Sales Achiever

Michael Sample

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Report Type: Sales Representative

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Michael Sample
JLP Contractors
6/10/2026

Sales Achiever

Report Narratives

Mental Aptitudes

The Achiever Performance Assessment correlates six cognitive learning skills to create a comprehensive, multi-faceted profile for your candidate or employee to better assist you in determining job fit, training and development needs, and leadership ability with a better coaching tool to improve performance.

Mental Acuity

5-9

- How an Individual Learns
- Learning Speed
- Ability to Critically Think and Solve Problems

Mr. Sample is low in Mental Acuity, indicating he is a slow thinker who needs time to comprehend a prospect or customer's need to the point that he can present a product or service to fill that need. He will not be a quick problem-solver and will need time to reason, think through and understand the issue. Training will need to be thorough; close supervision should take place until he has proven he is able to perform his job efficiently.

2

Business Terms

5-9

- Understanding of Business Language
- Evidence of Business Experience

Michael has an average understanding of business terminology obtained either on the job or in a business class. This should enable him to understand the specialized language associated with his business, thus being able to communicate business matters with customers and prospects.

6 Fit

Memory Recall

6-9

- Knowledge of Current Events
- Observation Skills
- Retention of Information

Mr. Sample has a superior knowledge of events happening in the world around him and should be strongly aware of competitive trends, as well as the economy's affect on his sales.

9 Fit

Vocabulary

5-9

- Ability to Communicate Orally/Written
- Effectively Convey Thoughts and Ideas

Mr. Sample's vocabulary is average and should enable him to communicate with customers and prospects adequately. He may not have the ability to communicate or understand detailed, complex information, however.

4

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Report Narratives

Numerical Perception

7-9

- Visual Acuity Dealing with Numbers and Symbols
- Skill with Detail Work

Michael's average Numerical Perception score indicates that he can handle detail work such as writing up contracts and orders, but his work should be checked for mistakes. A vision problem, tension, or carelessness may affect the Perception score. Generally, he will pay close attention to his work and follow directions carefully.

6

Mechanical Interest

- Desire to Understand How Things Work
- Willingness to Learn Technical Language
- Skill Operating Equipment

Michael is very interested in machines and the inner workings of mechanical devices. He probably likes working with mechanical equipment and as such, will exhibit an interest in learning any new technology which could be helpful in his sales position.

8

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Report Narratives

Performance Scales

Performance Scales are the values and behaviors that are consistent with successful on job performance in the specific job being assessed. These key values and behaviors not only determine job fit, but also identify areas of need for training, development and coaching to engage employees more effectively for better overall job performance.

Energy

4-6

- Energy Level
- Level of Internalized Tension
- Physical Activity

Mr. Sample is a calm individual with a low energy level. He will handle environmental pressure well, but may lack the inner tension to energetically pursue and prospect for new business. This score should be checked against the distortion score, as individuals who distort often depict themselves as being more calm than they actually are.

9

Flexibility

3-7

- Adherence to Precedent, Rules, and Policies
- Adaptability to Change
- Reliability and Consistency

Michael is an ethical, quality-minded sales rep with a strong sense of integrity. He remains focused on his goals and interested in providing good customer service and high quality products. Being somewhat inflexible, once goals are set and policies in place, he may be hesitant to change. Because of this, he could experience difficulty handling multiple job demands and assignments. He will adapt to some changes and occasionally attempt to promote new ways of doing things or new ways to utilize current products or services, but will want to be certain his new ideas are right before recommending them. Even though he may occasionally develop new sales procedures and come up with new ideas on prospecting, he is not especially innovative or free-thinking.

7 Fit

Organization

4-6

- Planning and Organizational Habits
- Time Management
- Ability to Multi-task

Mr. Sample prefers to organize projects and plans in advance. He makes good use of the time and resources made available to him to reach sales goals and keeps priorities in mind. He still likes the freedom, however, to reschedule his day to accommodate emergencies or problems.

6 Fit

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Report Narratives

Communication

4-8

- Need for Social Interaction
- Ability to Focus on Listening
- Communication Style

Michael enjoys working with people and is a very open, sharing collaborator. He can easily and comfortably share his own feelings, ideas and knowledge with customers and prospects, and would not be happy in an environment where he has no opportunity to interact with others.

