



Mr. Sample
Sample

SALEABILITY

Psychpress - Talent Management Psychologists

Direct Sales

Direct Sales is based upon research examining the link between personality traits and sales success. Relevant research has been examined to indicate which personality traits are most often correlated with sales success in different contexts.

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Introduction

Confidentiality

This highly confidential document is provided to the client on the candidate named on the cover sheet on the basis that the need for this confidentiality is recognised, accepted and that such confidentiality will be strictly maintained.

It should therefore only be read by staff specifically involved with the selection, promotion or development of the person named, and stored securely with minimum access. Should a report be required at a later date, it can be obtained without further cost, from Psych Press archives.

Rationale

Current theory suggests that there are various sales contexts, requiring different traits, attitudes and skills (Moncrief, Marshall, & Lassk, 2006). For example, while some salespeople may be required to seek out potential prospects and actively sell ("Direct Sales") others may operate in a more passive environment, with clients approaching the salesperson for assistance ("Service Sales"). As such, different competencies are required for different sales contexts. With this in mind, SaleAbility aims to optimize personnel selection by creating tailor made questionnaires for specific sales categories.

The current report is based on the sales context specified and obtained via completion of the Sales Needs Assessment Questionnaire [SNAQ]. SaleAbility's power to predict successful sales performers is partially based on this pre-assessment information, or rudimentary sales role analysis. As such, the following report has been generated based on the specific hiring needs of sales role contexts identified within your organisation: Direct Sales.

Assessment Process

Employee personality, attitudes and knowledge, predictive of success within the Direct Sales context have been assessed. These results are presented wherever possible within the overarching context of a universally recognized sales cycle familiar to most sales professionals and researchers. This consists of seven stages from prospecting, to making a sale, to maintaining sales growth.

The prediction accuracy of this assessment can be further increased through the ongoing development and use of company specific normative data. Psychpress would be delighted to institute this premium service as part of a company-wide benchmarking process.

Direct Sales Assessment Specification

Direct Salespeople tend to make sales to private individuals. While Direct Salespeople can work on commission, here the term also refers to salespeople working in retail environments and dealing with end-user consumers. Such roles are often entry-level positions, allowing beginners in the sales profession to gain practical experience with conducting the sales process.

These seven stages have been condensed into three activities:



Regardless of what is being sold, each sale follows a similar pattern - often called the sales cycle. Personality attributes that are considered helpful at each stage in the sales cycle are presented below.

Personal Details

The following SaleAbility Profile has been based on psychological and cognitive screening tests. It provides elements of insight and understanding into the participant's relevant strengths and development needs in the context of competencies predictive of success within a Direct Sales Role.

It is recommended that all the information provided in this profile be considered in conjunction with your individual business competency models in making your personnel selection or development decisions. It is also recommended that the information in this leadership profile be combined with other information and managers' observations gathered about the applicant.

Information from the SaleAbility profile is designed to complement, not replace, information from other sources. This may include previous work history, managers /supervisors ' feedback etc.

Name	Mr. Sample Sample
Email	
Date of Birth	20-9-1990
Country of Birth	Australia
Country of Residence	Australia
Cultural Background	Australia
Language Spoken at Home	English
Main Language Spoken	English
Highest level of Education	Graduate (University)
Current/Most Recent Position	Professional
Industry Currently Working In	Education
Responsibility Level	Individual Responsibility
Number of Years of Employment Experience	2

