



We Improve Productivity
Through People.



Field Sales I Assessment Report

Candidate: Curtis Blane

Date: 06/20/2010



Field Sales I Assessment Report

Candidate: Curtis Blane
 Date: June 20, 2010

Date: 06/20/2010

Prepared For: Employers

Prepared by: John Lounsbury, Ph.D. & Lucy Gibson, Ph.D., Licensed Industrial-Organizational Psychologists

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: ◆

ALL RESULTS SHOULD REMAIN STRICTLY CONFIDENTIAL

	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					◆



Field Sales I Assessment Report

Candidate: Curtis Blane
Date: June 20, 2010

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.



Field Sales I Assessment Report

Candidate: Curtis Blane
Date: June 20, 2010

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 and needs to know that he is doing better than other salesmen/women in the company. He is very competitive about sales numbers and financial performance. Likewise, Curtis is highly motivated by feedback that compares his performance with that of other sales representatives.
- Curtis registers as having a fairly dedicated level of customer responsiveness. He will usually take the time to learn about customer preferences and their unique situations and can be counted on to provide additional help or information when requested.
- Curtis is usually reliable on his job. He fulfills most commitments although Curtis also tends to make up his own mind about how he will do so.
- As a fairly extroverted person, Curtis is usually attuned to interpersonal cues and unstated customer buying signals. Since he is usually congenial, cordial, and outgoing, Curtis should be a reasonably effective communicator in sales situations.
- 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.
- Curtis registers as being very motivated by money, recognition, prestige, and status. He is likely to be energized by selling contests and by getting rewards for meeting specific sales goals. Curtis considers work a means to achieving personal goals, rather than an end in itself.
- 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.
- In most selling situations, Curtis works at building personalized relationships with customers in order to better understand their particular concerns and preferences. He makes an effort to use that relationship to build trust and to work toward presenting product benefits in a way that each customer will be most receptive.
- Curtis has a positive mindset toward travel. He will engage in overnight travel readily for his job and find ways to minimize its hassles and enhance chances for enjoyment.
- Curtis responds well to travel requirements on the job. He will travel readily and find ways to make the experience enjoyable.
- Curtis can readily handle the stress of travel and is inclined to make the most of it. He looks for ways to make work-related travel enjoyable.
- Curtis has an average work drive, which should be enough to meet most job demands. He will not be an idler or a slacker on the job; but his manager will need to be careful to set realistic sales goals.



Field Sales I Assessment Report

Candidate: Curtis Blane
Date: June 20, 2010

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 do more to enhance his ability to identify and meet customer needs and preferences. He may need training on how to show greater concern for your customer's pre-sale needs and their post-sale satisfaction and to build a positive regard for your company's products.
- Curtis could be somewhat more dependable and conscientious in his work habits. He could be more consistent in his follow through with customers and fulfillment of job responsibilities.
- His level of emotional stability is low. Curtis is not likely to have good control over his emotions and would probably have a hard time handling a sales position with much pressure and frustration. The stress associated with a sales job is likely to overwhelm him and lead to job failure or turnover.
- He may sometimes act in ways that others perceive as phony or disingenuous. Curtis needs to learn how to be more genuine in his job-based interactions, particularly among people with whom he must work closely on a day to day basis.
- Curtis scored at an average level on our measure of integrity. Even though this score is in the acceptable range, it is advisable to provide him clear and unambiguous messages about the need to adhere to company rules and policies, as well as to conduct himself in an ethical manner in all work situations.
- Curtis registered an average score on the integrity measure. Although this is not an unacceptable score, he should be given a careful orientation to company rules and policies, including a thorough explanation of how ambiguous situations are to be handled so as to maintain honest, ethical business practices.
- Curtis has such a high need for tangible rewards and making money that it may not be possible to keep him satisfied over the long haul. Before hiring him you may want to give him a realistic preview of the job's reward system, including a timetable (if available) to make sure that it would be motivating for him on a continuing basis.
- Curtis can be unduly pessimistic and prone to expect the worst. He could be more hopeful about sales prospects. He may need to think much more positively about selling opportunities.
- Curtis could be more motivated to engage in new learning that advances his work-related knowledge, skills, and abilities. He could take more personal responsibility for his own professional development.
- Curtis registers as insecure and lacking confidence in his selling capabilities. He worries and frets about things which can make him indecisive and slow to take definitive action in sales situations. It is possible that this insecurity will undermine the confidence and trust customers have in him and in your company's products or services.
- Curtis does not have a high work drive and may need to invest more time and effort to meet the pressing demands of sales performance. Long-term job success as a top salesman/woman may require him to make more personal sacrifices.



Field Sales I Assessment Report

Candidate: Curtis Blane
Date: June 20, 2010

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?
- * How would you handle it differently in the future?

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?



Field Sales I Assessment Report

Candidate: Curtis Blane
Date: June 20, 2010

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?

The information contained in this report is Resource Associates, Inc. business information intended only for the use of the individual or entities named above. If the reader of this report is not the intended recipient you are hereby notified that any dissemination, distribution or copying of this report is strictly prohibited. If you have received this report in error, please notify us immediately at (800) 840-4749 or by sending E-mail to info@resourceassociates.com.