

test center

by People Systems

Field Sales I Assessment Report

Candidate: XXXXXXXXXXXX

Username: XXXXXXXXXXXX

Date: XXXXXXXXXXXX

Sample Report

The following pages represent a report based on the results of a psychological assessment. The profile presented below summarizes key results in each area compared against general population norms (indicated by the descriptors Low, Below Average, Average, Above Average, and High) and with norms for high performers in the type of job for which the candidate is applying (indicated by the shaded areas). The candidate's score is indicated by the diamond symbol : ◆

	Low	Below Average	Average	Above Average	High
Closing Ability				◆	
Competitiveness					◆
Customer Service			◆		
Dependability			◆		
Emotional Stability	◆				
Extroversion				◆	
Image Management					◆
Integrity			◆		
Money Motivation					◆
Optimism	◆				
Passion for Work			◆		
Relationship Sales				◆	
Self-Directed Learning		◆			
Selling Confidence	◆				
Travel Tolerance					◆
Work Drive			◆		
Overall Cognitive Aptitude					◆

Cognitive Aptitude Assessment

Compared to general adult norms using standardized tests which were validated for a wide range of positions, we estimate Curtis's overall level of general intellectual aptitude to be in the **80-89 percentile** range. His individual aptitude levels are:

Abstract Reasoning	70-79%ile
Numeric Reasoning	70-79%ile
Verbal Reasoning	Top 10%ile

Curtis has a high level of general cognitive aptitude. He can learn new information quickly, solve complex problems efficiently, and be able to handle a heavy information-processing load on this job.

Explanation of Cognitive Aptitude Scores:

The aptitude scores in this section reflect percentile rankings -- not percent correct on the test. With percentiles, the average is the 50%ile. Half of the people score below this score and half score above it. As another example, if a person scores 80-89%ile on a specific test in this report, it means that they scored as well as or better than 80-89% of the norm group, but not as high as 11-20% of the norm group.

The **Overall Cognitive Aptitude** is an average of the separate aptitude sections given to this candidate.

The lower the Overall Cognitive Aptitude score, we predict that the candidate will have difficulty learning new information and making decisions. For example, if they are well experienced in their occupation, they may be able to continue to perform well practiced tasks adequately, but have difficulty learning new things. As such, they will need additional training time and more support from supervisors. People who produce lower Overall Cognitive Aptitude scores generally prefer tasks that call for specific responses rather than ones requiring insightful solutions. They are also slower in processing information and are often easily overwhelmed by complex problems, especially ones they have not dealt with before.

The higher the Overall Cognitive Aptitude score, the more we predict that the candidate will learn quickly, pick up a lot of new information on their own without needing to be trained, handle a large information load easily, make decisions in an efficient manner, and show a great deal of insight about how to solve new and complex problems.

Personality Assessment

Strengths:

- Curtis has a fairly forceful, assertive interpersonal style. He will usually work through difficult sales situations and confront sales obstacles in a direct manner. Strong-willed or emotional customers will not intimidate him.
- Curtis likes to compete and to demonstrate that he is a high, if not the highest, sales performer in the company. He is very focused on results, accomplishments, and sales numbers that allow his performance to be compared favorably to other sales representatives.
- Curtis has a moderate disposition to meet customer needs. He will usually try to learn about the customer's needs to achieve a good relationship with the customer and to match those needs with your products.
- Curtis is moderately dependable and reliable. He generally follows through on his work commitments to customers and staff. Curtis also uses his discretion and judgment in deciding how to fulfill his promises and obligations.
- Curtis is fairly sociable, outgoing, and cheerful in his dealings with customers and coworkers. He should communicate reasonably effectively, responding to customers needs while providing a comfortable sales situation.
- He is highly aware of what is the correct thing to say and do in formal and informal sales situations. Curtis is discreet and careful about how he presents himself to potential customers and when trying to initiate or close a sale.
- Strongly motivated by tangible rewards, Curtis highly values opportunities for pay raises as well as sales commissions and bonuses for attaining his sales goals. He is highly motivated by recognition, status and money.
- Definitely not gullible or naïve, Curtis tends to be on guard against people who are trying to deceive, manipulate, or take advantage of him in sales situations. He always keeps an eye out for potential problems.
- Curtis likes to use the power of a personalized relationship with a customer to create sales results. He usually takes time to identify and develop potential selling opportunities with prospective customers through discussion, questioning, and indirect information-gathering techniques. He also tries to guide the customer to the sale incrementally by persistence, subtle persuasion, and gradual closure.
- Curtis responds well to travel requirements on the job. He will travel readily and find ways to make the experience enjoyable.
- With an average work drive, Curtis works industriously with customers during regular job hours. He is not, however, a workaholic and tries to balance job demands for sales production with his personal and family life.