6 Fit

Emotional Development

4-6

- Sense of Urgency
- Ability to Adjust to Emotional Stress
- Level of Self-esteem

Mr. Sample is a very self-assured person with a strong degree of self-confidence. He believes in himself and may fail to place appropriate demands on himself or others due to ego. He has a very high frustration tolerance level and has a high degree of patience; therefore, he may allow a customer or prospect to wait too long before making a buying decision. This score should be checked against the distortion score, as individuals who distort often portray themselves as more patient than they actually are.

8

Assertiveness

5-7

- Desire for Authority and Control
- Decision Making Style
- Attitude Towards Confrontation

Michael can take control, maintain order, and express his opinions to customers and prospects, but will not actively seek out conflict. He will attempt to influence and direct the buying decision and will ask for the sale, but not to the point of appearing unnecessarily demanding.

5 Fit

Competitiveness

4-8

- Need for Individual Achievement
- Team Compatibility
- Response to Incentives

Mr. Sample is a team player with a sense of competitiveness, but he encourages synergism. He has a competitive spirit, but will encourage and work towards sales goals which are team-oriented. Although he wants to excel and increase sales, he may be reluctant to compete just to achieve his own goals and desires.

5 Fit

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Report Narratives

Mental Toughness 4-6

- Attitude Towards Criticism
- Level of Empathy
- Stamina and Endurance Levels

Michael has a good level of mental toughness for sales, but is also able to interact with customers, prospects and others with an appropriate degree of empathy. He can handle working long hours under the stress of a sales quota, and is not easily bothered by criticism, sales rejection or other negative aspects of his job.

Question/Probing 4-6

- Willingness to Ask Questions
- Degree of Shrewdness
- Level of Trust in Others

Michael is trusting, but also cautious. He will ask reasonable, but direct, questions to determine customer's or prospect's needs or desires, and this in turn will enable him to better understand what product or service to present.

Motivation 5-9

- Motivated by Security vs. Recognition
- Willingness to Take Risks
- Desire for Change

Michael needs some job security and will take risks only when he is convinced that he is unlikely to make a mistake or fail. He still requires some feeling of security in sales, such as having a draw against commission, but is also motivated by the opportunity to increase his income based on his personal efforts.

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Report Narratives

Validity

Distortion

1-6

- Willingness to be Candid About Strengths and Weaknesses
- Desire for Social Conformity

Mr. Sample is reasonably fair in assessing his strengths and weaknesses. He has some characteristics that he is not completely happy with and tends not to show others. The validity may be slightly affected by his indirect answers.

6 Fit

Equivocation

1-6

- Ability to Follow Instructions
- Indicates the Ability to Commit to an Opinion or Viewpoint

He has scored within our acceptable equivocation range.

