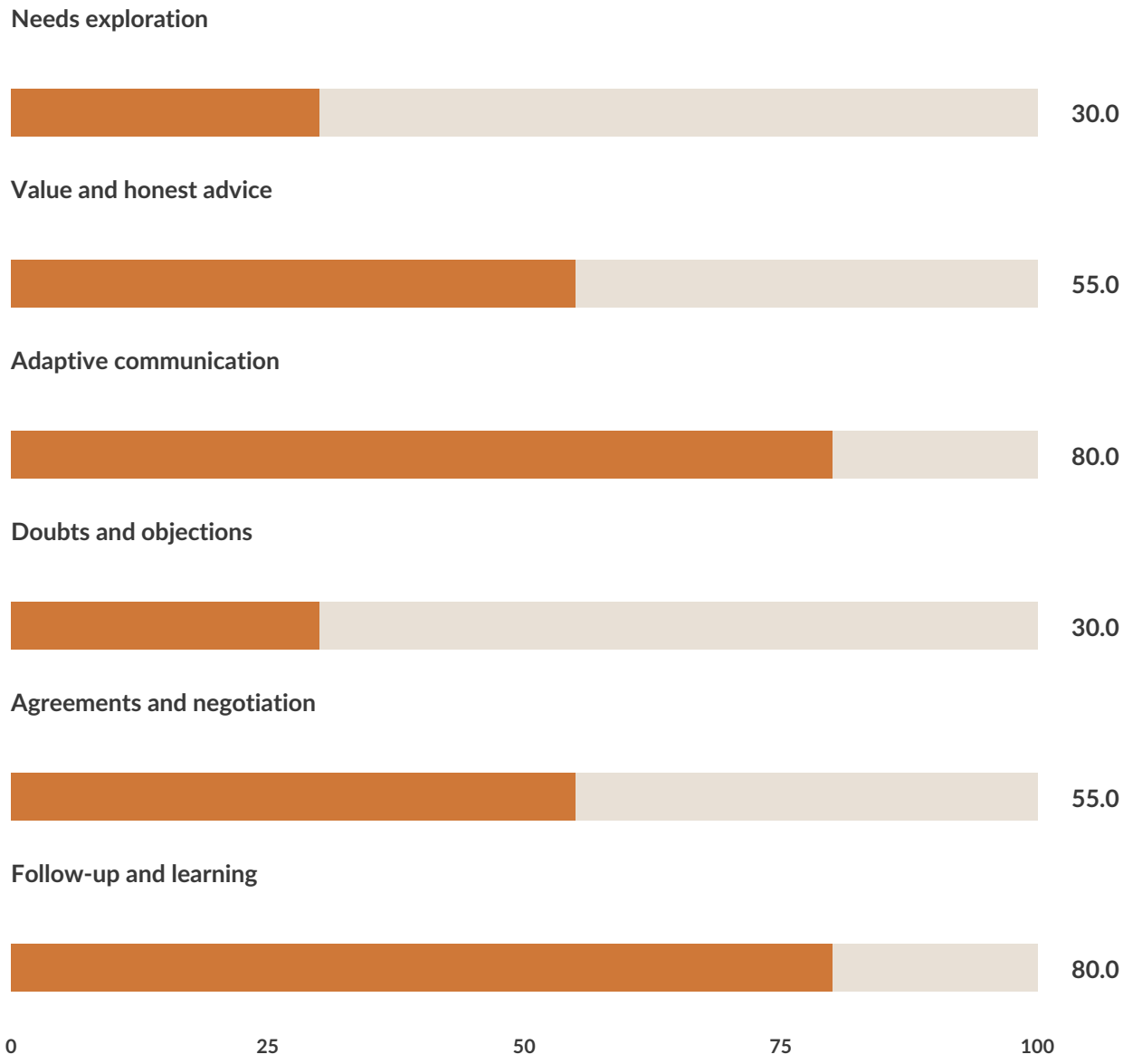
Ask three open questions before proposing a solution.

Within 7 days: try one action. After 2 weeks: review its effect using a concrete example.

Discussion prompt: what do you recognise, what surprises you, and which real example adds useful context?

Your profile

Weighted scale responses converted from 1-5 to 0-100. Self-assessment, not objective performance or percentiles.



Explore each dimension

Needs exploration · 30.0/100 · SD 10.0

This dimension describes your self-assessment of needs exploration.

This descriptive score is based on your own answers. Ask for a concrete example and explore the influence of your work context.

Practice step: Ask three open questions before proposing a solution.

Value and honest advice · 55.0/100 · SD 10.0

This dimension describes your self-assessment of value and honest advice.

This descriptive score is based on your own answers. Ask for a concrete example and explore the influence of your work context.

Practice step: Connect one feature of your offer to a concrete customer need.

Adaptive communication · 80.0/100 · SD 10.0

This dimension describes your self-assessment of adaptive communication.

