



Sample SalesSelect Test Report

Candidate: Terry Smith
Purpose of Assessment: Selection
Assessment type: In-Depth Distance Assessment
Report type: Data/Summary
Position Applied for: Sales
Organization: Pinnacle Corporation
Assessors: Dr. Wexley
Date: 3/22/10

Introduction

Terry Smith recently participated in On-Line Testing that represents one component of Terry's pre-employment screening process for the position of salesperson. The purpose of the assessment was to provide a clear understanding Terry's talents and potential shortcomings in relation to this position. The material provided in this report can be used to assist in selection along with training and development.

Terry was administered a series of five tests via a computerized assessment process. Tests included measures of sales skills, motivation, and attitudes... The testing was conducted at Pinnacle's offices in Cambridge, Maryland.

The following represents the essence of Terry's assessment results. Questions regarding the content and interpretation of this information should be addressed to Dr. Kenneth Wexley, President of Wexley Consulting – HRD, LLC (ken@wexleyconsulting.com; 410-280-8837). It is acknowledged that results are to be integrated with other information garnered during the course of his pre-employment screening before making any final decisions regarding his selection for employment.

Six Core Sales Competencies were assessed: Business Acumen, Building and Maintaining Relationships, Problem Analysis & Solving, Conversational Fluency, Sales Motivation and Endurance, and Sales Time Management. Each Core Sales Competency is then interpreted in terms of the applicant's likelihood of future sales success.

CORE SALES COMPETENCIES	MEANING OF THE COMPETENCIES	INTERPRETATION
Business Acumen	Outstanding salespeople have intellectual horsepower to understand how a customer's business works (e.g., cost displacement, intangible benefits). They are able to understand and discuss the customer's financials. They understand beyond just their own products or services; they understand how the customer's business works and the buying environment of the client.	MASTER
Building and Maintaining Relationships	Effective salespeople must have confidence, be able to accept rejection, feel comfortable in new environments, be outgoing, be playful, be focused, and be disciplined. They feel comfortable walking into a room and talking with new people. They are adept at developing trust and credibility with customers. They are able to not only sell directly to one person, but also be able persuade a team of prospective customers.	VERY HIGH
Problem Analysis & Solving	A client says that he or she needs to increase their company's sales. An effective salesperson says, "tell me more," listens well, analyzes what the cause or causes of the problem are, and then helps the customer generate a workable solution. The salesperson doesn't solve the problem for the customer but, instead, helps the customer to think through the analysis and solution.	AVERAGE
Conversational Fluency	Outstanding salespeople have a great "gift of gab." They can ask questions tactfully and express themselves well. They applicant can talk to many different kinds of people, not just people like them. They possess the ability to learn various verbal skills such as questioning the customer, changing the questions asked depending on the customer's comments, active listening, and understanding what customers are saying and are not saying. They possess a masterful command of the English language.	AVERAGE
Sales Motivation and Endurance	Effective salespeople are self-motivated, are hard-workers, and are persistent. They are able to endure in the face of adversity. If they lose a piece of business, they can bounce back and remain optimistic. They are willing to work as hard as they possibly can, even when frustrated, rejected, feeling ill, or disappointed.	VERY LOW

CORE SALES COMPETENCIES	MEANING OF THE COMPETENCIES	INTERPRETATION
Sales Time Management	Everybody is coming at salespeople – their manager, e-mails, corporate, as well as the marketing department. So, time is everything to them. They must be able to manage their own time effectively. This involves such things as setting priorities and not letting other people distract them. Salespeople face huge territories; they are always faced with the question, “What am I going to do today?” They possess great territory management skills.	NOVICE