5 Fit

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Scoresheet

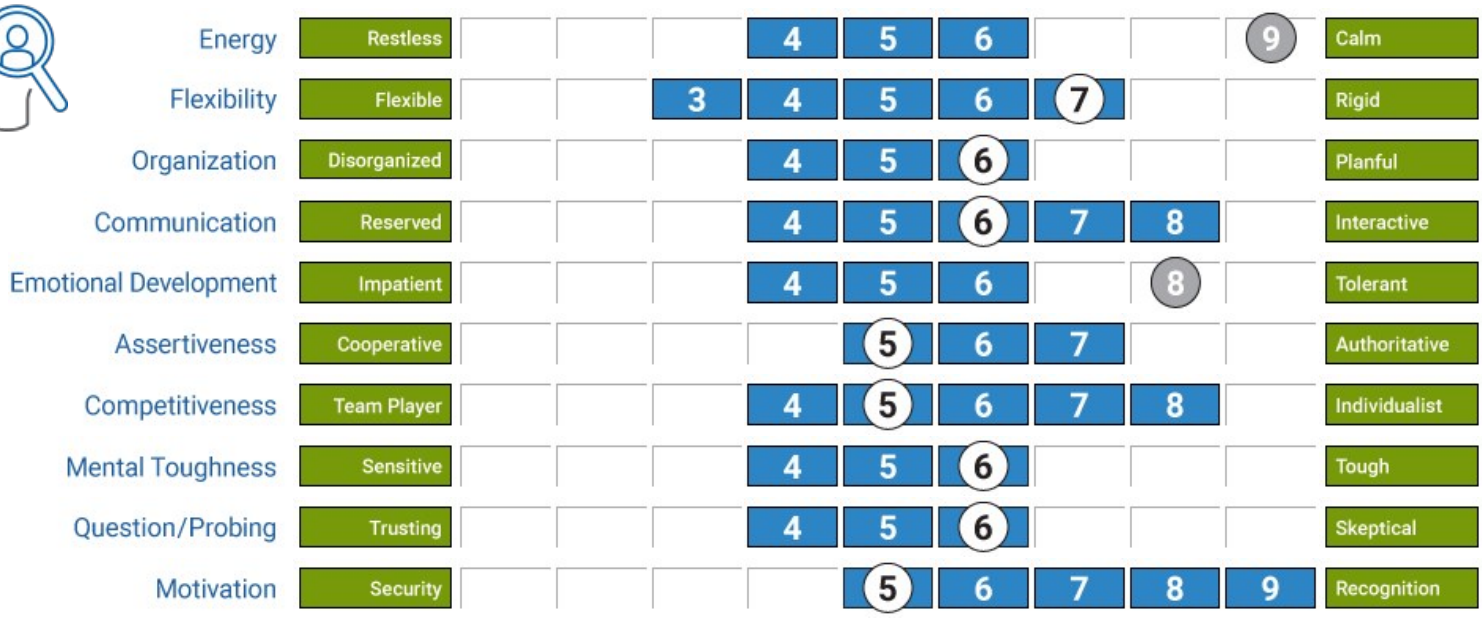
Sales Representative

Mental Aptitudes

Provides distinct measurements of cognitive ability assessing how an individual will approach job functions from a mental standpoint.

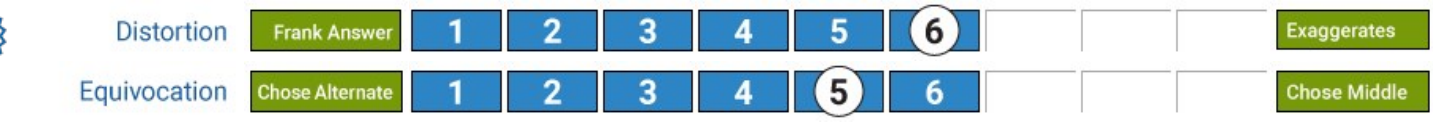
Performance Scales

Provides measurements of behavior representing an individual's primary personality traits and how they typically behave.



Validity Scales

Provides measurements of internal validity providing insight into the accuracy of the individual's responses to the Performance Scales.



STANINE: The STANINE is a system of measurements which divides the population into nine parts.

AREAS OF CONCERN: Scores of 1 OR 2 in any of the following dimensions: *Energy, Flexibility, Emotional Development OR Mental Toughness.*

NOTE: Blue blocks are of primary importance as they represent the desired range for that characteristic. Scores within that range, or with no range identified, have a white circle. Scores outside the desired range will have a gray circle.

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Leadership Traits

Introduction

This report section evaluates Michael's traits in five key areas of leadership:

- Planning
- Organizing
- Staffing
- Coaching
- Facilitating

Areas with good leadership traits are identified on the following pages as well as those where training or development would be beneficial.

Michael may or may not be one of the better people employed in a specific organization. If Michael is a top performer in your organization, when compared to top performing leaders across America and Canada, this report segment may still highlight areas where development could make the individual a still better leader. Therefore, this Leadership Traits assessment should be reviewed in light of "what could make a good leader even better," with understanding that within human beings, there is always room for improvement.

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Leadership Potential

Summary Report

Michael has good leadership potential in the following area(s):

- **Planning**
- **Organizing**
- **Staffing**
- **Coaching**
- **Facilitating**

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Sales Traits

Introduction

This report section evaluates Michael's traits in key areas of sales:

- Persistence and consistency
- Ability to meet and communicate effectively with people
- Ability to command respect
- Setting goals to win, excel and achieve
- Developing rapport
- Identifying need or desire
- Presenting product/service to fill prospect's needs
- Dealing with objections
- Closing the sale
- Learning speed & efficiency
- Changing, growing and learning new concepts and ideas

Areas with good sales traits are highlighted with traits identified in which training or development would be beneficial.

Michael may or may not be one of the better people employed in a specific organization. If Michael is a top performer in your organization, when compared to top performing salespeople across America and Canada, this report segment may still highlight areas where development could make the individual a still better salesperson. Therefore, this Sales Traits Assessment should be reviewed in light of "what could make a good salesperson even better" with understanding that within human beings, there is always room for improvement.