Summary: Personality in the Direct Sales Role

PROSPECTING

SETTING A STRATEGY

	LOW	AVERAGE	HIGH	
SHORT TERM FOCUS	■			GOAL ORIENTATION
SPONTANEITY	■			PLANNING

INITIATING CONTACT

	LOW	AVERAGE	HIGH	
INTROVERSION	■			EXTROVERSION
HESITANCE	■			PROACTIVITY
UNCERTAINTY	■			SELF-CONFIDENCE

DISCOVERING

	LOW	AVERAGE	HIGH	
BLUNTNESS	■			AWARENESS
RELAXED APPROACH	■			MOTIVATION
DISTRACTIBLE	■			SUCCESS FOCUSED

SELLING

PRESENTING THE PRODUCT AND MANAGING OBJECTIONS

	LOW	AVERAGE	HIGH	
TIMIDNESS	■			ASSERTIVENESS
DIRECTIVE	■			COLLABORATIVE
SELF-CONCERNED	■			PERSISTENCE

CLOSING

	LOW	AVERAGE	HIGH	
CONTENTMENT	■			COMPETITIVENESS

GROWTH

ENSURING SATISFACTION

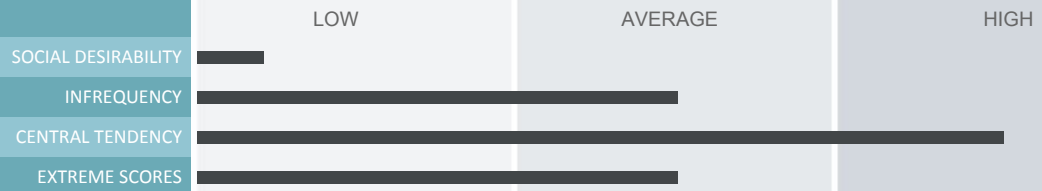
	LOW	AVERAGE	HIGH	
TENSENESS	■			RELAXED STYLE
WORKS ALONE	■			TEAM PLAYER

MANAGEMENT GROWTH AND REFERRALS

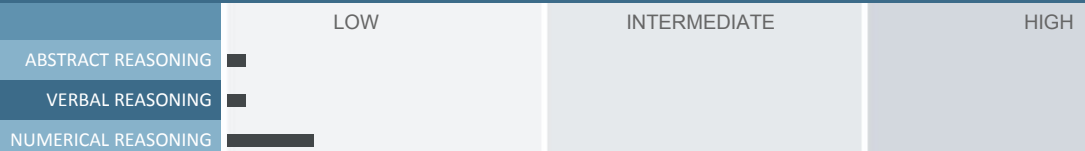
	LOW	AVERAGE	HIGH	
SUBORDINATE	■			MANAGERIAL

