



Joe Sample

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Time: 9:14 AM

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Organization: Sample Distributor

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What the Situational Judgment Test - Sales Measures

Situational Judgment Test - Sales consists of attitudinal, behavioral and situational questions aimed at assessing the candidate's ability to problem solve and use appropriate judgment while performing the sales function. The test is a general indicator of the individual's ability to persuade prospects and existing customers to purchase specific products and/or services.

The areas assessed by this Profile are:

Customer Focus	SJT Sales - Customer Focus measures the degree to which the individual puts the customer's needs ahead of his/her own needs. The degree to which he/she is customer service-oriented and enjoys interacting with customers.
Drive and Persistence	SJT Sales - Drive and Persistence measures the degree to which the individual is motivated to overcome resistance during his/her sales efforts. The degree to which he/she is driven to perform and strives to be the best.
Listening Skills	SJT Sales - Listening Skills measures the degree to which the individual is open to learning new experiences. The degree to which he/she listens to the needs of others and uses listening skills to guide sales strategies.
Sales Strategies	SJT Sales - Sales Strategies measures the degree to which the individual engages in appropriate sales-oriented behaviors throughout the sales process. For example, establishes realistic expectations, stays organized, addresses prospect concerns and keeps appointments organized.

Candidness of the Situational Judgment Test - Sales Results

This Profile includes a candidness check to determine the degree to which the individual may have exaggerated his/her responses in order to present themselves more favorably. The results of this validity check with interpretation is presented on the following page.

Interpreting the Situational Judgment Test - Sales

The following page also presents the Total Score Summary and Total Score Interpretation. This is followed by the Score Profile. The Score Profile includes the scores for all of the scales. The scores are presented in terms of percentiles. The percentile indicates how the candidate scored relative to all other individuals who have taken the assessment. For example, if a candidate's score on a particular scale shows as the 75th percentile, this indicates he/she scored better than 75% of all other people who have completed that scale.

The pages that follow the Score Profile provide detailed interpretations for each of the scales, as well as, management strategies and follow-up interview questions one can ask the candidate to obtain more insight with respect to areas needing development.



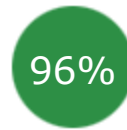
Total Score Summary



Caution



Average



High

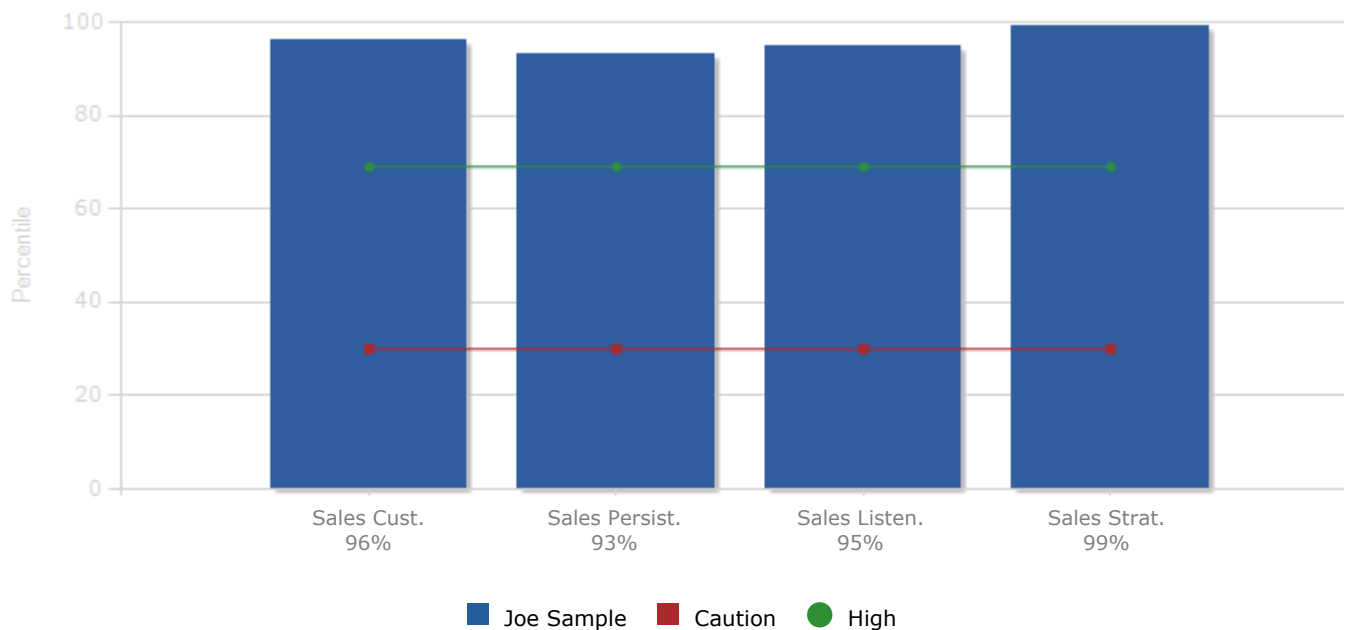
Total Score Interpretation

This candidate's total SJT - Sales score falls within the High range. This candidate generally demonstrates a strong sales orientation. He/she possesses those skills and problem solving abilities necessary for sales success. Review the individual scale details to better understand strengths and potential shortcomings.