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Sales Potential

Summary Report

Michael's sales potential includes the following strength(s):

- Persistence and consistency
- Ability to meet and communicate effectively with people.
- Developing rapport
- Identifying need or desire
- Presenting product/service to fill prospect's needs
- Dealing with objections
- Closing the sale

Yet, further development in the following critical area(s) will be beneficial:

- Learning speed and efficiency
- Ability to command respect
- Setting goals to win, excel and achieve
- Changing, growing and learning new concepts and ideas

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Interview Questions

Introduction

Success in any business will largely be determined by how wisely an organization invests in its Human Capital Infrastructure.

When hiring a new employee or promoting a current employee, investing in a well thought out interviewing process is a critical point of action in terms of impacting the productivity and profitability of your organization!

Utilizing these assessment results enables all who are involved in the interviewing process to better evaluate the candidate's cognitive traits and knowledge, as well as their performance traits to more effectively determine job and cultural fit, as well as training and development needs.

In hiring the right person, success hinges on determining the FIT with the job. Therefore, it is recommended that a majority of the interviewer's time be spent on probing key behaviors and values that drive successful performance in the specific job being assessed. When using a behavioral interviewing methodology, a candidate's past behavior is the best predictor of current and future behavior.

Following are the interview questions which an interviewer may choose to use in the candidate interview process. These interview questions are generated to assist the interviewer to probe the aptitude and performance traits that are consistent with successful job performance. You will note that the questions are written in a way that probe past behaviors in previous employment experiences to better determine job fit.

NOTE: In the event the candidate does not have prior work experience, the questions may need to be modified by the interviewer to fit the situation. Rather than pursuing behaviors that are rooted in past work experience, the interviewer can probe life experiences that may enable them to probe relevant behaviors and values in performing the job.

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Interview Questions

Mental Acuity

Measurement of how quickly an individual comprehends information and is able to reason through and solve problems.

Tell me about a time, in a prior job, when you found yourself engaged in a project or undertaking which became too complex to complete, based on the information and resources you had available to you at the time. What did you do? Describe the situation.

Interpretive Guide: Did the candidate exhibit initiative and resourcefulness in handling the problem? Was the candidate willing to discuss problems and ask for others' input and ideas? Does it appear the candidate is willing to admit his/her limitations?

Tell me about a time when you were confronted with a difficult, unexpected set of circumstances for which you lacked the answers. How did you deal with the circumstance?

Interpretive Guide: Did the candidate exhibit team spirit and a willingness to share the problem with others in order to obtain valuable input? Does it appear the candidate knows when to admit that he or she does not know what to do and ask for help?

When learning a new job, describe for me the best way you learn. Do you like to read and follow written instructions, or watch someone else and then perform the task yourself?

Interpretive Guide: Does the candidate have an understanding of his or her learning style? Does the candidate admit any weaknesses as far as learning? Did the candidate mention reading as a leisure activity and if so, does it appear the candidate reads material which is business-related?

Describe for me the most difficult situation you've encountered in which you, alone, had to derive a solution for the problem. How did you arrive at the solution?

Interpretive Guide: Does it appear the candidate used logic and sound principals to arrive at the solution? Does it appear the candidate can "think on his or her feet" in crisis situations? Did the candidate react impulsively, or exercise caution?

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Interview Questions

Energy

Measurement of the individual's energy and drive as it relates to handling assignments and projects.

Tell me about a time, in your former job, when you were late for an appointment or failed to show up to make a sales presentation. What were the circumstances and what was the outcome? What did you learn from this situation?

Interpretive Guide: Did the candidate admit to ever having a problem due to procrastinating? Was the candidate able to resolve the issue without losing the sale? Does it appear the candidate learned from his or her mistake?

Describe for me a stressful sales situation in your last job which you handled better than others. Why do you feel you handled the pressure better? Do you tend to handle most stress and pressure in this manner?

Interpretive Guide: Did the candidate disclose coping skills he or she possesses in order to deal with pressure? Does the candidate claim to typically handle pressure better than most? Regarding the situation the candidate described, was it a good example of exemplary stress-coping skills? Did the candidate mention that he or she is involved in action-oriented activities such as sports, exercise, etc., which would help control stress?

How much of the time, in your former sales position, did you stay in the office handling paperwork, calls, etc., versus time you spent away from the office making sales calls? Which do you prefer?

Interpretive Guide: Did the candidate admit to wanting to stay in the office more than being out and about? What steps does the candidate appear to take to stay action-oriented?

Tell me how you were best motivated to reach sales goals in a timely manner in your previous position. Are you usually able to discipline yourself to reach goals, or do you appreciate outside pressure?

Interpretive Guide: Does the candidate require pressure from others in order to reach sales goals? Is the candidate able to set personal goals and reach them? Does the candidate appear to be "laidback?"