Summary: Response Styles, Abilities, Sales Attitude & Bio Data

RESPONSE STYLES



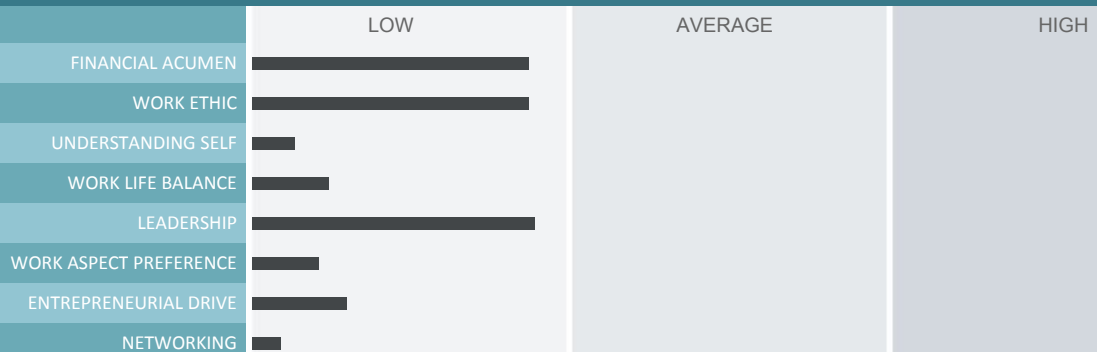
ABILITIES



SALES ATTITUDE

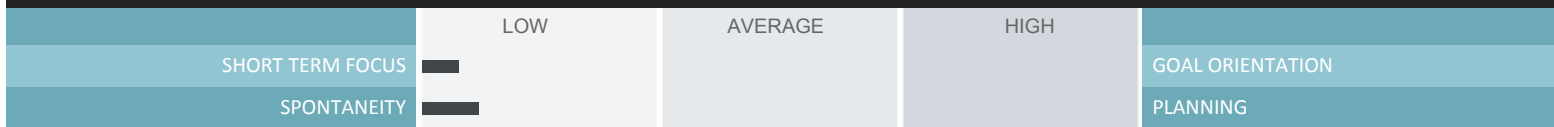


BIO DATA

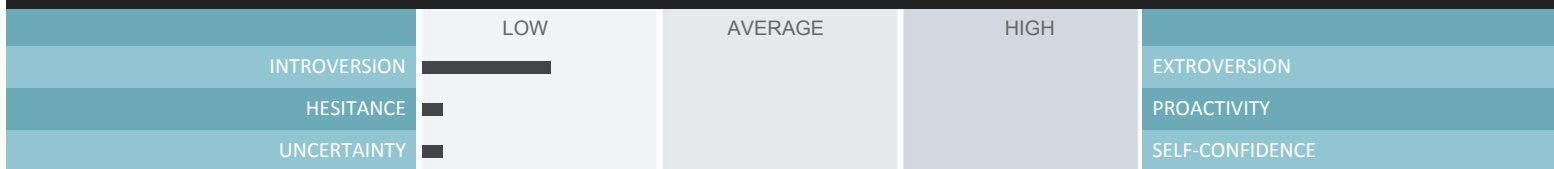


PROSPECTING

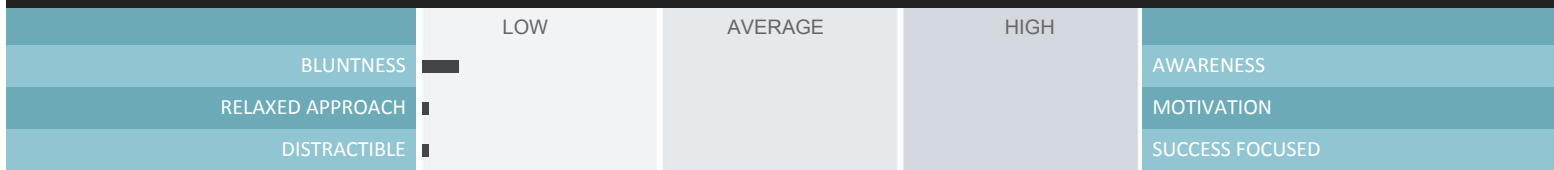
SETTING A STRATEGY



INITIATING CONTACT



DISCOVERING



SETTING A STRATEGY

GOAL ORIENTATION: 5%ILE

His low score on the Goal Orientation scale indicates that Mr. Sample Sample will tend to do little strategic planning, and will prefer to deal with issues in the sales process as they occur. He may often be prone to distraction and procrastination, especially if a task is complex or boring. He may have a tendency to lose concentration when it is necessary to focus on prospecting tasks for long periods of time, such as when planning presentations. There is a high likelihood that he may sometimes face difficulties with prioritising sales goals and planning efficiently. In addition, the quality of his work may suffer due to interruptions.

PLANNING: 8%ILE

Mr. Sample Sample low score on the Planning scale indicates that he is likely to be less efficient when working in an independent, self-managed sales role. He is likely to succeed in a highly supervised role, and may require prompting in order to avoid distractions and remain focused on prospecting effectively. He is also unlikely to enjoy strategic planning, and would probably be happy to leave the strategic and planning elements of sales to others.

INITIATING CONTACT

EXTROVERSION: 18%ILE

Mr. Sample Sample has scored in the low range on the Extraversion scale, suggesting that he is less outgoing and energetic in work settings than most. When a sales pitch calls for a bright and enthusiastic salesperson, he may struggle to rise to the occasion, and potential customers may be left feeling indifferent by this subdued approach. He may feel drained by repeated contacts with prospective customers, and would be most effective when making only a few such contacts each day.

PROACTIVITY: 3%ILE

Mr. Sample Sample low score on the Initiative scale suggests that he is not normally given to seeking out and contacting new prospective clients on his own. While he may be able to interact effectively with established customers, the act of contacting new prospects and working to establish a new relationship is something that is unlikely to come naturally to him. He is likely to prefer working in roles where sales are inbound, and he is able to respond to customer queries rather than actively pursue sales opportunities.

SELF-CONFIDENCE: 3%ILE

The low score obtained by Mr. Sample Sample on the Self-Confidence scale suggests that he has a lack of confidence in his ability to direct conversations and affect outcomes. He is likely to be easily deterred from maintaining and expressing his opinion by conflicting opinions from others, which will affect his ability to reassure customers and facilitate the sales process. Sometimes lacking certainty and conviction in his speech, he prefers to express his ideas in familiar territory, and may be intimidated by insistent customers and unexpected situations.

DISCOVERING

AWARENESS: 5%ILE

A low score on the Personal Diplomacy scale indicates that Mr. Sample Sample will experience difficulty in managing his emotions, and adapting his approach to suit various customers. He is likely to be perceived as very direct in his communication, and while some customers will appreciate this, others may find it somewhat confronting. He may lack insight into modifying his own behaviours to suit the client, which may have a negative impact on his engagement with customers. Mr. Sample Sample may particularly struggle to maintain a polite demeanour when working with difficult or belligerent customers.