Score Validity

Candidness: High - The candidate's responses are likely to be an accurate representation of his/her attitudes and behaviors.

Score Profile



The bar graph above shows the candidate's score pattern across all the dimensions assessed by this profile. The pages that follow offer detailed insight into each dimension score.



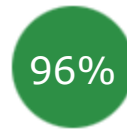
Customer Focus



Caution



Average

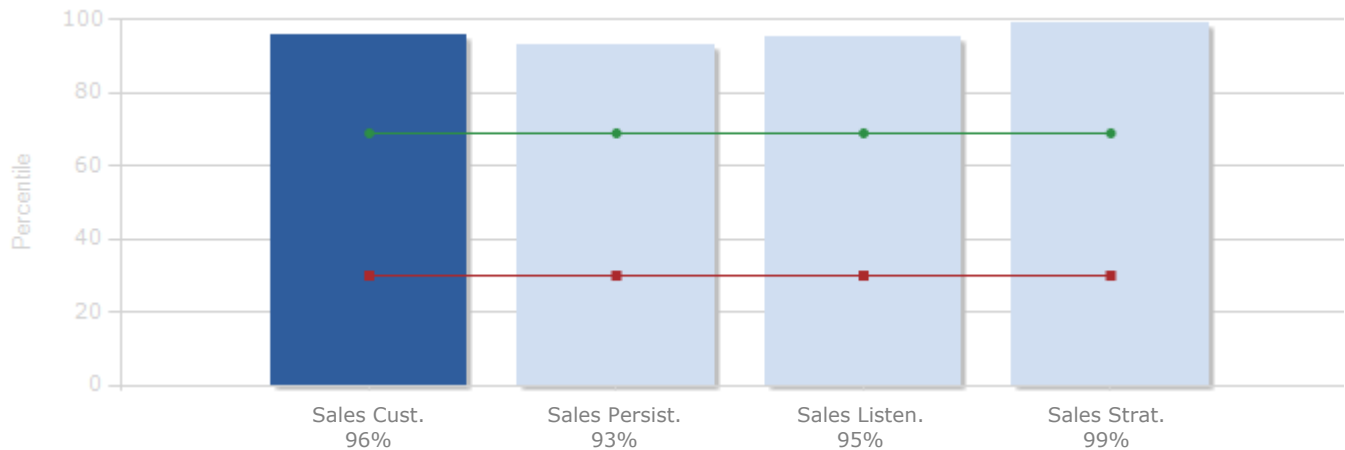


High

Score Details

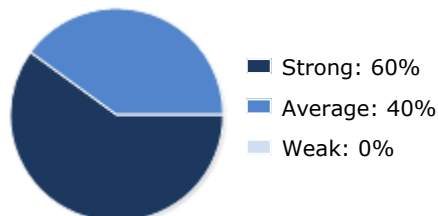
SJT Sales - Customer Focus measures the degree to which the individual puts the customer's needs ahead of his/her own needs. The degree to which he/she is customer service-oriented and enjoys interacting with customers.

Joe Sample scored in the **96th** percentile on Customer Focus (High), meaning Joe scored better than 96 percent of other candidates who have completed this assessment.



Strength of Candidate's Responses

The graphic below shows the candidate's response pattern for the Customer Focus behavioral dimension. This illustration is useful for assessing the strength of the candidate's attitudes and behaviors associated with Customer Focus.



Expected Job Behaviors

- This candidate's level of customer focus is superior to that of most other candidates.
- He/she is service-oriented and enjoys interacting with customers.
- He/she always puts the needs of the customer before his/her needs.
- Uses customer orientation to achieve sales success.