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Interview Questions

Emotional Development

Measurement of the individual's level of patience, self-esteem and confidence.

In your previous sales position, tell me about a time you waited too long before encouraging the prospect to make a decision and lost the sale. Did that cause you to change your approach any? If so, explain.

Interpretive Guide: Did the candidate deny ever having lost a sale due to being overly tolerant or patient? Does it appear the candidate understands the necessity of pushing the prospect, albeit gently, towards making a timely decision? Does it appear the candidate learned from the experience?

We all procrastinate from time to time. Tell me what steps you took, in your previous sales job, to avoid procrastinating. What specific types of tasks did you find yourself more likely to procrastinate on?

Interpretive Guide: What type of tasks is the candidate the most likely to put off handling? Will it be important, in this position, that the candidate complete similar tasks in a timely manner? Does it appear the candidate has developed steps to take to help him or herself avoid procrastinating?

What trait or traits do you believe accounted for the majority of your success in your previous sales position? What, if anything, would you improve upon to enhance your sales ability?

Interpretive Guide: Does the candidate have high self-esteem? Did the candidate quickly name two or more successful traits which led to his or her success? When discussing this particular question, did the candidate become more animated and boastful when discussing strengths? Did the candidate also have reasonable weaknesses he or she knows should be worked on?

Describe the most frustating situation you've encountered thus far in your sales career. Do you believe you handled the situation better than most? Why or why not

Interpretive Guide: Does it appear the candidate handles stress and frustration better than most? Does it appear the candidate thrives under pressure, or avoids it whenever possible?

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Development Suggestions

Introduction

Investing in training and development is not what is ultimately important, PERFORMANCE is! What is learned through training and development will yield a higher return on investment, resulting in improved job performance!

The pressure on organizations to improve training and development continues to intensify. Advances in technology, shifts in demographics, and the constant competitive necessity to upgrade workforce skills are challenging every organization.

Utilizing these assessment results provides leadership with credible behavioral information that enables them to take an objective and systematic approach to analyzing and managing the training and development needs of individuals to improve their performance in the workplace. For example, the information provided in the assessment results can assist management in developing and executing a plan to train a new hire during the onboarding process, thereby accelerating their learning curve. It can also prove to be an invaluable tool for management to evaluate and coach current employees to reach their potential.

Engagement is the key. These assessment results can be used as an effective tool to assist management in learning more about their people in their effort to build better employee relationships and employee engagement.

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Development Suggestions

Introduction

For those individuals who seek to achieve higher levels of productivity and success in their jobs and life, and for those employers who desire such for the people they employ, we offer the following suggestions where the person assessed could benefit from growth and development. We trust you will find these suggestions helpful.

Energy

Measures drive, energy, stress level and tension, and how an individual copes with stress or pressure.

You handle work-related pressure well and tension usually does not cause a problem, but being calm, you may not approach projects or assignments with as much of a sense of urgency as is needed to complete the job within the prescribed timeframe.

Your self-affirmation sentence:

"I vigorously undertake each task."

Steps to Effect Change

If you desire more achievement-oriented behavior, start making up an itinerary one week in advance and begin activities as early in the day as possible. Then, monitor yourself to see that you are following the plan as closely as possible.

If you are in a non-changing, lack-of-activity situation for the majority of your day, you may need to create a pattern to force activity on a consistent basis. This arrangement will create greater momentum toward a more active life.

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Development Suggestions

Emotional Development

Measures ego, self-esteem and emotional maturity compared to chronological age (age from date of birth).

You are a self-assured individual with healthy self-esteem. You believe in yourself and are not easily frustrated when things do not happen as quickly as you desire. You are self-reliant, but may at times be overly tolerant and fail to take action as quickly as you should, believing everything will "work out okay."

Your self-affirmation sentence:

"I am an action-oriented person."

Steps to Effect Change

Your biggest problem lies in your tolerance level and possible procrastination when action is called for. You must learn what you can achieve if you try harder and reach for greater achievement through established goals and objectives.

You need to mentally stress the daily and weekly process of planning time and activities to make the right things take place for timely accomplishment. Avoid becoming complacent over any unmet goals.

You can seek regular counseling with others to make sure that you are not being slack about reaching your goals; ask "significant others" in your life to apply pressure, when necessary, to help you meet set goals.

Goal setting is highly important - write goals down and evaluate your progress daily. Tell someone close to you that you are working toward a goal; let that person urge you on!

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