MOTIVATION: 1%ILE

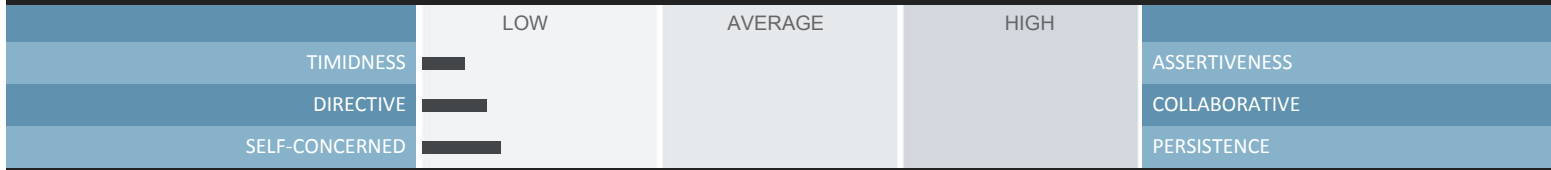
Mr. Sample Sample has scored in the lower range on the motivation scale, which suggests that he may struggle to persevere with set goals. He may be strongly discouraged by adverse situations such as strong rejection by prospects or seemingly difficult sales quotas. He is more likely to succeed in sales roles which involve responding to existing requests rather than requiring the motivation to generate new business.

SUCCESS FOCUSED: 1%ILE

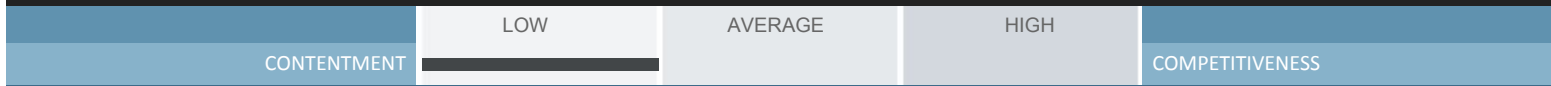
Mr. Sample Sample scored in the low range for the Success Focus scale, which suggests that he may face difficulties with keeping his sales goals in mind. He may tend to focus more on the process of selling, or engaging with new customers, and sometimes forget to single-mindedly pursue the end goal of successfully making a sale. He may be particularly susceptible to distractions, and would benefit from regular reminders about his sales and performance goals.

SELLING

PRESENTING THE PRODUCT AND MANAGING OBJECTIONS



CLOSING



PRESENTING THE PRODUCT AND MANAGING OBJECTIONS

ASSERTIVENESS: 6%ILE

The low score on the Assertiveness scale obtained by Mr. Sample Sample suggests that he will not be perceived as someone who is very assertive. He has the tendency to be passive in the workplace and will not communicate thoughts and ideas to others. Rather Mr. Sample Sample will prefer going along with the majority, particularly if faced with significant opposition. Mr. Sample Sample has scored in the lower range on the Assertiveness scale, suggesting that he will be unlikely to assert his opinion during sales interactions. This is useful in sales processes where the desires and satisfaction of the customer is paramount, but is less beneficial when his knowledge as a salesperson really should be imparted to the customer. Sales roles invariably include times when the salesperson should speak up and clearly communicate their position to the customer, and Mr. Sample Sample may benefit from strengthening this skill.

COLLABORATIVE: 9%ILE

A low score on the Collaboration scale indicates that Mr. Sample Sample may prefer to give directions to clients and colleagues rather than work in conjunction with them. A low score does not necessarily imply uncooperativeness, but may instead indicate a need for independence in his work. Being quite individualistic, Mr. Sample Sample may not give as much weight to the suggestions of clients/colleagues. He may be a tough negotiator, willing to argue for his desired outcomes and less willing to settle for a win-win solution. He should be very capable of making decisions independently, and should enjoy working in sales roles that promote autonomy. He may be less satisfied working in sales environments requiring extensive cooperation and compromise.

PERSISTENCE: 11%ILE

A low score on the Persistence scale, as obtained by Mr. Sample Sample, indicates that he is more likely to be easily affected by difficult circumstances, which may consequently affect his performance. He may tend to become anxious about repeatedly engaging with customers, and may be easily discouraged by resistance. He may also worry about the way his sales approach will be perceived or interpreted.