Developmental Concerns:

- By becoming too focused on his individual sales numbers, Curtis may overlook the company's need to realize group goals and team-based accomplishments. Also, he may neglect areas of his job that are hard to measure and document, such as communicating and interfacing effectively with other employees.
- Curtis could deepen his commitment to responsive, high-quality service to customers. Curtis may need more training on techniques to achieve high levels of customer satisfaction and retention, including going out of his way to ensure that the customer's needs are fully met.
- Curtis may need to be more dependable in the way he fulfills some job expectations and obligations. He can sometimes act in ways that others, particularly customers, perceive as unreliable.
- He registers as being rather emotional and affected by negative feelings that can develop in sales situations. Curtis does not hold himself together well in stressful or confrontational situations and may possibly develop unmanageable psychological problems as a result if hired for this position.
- He may sometimes come across to customers and staff as insincere or calculating. Curtis may need to learn how to verbally and facially project a more authentic approach in dealings with others so he can achieve his goals.
- Curtis's score on the integrity dimension was in the average range. While this does not necessarily predict a future problem, it points to the need for a good on-the-job orientation and training about how to handle various situations, including "gray areas" in a manner that reflects the company's concern for integrity and rule-adherence.
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- Curtis may continually expect greater earnings and rewards. If this job does not regularly meet his need for money, status and recognition, he may put less effort and dedication into his assignments.
- Curtis could be a lot more optimistic in a sales role. He could look more for what is good and hopeful in sales situations instead of being focused on negative possibilities.
- He has a below-average level of commitment to self-directed learning. Curtis could put more effort into seeking out opportunities for professional development and continuously improving his work-related knowledge, skills, and abilities.
- Curtis is lacking in self-confidence as a salesperson. He has doubts about himself and his ability to sell. Curtis is often unsure of what is the best course of action to make in a sales situation. Curtis will not project assurance and capability to potential customers.
- At times, Curtis may need to work longer hours with customers and extend himself to meet heavy or irregular job demands. His long-term success could hinge on an increased willingness to sometimes invest more personal time and effort into his work in a sales role.

INTERVIEW QUESTIONS

After reviewing the assessment results for this candidate, you may want to conduct a structured interview to further explore and clarify some specific concerns. The interview questions listed below reflect areas of concern raised by the assessment results. You should keep asking questions until you have gained confidence in your assessment of the candidate. You can use some or all of these questions when interviewing the candidate. You will probably want to customize these questions to best fit your style and what you already know about the candidate as well as the job for which s/he is being considered. Most of these are behavioral description items which ask the candidate to describe specific behavior on the job. Some additional probes which you might want to use with individual questions are:

- * When did this take place?
- * What factors led up to it?
- * What were the outcomes?
- * What did others in the organization say about this?
- * How often has this type of situation arisen?

COMPETITIVENESS

- Describe a time when you won a sales contest or competition.
- Tell me about how you typically respond to sales competitions and contests. Are they more motivating or demotivating for you?
- To what extent do you prefer your sales earnings to be based on commission versus salary?

EMOTIONAL STABILITY

- Tell me about a time when you had to keep on working despite having some problem or concern weighing on your mind. [Probes: How long did it go on? How was it resolved? How often has this kind of thing happened in the last six months?]
- Stress is a natural part of most work environments these days. Describe a situation where some significant form of stress has impacted you on your job and how you dealt with it.
- Describe a situation where you learned to live with something stressful at work.

INTEGRITY

- What would you do if you discovered that a coworker had been taking home office supplies without permission and without telling anyone?
- Under what conditions would it be acceptable to ignore or bend a company rule or policy?
- Describe what you would do if your boss asked you to keep quiet about some data he or she was falsifying for the annual company report.
- Under what circumstances would it be OK to claim a sick day (even though you were not sick) to deal with a personal problem at home?

MONEY MOTIVATION

- Describe your earnings goals for the next five years.
- Tell me which what factors define success for you in a job.
- Describe how your feelings of self-worth are affected by how much money you make.
- Describe the kind of lifestyle you want to achieve.

OPTIMISM

- Sometimes it helps to prepare for the worst and try to anticipate potential problems at work. Describe a time when your concerns about possible future problems were justified.
- What would you say to a coworker whom you felt was being naïve or gullible about some new job they were considering? If asked, what advice would you give?
- How do you personally guard against unrealistically high expectations at work or being blindsided by unanticipated problems?

SELF DIRECTED LEARNING

- Describe a time when you needed to learn something new for your job, but the company did not offer a relevant training program or support for taking courses or workshops. What was it? What steps did you take? What was the outcome? How often has this happened in the last five years?
- How do you go about researching something for which you need information to solve a work-related problem? Do you ask help from other people? What resources (e.g., the Internet, coworkers) do you use? How do you use them? How often does this tend to come up on your job?
- Tell me about a time when you took the initiative to learn new job-related knowledge, skills, or abilities (KSA's). What KSA's were they? What did you do? What was the outcome? How did you continue to improve your mastery of these KSA's?
- Describe your future plans for continued education and professional development in the next 10 years. What are they? How will these help you in your career? What would/did you do if your employer does not help pay for these or give you time off to pursue them?

SELLING CONFIDENCE

- Describe your typical frame of mind or mindset when cold-calling.
- Tell me how you deal with the loss of a big sale you were expecting to get.
- How does customer resistance affect your confidence about making a sale?

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