



## Selection Report for:

**Suzanne Example**

**Tested:** 1/1/2018

### This Report is Confidential

Use this report to make good decisions.

- Avoid candidates who score in the lowest range on the assessment.
- Use interview probes and other report information to evaluate candidates.
- Combine information from all sources (assessment, interview) to make decisions.

### About the SalesMax Report

SalesMax provides three types of information to help you evaluate the candidate:

#### **Sales Personality**

Relatively stable characteristics that do not change easily. These predict sales performance, while three others will change. All are work-related and have direct applications.

#### **Sales Knowledge**

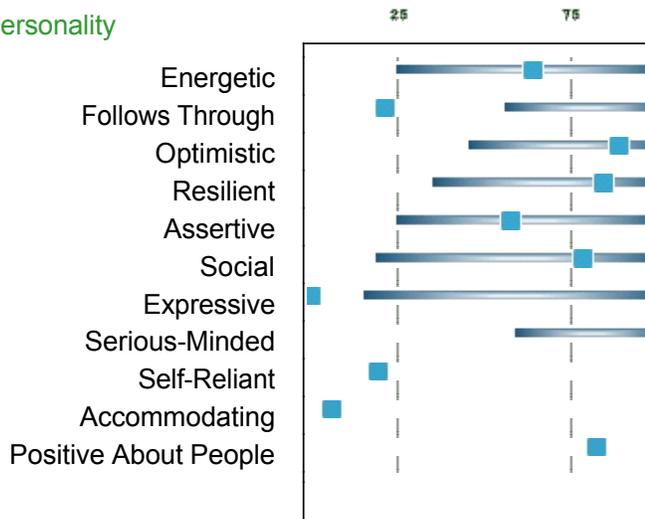
The candidate's understanding of effective behaviors and strategies at each stage of the sales cycle. The emphasis is on consultative and solution-oriented sales.

#### **Sales Motivations**

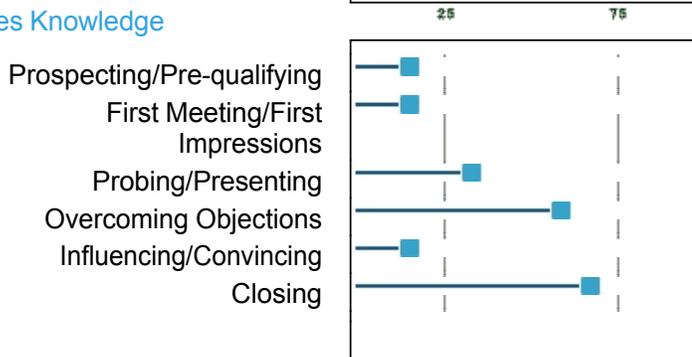
The relative strength of eight sources of personal motivation. This helps you manage and motivate the candidate, if you hire her.

***SAMPLE REPORT***

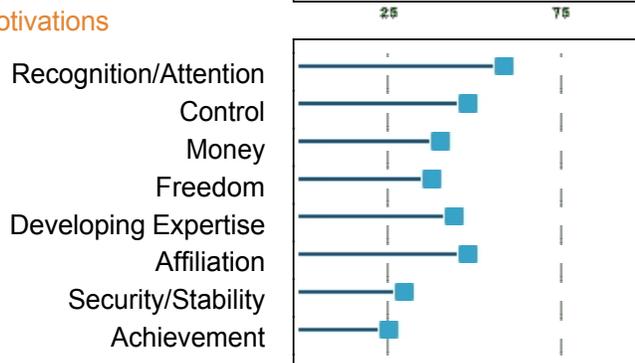
Sales Personality



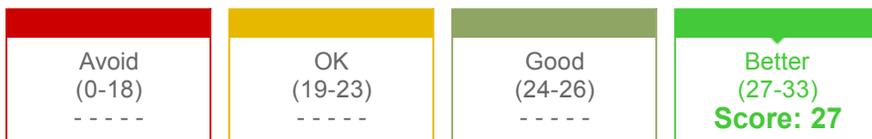
Sales Knowledge



Sales Motivations



Potential Sales Success:



The candidate's Sales Personality Index score was 27 out of a possible score of 48. This score is in the 'Better' range (27-33). Our research indicates that candidates with scores in this range have a good probability of success. Salespeople with scores in this range earned sales compensation in the top half and, as a group, were 7% above the norm.

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## Personality Insights:

*The following potential strengths (+) may help you to understand how the candidate's personality may impact her sales performance.*

- + She appears to have a positive, optimistic outlook.
- + She appears to be a resilient person who should be able to bounce back after rejection, missed sales or criticism of her performance better than most sales people.
- + She should be a people person who will enjoy most of the social aspects of meeting new clients or prospects and working with them in a sales role.
- + She appears to be more serious-minded than the typical salesperson. Her behavior should be businesslike and professional.