CLOSING

COMPETITIVENESS: 33%ILE

A score within the average range on the Competitiveness scale indicates that Mr. Sample Sample is most likely to strive for achievement in familiar sales situations. While his career advancement is likely to be an effective motivator, he may balance this with needs for job security and a healthy work-life balance. Although he is likely to hold a moderate desire for status as an excellent salesperson, such motivators are unlikely to be a driving force for success and advancement.

GROWTH

ENSURING SATISFACTION

	LOW	AVERAGE	HIGH	
TENSENESS				RELAXED STYLE
WORKS ALONE				TEAM PLAYER

MANAGEMENT GROWTH AND REFERRALS

	LOW	AVERAGE	HIGH	
SUBORDINATE				MANAGERIAL

ENSURING SATISFACTION

RELAXED STYLE: 15%ILE

Mr. Sample Sample obtained a low score on the Relaxed Style scale, indicating that he will seem worried or nervous during stressful situations. This result may be indicative of an ongoing tension which may negatively impair his relationships with clients. It is unlikely that he will always be able to manage his emotions or reactions effectively, and this may adversely affect his client relationships.

TEAM PLAYER: 12%ILE

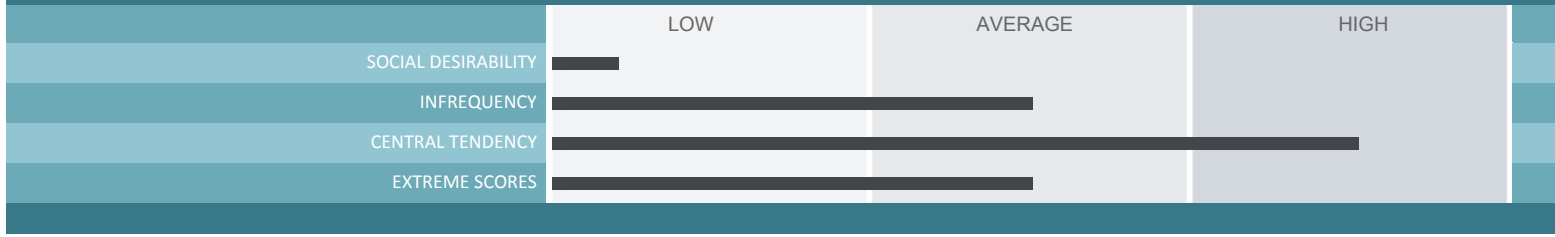
A low score on the Team Player scale indicates that Mr. Sample Sample may show little desire to work in a group situation, and tends to prefer working alone wherever possible. He may believe that individuals are more effective and productive working alone on sales tasks than in groups or teams. He may perceive the input of colleagues or sales team members as interference, and dislikes working in a team context. Mr. Sample Sample may also be more motivated by individual success than group success, and therefore put his own goals ahead of the goals of the team. He tends to perform better alone than in a group.

MANAGEMENT GROWTH AND REFERRALS

MANAGERIAL: 3%ILE

A low score on the Managerial scale indicates that Mr. Sample Sample will tend to believe that his ability to manage and persuade others in sales roles is quite limited. Others may perceive him as less influential than most, and as less likely to effectively inspire action and unity in the workplace. Mr. Sample Sample may also have little confidence in his ability to motivate others to sell effectively. He will tend to feel uncomfortable in situations where it is necessary for him to win others over to his opinion, and thereby lead by convincing. He would be less suited to sales leadership positions which require him to motivate, manage and get the best performance out of other sales professionals on a regular basis.

RESPONSE STYLES



RESPONSE STYLES INDEX

In whatever recruitment context people provide information about themselves, such as an application form, a resume, an interview or a questionnaire, there exists the possibility that they may overstate, or exaggerate their abilities, experience or attributes. That is why application forms often contain "I certify that the above information is true and correct" clauses, resumes are reference checked, interviews are behaviourally based, and questionnaires have response style indicators to minimise this risk or at least identify it. The Social Desirability Scale measures the probability that a candidate selected certain items in order to consciously present a positive impression of themselves to other people. By responding to items in a seemingly more competent or "socially desirable" manner, candidates may not accurately reflect their personality or may provide a picture of themselves specifically calculated to match their perception of the role requirements. The social desirability scale is one response style questionnaire which provides some information about the extent to which this may have occurred with each candidate, with 'Below Average' being preferable to 'Above Average'.