This descriptive score is based on your own answers. Ask for a concrete example and explore the influence of your work context.

Practice step: Adapt one conversation to the customer's knowledge level.

Doubts and objections · 30.0/100 · SD 10.0

This dimension describes your self-assessment of doubts and objections.

This descriptive score is based on your own answers. Ask for a concrete example and explore the influence of your work context.

Practice step: Explore one objection with a question before responding.

Agreements and negotiation · 55.0/100 · SD 10.0

This dimension describes your self-assessment of agreements and negotiation.

This descriptive score is based on your own answers. Ask for a concrete example and explore the influence of your work context.

Practice step: Agree on one next step with an owner and date.

Follow-up and learning · 80.0/100 · SD 10.0

This dimension describes your self-assessment of follow-up and learning.

This descriptive score is based on your own answers. Ask for a concrete example and explore the influence of your work context.

Practice step: After delivery, ask what helped and what could improve.

Three practice suggestions from the model

Starting suggestion based on the three lowest descriptive scores. Check whether it fits your development goal.

1. Needs exploration

Ask three open questions before proposing a solution.

When: Within 7 days, in one concrete work situation.

Review: Ask for one concrete example of its effect and review after two weeks.

2. Doubts and objections

Explore one objection with a question before responding.

When: Within 7 days, in one concrete work situation.

Review: Ask for one concrete example of its effect and review after two weeks.

3. Value and honest advice

Connect one feature of your offer to a concrete customer need.

When: Within 7 days, in one concrete work situation.

Review: Ask for one concrete example of its effect and review after two weeks.

Method and sources

60 questions · individual administration

Customer orientation and adaptive selling: Saxe & Weitz and Franke & Park. Original development items; no reproduction of SOCO or ADAPTS.

A personal development tool with original questions informed by published frameworks. Connect the results with your work context and use the report for reflection, discussion and focused practice.

Franke & Park (2006) - Adaptive Selling and Customer Orientation

https://doi.org/10.1509/jmkr.43.4.693

Saxe & Weitz (1982) - Customer Orientation

https://doi.org/10.1177/002224378201900307

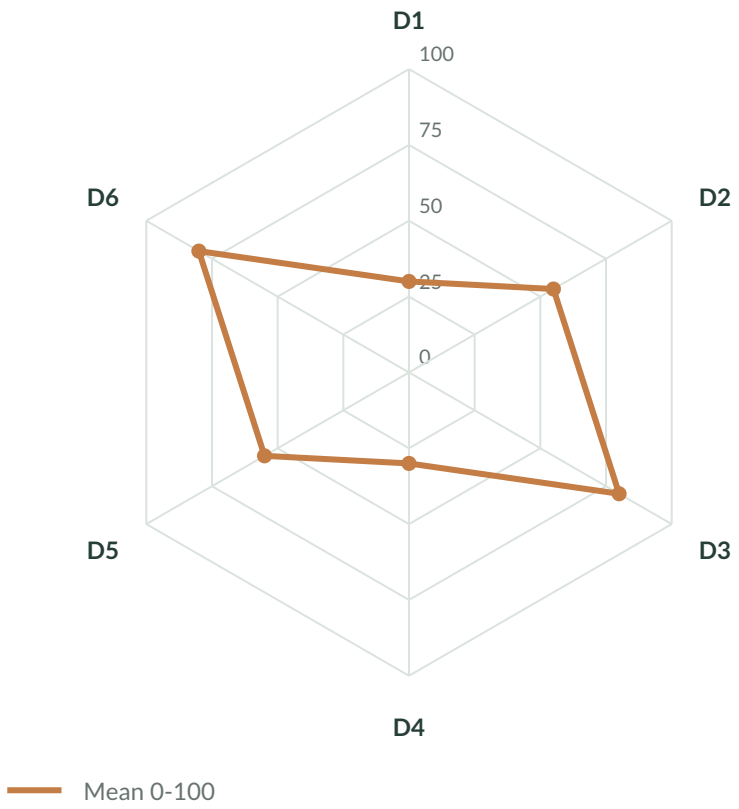
Support important decisions with multiple sources and professional guidance.

Overall profile

n=1 | Scale 0-100 | Model assessment-standard-60-v1

Invited: 1 | 100%

Read mean and spread together, alongside concrete work examples.