*The following potential weaknesses (-) may help you to understand how they can impact her sales performance.*

- She may not always follow through on her commitments.
- She has described salespeople. She has taken actions that she has not followed up on in sales interactions.
- She appears to be a salesperson. When in sales situations, she may need more guidance.
- She appears to be a salesperson. Her sales style will tend to be more aggressive.

The next section of this report provides interview and reference probes for following this candidate's potential problem characteristics. For each identified topic, SalesMax interviewing the candidate. SalesMax also generates several questions to facilitate d with her references.

## Sales Personality

### ▼ Low Follow Through

The candidate scores somewhat low on the measure of follow through or depends consistently follow through on their work responsibilities.

- Describe a time when you were unable to follow through on what you promised circumstances and what did you do? Would you handle the situation differently *she didn't think too much of it, or is prone to making excuses.*)
- (No Sales Experience) Describe a time when you were unable to complete an what you promised you would do. What were the circumstances and what did differently today? *(Listen for responses that indicate that she didn't think too r*
- How do you think a sales manager should handle an employee who misses de on her work? *(Listen for responses that indicate sympathy for the employee or*

### ▼ Very Low Expressiveness

The candidate appears to be less expressive than most salespeople. People who controlled and reserved in their dealings with people. As a result, they may hold b conviction in the product or service that they are selling.

- What do you feel are the key features and benefits of the product or service y *her ability to convey genuine enthusiasm about the product or service she is s "believe" in the product.)*
- Have you ever reflected on a recent customer conversation and wished you w Describe the situation and how you would have handled it differently. *(Listen f conversations or not take advantage of opportunities to display enthusiasm.)*
- (No Sales Experience) Think of a recently purchased item or your favorite food features and benefits of it. *(Listen for her ability to convey genuine enthusiasr selling vs. conveying a reserved, less-enthusiastic demeanor.)*

### ▼ Low Self-Reliance

The candidate scores somewhat low on the measure of self-reliance. People who overrely on other people for advice, support, direction or favors.

- Tell me about a recent responsibility you took on. What made you feel it was i *indications of active pursuit of increased responsibility versus passive accepta*
- How do you prefer to be managed? Give me an example of how that has work *independence and self-reliance versus dependence on her superior for decisi*
- What type of support or assistance would help you do your job well? What typ and support staff? *(Listen for her willingness to take care of things on her own*
- Information regarding early career experiences can sometimes be useful. For would include teenage employment): how she found the job, why she was wor that suggest initiative and a take-charge attitude versus a tendency to wait to

### ▼ Low Accommodation

The candidate scores low on the measure of cooperativeness or agreeableness (l score low on this measure are sometimes quick to confront others or find it very e an aggressive, competitive fashion. If they do not moderate their competitive style disagreeable, difficult, and may fail to put customer needs first.

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When talking with references ask the following types of questions.

▼ **Low Follow Through**

- "How does she compare with other salespeople in her ability to follow through on ta
- "Would her customers and peers say that she honors her commitments or does sh

▼ **Very Low Expressiveness**

- "How would you describe her style when presenting to customers?" Probe for how and in groups.
- "How would you say customers reacted to her interpersonal style? What strengths major areas for improvement?"

▼ **Low Self-Reliance**

- "Compared to the typical salesperson, how would you describe her in terms of sho responsibilities?"
- "Would you say she requires more or less of her manager's time to provide directic
- "Can she be relied upon to take charge of situations and make decisions without e situations? -- In unusual situations where no clear guidelines exist?"

▼ **Low Accommodation**

- "Compared to other salespeople, how would you describe her ability to get along w
- "How would you describe her ability to work with co-workers in a cooperative rather
- "Compared to other salespeople you have known, would you say she has a notably with others toward win-win outcomes?"
- "In general, how would you describe her style in dealing with customers and co-wor

## Low Consultative Sales Knowledge

▼ **Identifying Sales Prospects And Pre-Qualifying Them:**

- "Compared to the typical salesperson, how would you describe her in terms of her
- "How well did she pre-qualify her potential leads?"

▼ **Making Positive First Impressions:**

- "Compared to other salespeople you have known, how would you rate her ability to
- "How would her customers describe their first impression of her?"

▼ **Developing A Clear Understanding Of The Customer's Specific Needs:**

- "How would you describe her approach in gaining an understanding of her custom
- "Compared to other salespeople, how would you describe her ability to probe and

▼ **Convincing The Customer Of The Value Of Company Products And Service**

- "Compared to other salespeople, how would you describe her ability to convince th product/service?"
- "How well would you say she 'knew' her product/service?" Probe for how she devel conveyed her understanding to her customers.