SOCIAL DESIRABILITY: 7%ILE

Mr. Sample Sample ranked in the lower range on the Social Desirability measure. This suggests that he responded to the questionnaire items with little consideration for what he thought other people would expect him to say.

INFREQUENCY: 50%ILE

Mr. Sample Sample ranked in the average range on the Infrequency measure. This indicates that he mostly answered questions in a reasonably consistent way, which suggests that he was reading the questions and giving a reasonable amount of thought to his responses. While there is some suggestion of unusual response patterns which could indicate carelessness, this was no greater than for the average respondent.

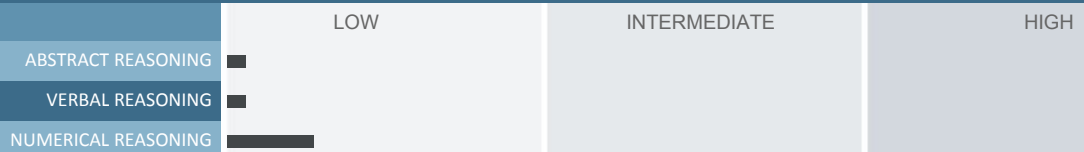
CENTRAL TENDENCY: 84%ILE

Mr. Sample Sample ranked in the higher range on the Central Tendency measure. This indicates that his response patterns show an unusually high proportion of 'middling' responses, such as 'sometimes' or 'yes and no'. This suggests that he was unusually noncommittal in his responses, either due to an unwillingness to commit strongly to opinions, or simply circling every 'middle' option in a series of questions. Both possibilities should be considered in trying to draw conclusions from his results.

EXTREME SCORES: 50%ILE

Mr. Sample Sample ranked in the average range on the Extreme Scores measure. This indicates that his response patterns showed some evidence of selecting 'extreme' scores (e.g. ones or fives on a five-point scale) more often than might normally be expected. This suggests that he may have sometimes chosen stronger responses than he actually believes, but no more so than average respondents might.

ABILITIES



ABSTRACT REASONING

SCORE: 2%ILE

The test of Abstract Reasoning provides a valid measure of generalised intellectual functioning. Abstract reasoning questions require candidates to work with ambiguous, novel and highly complex information and select an appropriate answer. Abstract reasoning tests use universal diagrammatic images, and are therefore not reliant on English speaking proficiency, formal education or training.

- Unlikely to explore alternative methods when sales strategy is proving ineffective.
- Likely to make frequent mistakes, may be unable to identify minor problems or solve them before they escalate.
- May require high level of guidance or coaching in training with everyday technical systems involved in direct sales.
- May struggle to devise appropriate sales strategies or action plans to achieve set objectives.

VERBAL REASONING

SCORE: 2%ILE

The Verbal Reasoning Questionnaire measures an individual's ability to analyse, apply and adhere to written or verbal instructions. It also provides an estimate of the applicant's capacity to convey meaning and express ideas clearly.

- May experience difficulty in communicating clearly or effectively with staff or customers
- Lacking in the ability to write clearly, and may interpret written information incorrectly
- May lack verbal agility necessary to close sales or make appropriate inquiries to identify needs in customers.
- May struggle to follow written or verbal instructions, increasing the likelihood of error.

NUMERICAL REASONING

SCORE: 9%ILE

The Numerical Reasoning Test assesses the participant's ability to manipulate numerical data, comprehend statistical analysis and accurately convey mathematical information in a clear and understandable format to clients, team members or managers. Ability levels are comparable to performance expected at the graduate or management level.

- May struggle to perform basic numerical skills necessary in business environment.
- Likely to experience difficulty in interpreting tabulated or graphical information in a meaningful way.
- May panic or require assistance when asked to perform general tasks such as data or figure summation, calculating losses or gains, processing business projections.
- Likely to find it difficult to convey numerical information to others, such as discussing pricing and relating this to client savings.