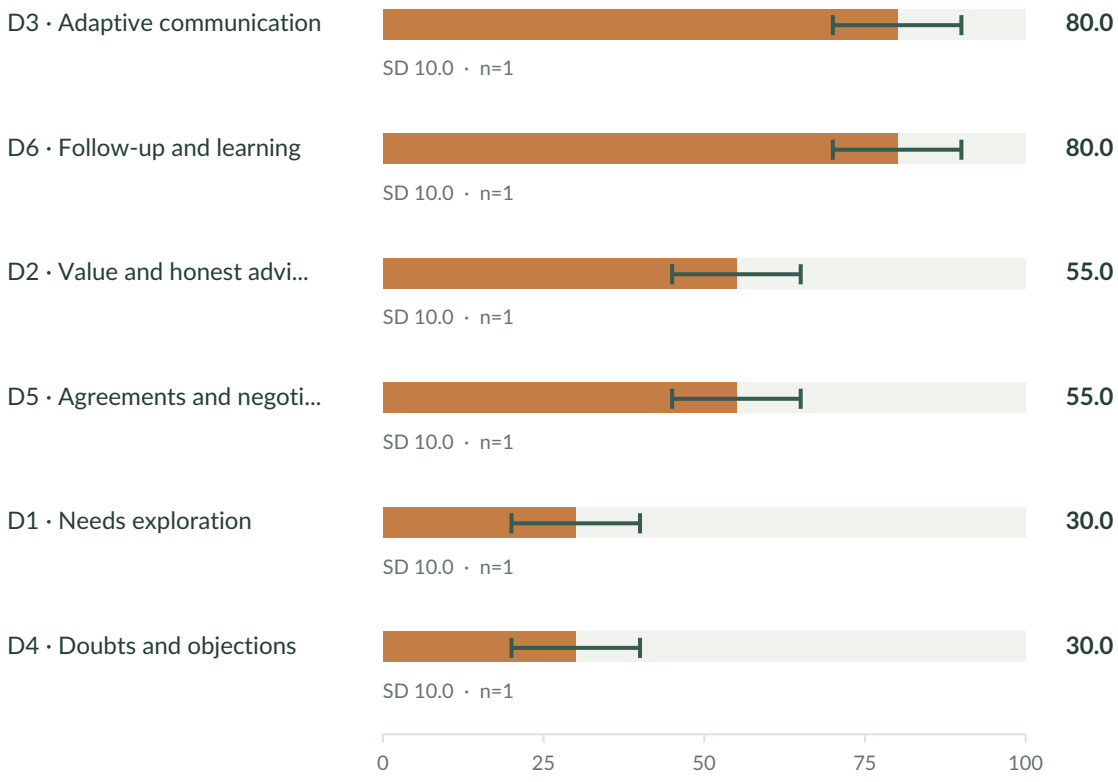


Fixed axis order. Compare domain scores, not radar area. D codes refer to the table below.

Mean and spread by dimension

Code / dimension	Mean	SD	n
D1 | Needs exploration	30.0	10.0	1
D2 | Value and honest advice	55.0	10.0	1
D3 | Adaptive communication	80.0	10.0	1
D4 | Doubts and objections	30.0	10.0	1
D5 | Agreements and negotiation	55.0	10.0	1
D6 | Follow-up and learning	80.0	10.0	1

Strengths and development areas



Descending means. Whiskers = mean +/- 1 SD, clipped to the scale; not a confidence interval or significance test. Relatively strong does not mean sufficient; low does not automatically mean a deficit.

n = 1 person. SD is weighted spread across scored items in a dimension, not between people or a reliability measure.

Response distribution and spread



Colors 1-5: scored scale responses after reversal. Item counts, not people.

Dimension	1	2	3	4	5
D1	0	8	2	0	0
D2	0	0	8	2	0
D3	0	0	0	8	2
D4	0	8	2	0	0
D5	0	0	8	2	0
D6	0	0	0	8	2

Different perspectives

Not applicable: one participant and no other people's ratings.

Progress

No linked repeat. Compare only identical items and scoring under suitable conditions. Cognitive repeats can show practice effects.

Priority matrix

Expected impact x feasibility, both 1-5. Judgments come from development dialogue, not scores or algorithmic predictions. Choose two or three themes.

Fictionally rated priorities for illustration.



Top right: high impact and feasibility. Orange: selected. Unrated: not plotted.

Extended report - continued

Theme	Expected impact	Feasibility	Selected
D1 | Needs exploration	5	4	Yes
D2 | Value and honest advice	4	3	-
D3 | Adaptive communication	3	5	-
D4 | Doubts and objections	5	2	Yes
D5 | Agreements and negotiation	2	4	-
D6 | Follow-up and learning	4	5	Yes

COCORECO | FICTIONAL EXAMPLE

From priority to action

1. Needs exploration

Specific behavior: Ask three open questions before proposing a solution.

Owner: Participant

Review date: 2026-11-05

Observable effect: Compare three concrete work situations before and after the agreement and discuss the effect after two weeks.

2. Doubts and objections

Specific behavior: Explore one objection with a question before responding.

Owner: Participant

Review date: 2026-11-05

Observable effect: Compare three concrete work situations before and after the agreement and discuss the effect after two weeks.

3. Follow-up and learning

Specific behavior: After delivery, ask what helped and what could improve.

Owner: Participant

Review date: 2026-11-05

Observable effect: Compare three concrete work situations before and after the agreement and discuss the effect after two weeks.

After two weeks, review visible changes and preserve what works. Repeat only with the same question and scoring model.