

# test center

by People Systems

## Industrial/ Equipment Sales 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
<b>Closing Ability</b>				◆	
<b>Competitiveness</b>			◆		
<b>Customer Service</b>			◆		
<b>Dependability</b>					◆
<b>Emotional Stability</b>			◆		
<b>Extroversion</b>				◆	
<b>Image Management</b>					◆
<b>Money Motivation</b>					◆
<b>Optimism</b>	◆				
<b>Relationship Sales</b>		◆			
<b>Selling Confidence</b>				◆	
<b>Work Drive</b>				◆	

## Aptitude Assessment

	Percentile Range									
	0-10%	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	Top 10%
<b>3-D</b>				X						
<b>Abstract Reasoning</b>				X						
<b>Mechanical Reasoning</b>										X
<b>Numeric Reasoning</b>										X
<b>Verbal Reasoning</b>										X
<b>Overall Aptitude</b>								X		

### 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.

## Narrative Responses Provided by This Candidate

In reading through the candidate's responses, you should look for general themes that reflect the person's attitudes, values, and beliefs about work. Insights can help you generate probing interview questions. From another perspective, the way in which candidate responses are constructed demonstrate sophistication of communication skills.

	Mr. Hutchins's Responses
<i>I will take on extra responsibilities in my job if and when...</i>	If i think that it will improve our product and sales effectiveness.
<i>Working long hours every week...</i>	comes with the jobs. That is what leads to good sales volume.
<i>It's hard to do good work when...</i>	when we hve a lot of technical maintenance issues that keep customers upset.
<i>When my suggestions at work are turned down I...</i>	try not to let it get me down. I assume there will be other opportunities later on.
<i>Having to work on the weekend...</i>	is something that i do when there is a need to reach my goals and objectives.
<i>Overnight travel...</i>	is a normal part of this type of job.
<i>My approach to customer service is...</i>	is to try to get to know my customers and make sure that their needs are met.
<i>Dealing with difficult customers...</i>	usually means spending more time with them to make sure I truly understand their needs.
<i>What customers really want from me is...</i>	is a complete set of services, minimal maintenance issues, and fast turnaround.
<i>When I am training a new staff on customer service, I emphasize...</i>	spending the time it takes to get to know the customers.
<i>I am least effective with certain customers...</i>	the ones who do not have time to talk with me.
<i>Compared to other types of job tasks I enjoy, customer service is...</i>	a crucial part of getting the sale.
<i>To me, being a good team player means...</i>	understanding what is going on with other people on the team and doing what I can do to see that we are all successful.
<i>I enjoy teamwork when...</i>	everyone is committed to the same goals.
<i>The optimal split between team and independent work is...</i>	it depends on the situation at the time.
<i>Most team meetings are...</i>	very useful for sharing information.
<i>My experiences with being on a team...</i>	ave been very positive for the most part.
<i>In most companies teams are...</i>	are sometimes overused especially when most of our sales efforts are individual activities.
<i>The kind of assignment I like best is...</i>	I am going to see a customer I have become well acquainted.
<i>I enjoy working with people who...</i>	are cheerful, talkative and want to see their company make good decisions.
<i>I would turn down a job if...</i>	I felt I could not live up to their expectations or if I felt their product did not live up tp their billing.