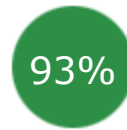
Drive and Persistence



Caution



Average

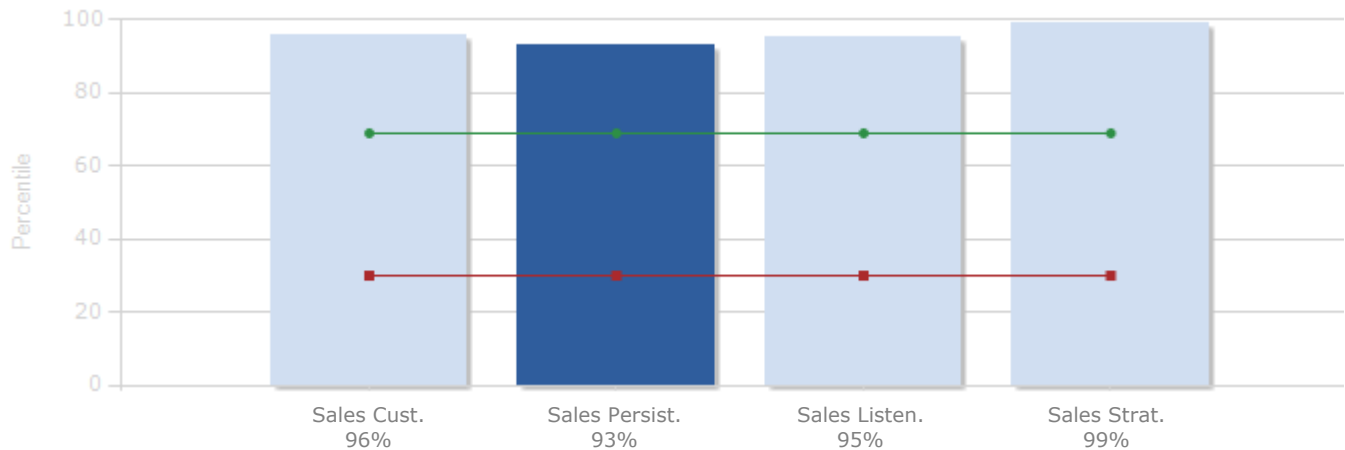


High

Score Details

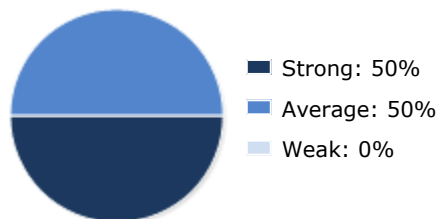
SJT Sales - Drive and Persistence measures the degree to which the individual is motivated to overcome resistance during his/he sales efforts. The degree to which he/she is driven to perform and strives to be the best.

Joe Sample scored in the **93rd** percentile on Drive and Persistence (High), meaning Joe scored better than 93 percent of other candidates who have completed this assessment.



Strength of Candidate's Responses

The graphic below shows the candidate's response pattern for the Drive and Persistence behavioral dimension. This illustration is useful for assessing the strength of the candidate's attitudes and behaviors associated with Drive and Persistence.



Expected Job Behaviors

- This candidate's level of drive and persistence is superior to that of most other candidates.
- He/she always strives to be the best.
- He/she is motivated to overcome resistance during sales efforts.
- Is consistently driven to reach sales goals.



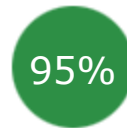
Listening Skills



Caution



Average



95%

High

Score Details

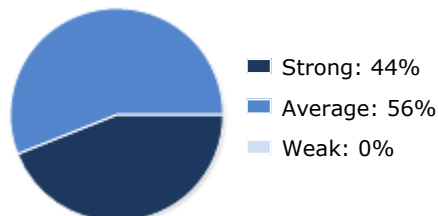
SJT Sales - Listening Skills measures the degree to which the individual is open to learning new experiences. The degree to which he/she listens to the needs of others and uses listening skills to guide sales strategies.

Joe Sample scored in the **95th** percentile on Listening Skills (High), meaning Joe scored better than 95 percent of other candidates who have completed this assessment.



Strength of Candidate's Responses

The graphic below shows the candidate's response pattern for the Listening Skills behavioral dimension. This illustration is useful for assessing the strength of the candidate's attitudes and behaviors associated with Listening Skills.



Expected Job Behaviors

- This candidate's level of listening skills is superior to that of most other candidates.
- Is open to learning new sales strategies.
- He/she listens to the needs of others.
- Uses listening skills to guide his/her interactions with customers or prospects.



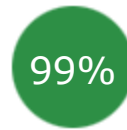
Sales Strategies



Caution



Average



High

Score Details

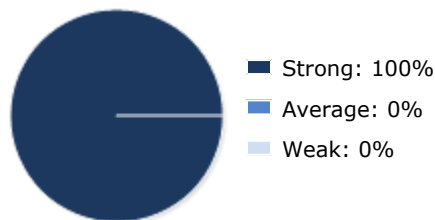
SJT Sales - Sales Strategies measures the degree to which the individual engages in appropriate sales-oriented behaviors throughout the sales process. For example, establishes realistic expectations, stays organized, addresses prospect concerns and keeps appointments organized.