SALES ATTITUDE

LOW

BELOW AVERAGE

AVERAGE

ABOVE AVERAGE

HIGH

SALES ATTITUDE

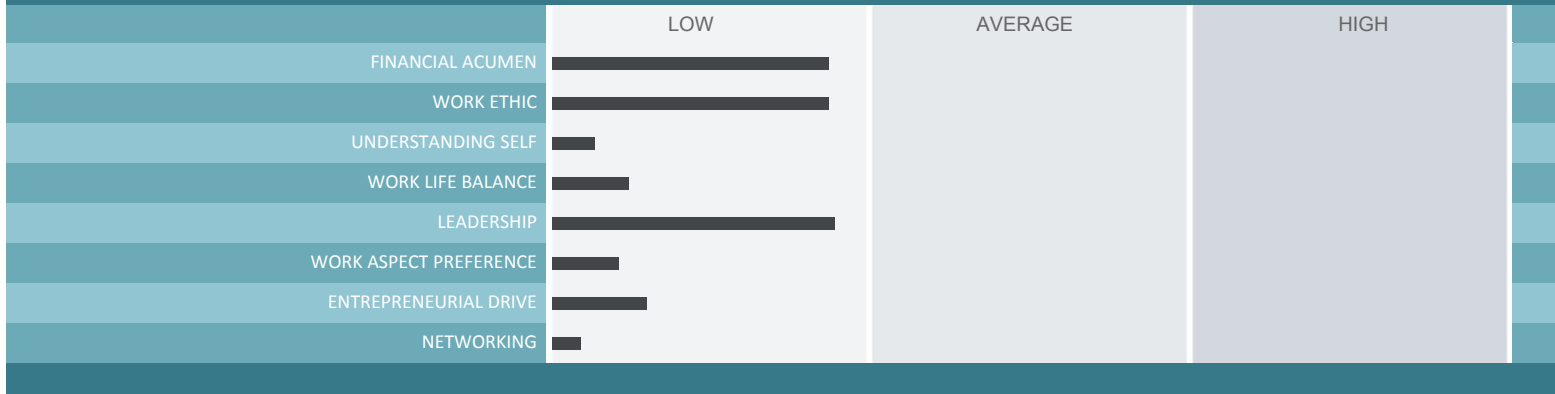
SALES ATTITUDE

SCORE: 47%ILE

Whilst prospecting skills, sales techniques, product knowledge and organisational influencing skills are all essential aspects of sales success, personal attitudes and core beliefs also have a strong influence on our likelihood of achieving that success. This section of the report will assist in comparing the candidate's attitudes towards sales roles and sales in general to the attitudes of other salespeople.

This result indicates the candidate has a relatively positive attitude toward sales that translates well to success in the direct sales role. This percentile score suggests the candidate's positive opinions and attitudes will tend to insulate them from 'giving up' in response to lack of interest by others or occasional failure. It would be anticipated that he would work for and achieve sales success, as he is likely to find this quite rewarding and satisfying. He is likely to relate well to others, be they colleagues, customers or clients, and show genuine interest in their ideas and needs. It is likely that he will take responsibility for well-earned sales successes and show resilience when faced with sales failures. This candidate demonstrates the capacity to review unsuccessful outcomes as an opportunity for improvement.

BIO DATA



FINANCIAL ACUMEN

SCORE: 28.9%ILE

This scale examines whether an individual's experiences helps them identify and understand the importance of financial information and metrics used by an organisation.

WORK LIFE BALANCE

SCORE: 8%ILE

This scale looks at how effectively the individual manages between their work and personal life. Companies have begun to realize how important the work-life balance is to the productivity and creativity of their employees.

WORK ASPECT PREFERENCE

SCORE: 7%ILE

This aspect examines what the individual's attitudes and work preferences are around setting priorities, anticipating the needs of others, setting and achieving targets and organising of one's time.

WORK ETHIC

SCORE: 28.9%ILE

This scale looks at whether the individual understands that dedication and hard work brings rewards for them and a competitive advantage for the dealership.

LEADERSHIP

SCORE: 29.5%ILE

Looks at how well an individual's life experiences have contributed to being a leader-enabling them to inspire, motivate, and guide others toward goal accomplishments.

ENTREPRENEURIAL DRIVE

SCORE: 9.8%ILE

This scale examines whether the individual is willing to take risks and initiate actions that involve risk in order to achieve a recognized benefit or advantage.

UNDERSTANDING SELF

SCORE: 4.5%ILE

This characteristic builds on the premise that behaviour arises from complex factors, which protects an individual from being narrow in their interpretation of self, and allows for the processes of communicating thoughts and asking questions to understand even more about others and themselves.

NETWORKING

SCORE: 3%ILE

Networking has become one of the most important business skills in determining professional and personal success. This scale examines whether an individual can successfully rally support for an idea and drive it within the organisation.