<i>The best way to get ahead in an organization...</i>	is do your job well and show that you have the best interest of the company at heart.
<i>The most fulfilling job I had...</i>	was being an equipment rep for XXX Company.
<i>My greatest satisfaction in a job...</i>	is knowing that I am doing a good job for my employer and am helping improve profitability.
<i>A boss deserves loyalty if...</i>	he is the boss. It is also good if he cares about his people and tred to help them be successful.
<i>What I want most from a job is...</i>	a sense of accomplishment, good working conditions, and a decent insome so that I can support my family.
<i>The best type of supervisor for me would be someone who...</i>	someone who understands that I have good experience for this type of role but who also provides technical expertise and motivation as needed.
<i>Working closely with other people...</i>	is imprerative to bring in the sales numbers
<i>What annoys most workers...</i>	being left out or being treated unfairly.
<i>I would quit my job if...</i>	I felt that the companys product could not do what we were told it could do.
<i>At work I feel tense when...</i>	I am not meeting my goals.
<i>I don't like to work with people who...</i>	dont take the time to share important informaton or who deliberately try to undermine someone elses opportunities.
<i>My work performance suffers when...</i>	I am putting in so many hours that if effects my healh.
<i>I would really dislike a supervisor who...</i>	treated people unfairly or who was unecessarily harsh in giving back.
<i>Responsibility at work...</i>	is important for all employees.
<i>Most of the official rules at work...</i>	are put in place so that we can work well together and operatons can funtion smoothly.
<i>I get annoyed at work when...</i>	I feel that maintenance people do not service our accounts properly.
<i>Sometimes employers can place too much emphasis on...</i>	sales volume instead of satisfied customers.
<i>When I make a mistake and someone criticizes me for it, I...</i>	I try to use the information to improve myself.
<i>The most common ethical decisions I make in sales involve...</i>	not giving in to customers requests for special deals.
<i>Being effective at sales in a particular industry is based on...</i>	really knowing your product and the customers particular needs.
<i>The reason I will be successful in a sales role is...</i>	I know this industry and have a good sales track record which I can duplicate in this job.
<i>People say that I am a successful salesperson because of my...</i>	tenacy and record of success.
<i>My sales style is best described as...</i>	hard working and persuasive.

## Personality Assessment

### Strengths:

- Kevin scores as fairly strong-willed and assertive. He can usually bring his influence to bear on other people to guide the sales situation toward closure, and he will confront sales objections in a straightforward manner.
- Kevin is moderately competitive in sales, but outdoing his peers is not a central motivator for him. Though he wants to post good numbers, he is not compelled to compare his sales accomplishments with those of other salesmen and saleswomen.
- Kevin is generally customer-oriented and can be counted on to develop and maintain reasonably effective working relationships with buyers. He is likely to learn about customer needs and expectations and to respond to them appropriately.
- He is a very dependable and trustworthy employee. Kevin will fulfill his commitments to the customer and to his manager reliably and conscientiously. Kevin will follow through on his promises and do what he says he will do to complete a sale.
- He should be able to withstand most of the sales and customer stressors he would encounter in this job. Kevin is unlikely to lose control of his temper or have emotional outbursts in a sales role.
- Kevin is rather people-oriented and inclined to interface sociably with coworkers and customers. He is usually friendly, warmhearted, and cheerful in sales interactions, which should energize sales presentations and be well received by customers.
- He is very inclined to adjust the way he presents himself to fit the situation he is in. Kevin tries to say and do things that he thinks others want to hear so that they will look at him favorably. Kevin will consistently present a positive image of him self and the company he represents.
- Tangible rewards are much more appealing to Kevin than other types of incentives . Salary increases, sales bonuses, and prizes are highly motivating for Kevin.
- Definitely not gullible or naïve, Kevin 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.
- Kevin is usually sure of himself and what he can do as a sales representative. He will approach most sales situations with confidence, projecting a can-do image to most of his customers.
- Kevin has a fairly high work drive and will put forth a fair amount of effort to generate sales . Long hours and an irregular schedule will not usually be a problem for him, even on a continuing basis.

**Developmental Concerns:**

- Kevin may need to place greater emphasis on customer service by being more attentive to customers' requests and concerns. If chosen for this position, he may need coaching or training on skills of identifying customer needs and providing more responsive service.
- Kevin may not be able to handle as much job stress as other salesmen and saleswomen. Highly demanding situations and heavy job stress from difficult customers could be a problem for him at times .
- Some customers may have trouble fully trusting what he says. Kevin may need to be counseled on how to improve his interpersonal effectiveness by being more authentic and genuine .
- Because he is so focused on making money and the status and prestige of his job, Kevin may take only minor satisfaction from the more intrinsic rewards of the position. Unless your company offers frequent pay increases or bonuses, he may become disenchanted and lose motivation to perform well or remain in the job.
- He may be so pessimistic or inclined to look for negative outcomes that he misses the potential in new sales ideas, proposals, and plans. To improve this, Kevin needs to focus on looking more for positive selling opportunities.
- His preferred style is to avoid getting to know customers on a personal basis, thus he is unlikely to maximize the potential for bonding with the customer in order to build trust and loyalty. He doesn't take the time to learn about the customer's unique preferences or individual style. Consequently, they may consider him pushy or superficial.

## 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?

### 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.

### 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?



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