Joe Sample scored in the **99th** percentile on Sales Strategies (High), meaning Joe scored better than 99 percent of other candidates who have completed this assessment.



Strength of Candidate's Responses

The graphic below shows the candidate's response pattern for the Sales Strategies behavioral dimension. This illustration is useful for assessing the strength of the candidate's attitudes and behaviors associated with Sales Strategies.



Expected Job Behaviors

- This candidate's ability to focus on and perform specific sales strategies is superior to that of most other candidates.
- He/she is focused on the details necessary to succeed in sales.
- He/she engages in appropriate sales-oriented behaviors (e.g., stays organized, addresses the prospects' concerns, establishes realistic expectations) throughout the sales process.
- He/she approaches sales opportunities in an organized manner.



Management Strategies

This section of the report offers suggestions for developing or managing the candidate based on his/her Profile responses. The diagram below also offers a graphical representation of the areas covered by the Profile. The smaller the area, the more coaching/development might be required.

Customer Focus

- This individual is most effective interacting with customers and using his/her service skills to achieve sales success.
- Reinforce excellent customer service through praise or awards programs.
- This individual may be a good mentor or trainer in the area of how to best service customers to achieve sales goals.
- While this is a critical characteristic for sales success, make sure the level of customer focus is not so extreme that it gets in the way of reaching company or departmental sales goals.



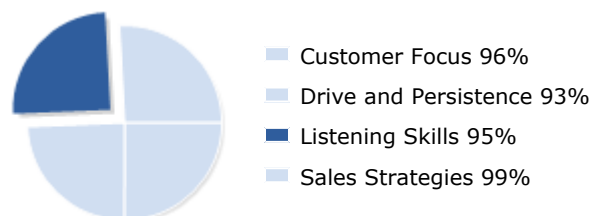
Drive and Persistence

- To maintain the candidate's drive and persistence, reward their winning attitude.
- Work with the individual to develop challenging goals and reward goal accomplishment.
- While this characteristic is important for sales success, care must be taken to make sure the individual's high level of drive and persistence does not affect team performance or relationships.
- This individual's driven demeanor needs to be focused on being the best he/she can be within the overall business plans and strategies.



Listening Skills

- This candidate is in tune to the needs of the customer. His/her listening skills should be utilized during the needs analysis phase of the sales cycle.
- Reinforce listening skills through praise or awards programs.
- This individual may be a good mentor or trainer in the area of how to best listen to customers and address their needs.
- His/her openness to training and learning new ways of doing things should be exploited by offering training or coaching on new strategies.



Sales Strategies

- This individual is conscientious about his/her sales approach. Therefore, he/she should be praised for his/her organization and planning during his/her sales efforts.
- Tends to be detail oriented when preparing to sell. Let them take their time to prepare as long as it does not diminish from sales performance.
- If feasible and his/her performance warrants it, utilize this individual to coach others on effective sales strategies.



Interview Guide

This report includes follow-up interview questions that focus on those areas where further development might be needed. These questions serve as an excellent guide during the hiring process, coaching or developmental efforts to further uncover potentially negative behavioral tendencies.

Customer Focus

Question:

Is it acceptable to help out a coworker who falls behind with work? Tell me about a time when you have helped a coworker with some aspect of work.

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

Tell me about situations when a customer or prospect has become upset with you. What led to the incident and what was the outcome?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

How have you handled situations when you knew you couldn't make an important sales appointment or a sales call as scheduled? What did you tell the prospect?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7



Question:

How have you handled situations in the past when you knew your prospect or customer was buying something that he/she did not need? What was more important to you, making the sale or making sure the prospect/customer purchases what he/she really needs?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Drive and Persistence

Question:

How have you dealt with resistance to buy from a prospect during past sales attempts? How have you overcome resistance?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

If striving to be the best is not a motivator for you, what drives you to sell?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

Describe for me how you overcome rejection during a sales attempt?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7



Listening Skills

Question:

What has been your experience with sales meetings? Do you actively participate or are you more of a listener?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

Give examples of how you have determined the needs of a prospect?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

What are your strengths when trying to close a sale? What are your weaknesses? Describe both using past sales experiences.

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Question:

What strategies do you use to figure out the likes and dislikes of prospects, and how do you use that information to plan your sales approach?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7



Question:

Would you say you take an assertive role during your interactions or are you more of a passive listener? How does this affect your sales performance?

Response Notes:

Response Expected of a
Poor Performing Employee

1

2

3

Response Expected of a
Satisfactory Employee

4

5

Response Expected of an
Excellent Employee

6

7

Sales Strategies

The candidate responded positively to all questions in this scale, therefore follow-up questions are not provided for this dimension.

Sum of Ratings

Number of Questions Rated

Average Rating

(Sum of all ratings divided by the number of questions rated.)

