

The Sales Achiever

Assessment On: James Watson
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Position: Sales Representative

Company: Acme Pharmaceuticals
Report Type: Pharmaceutical Sales

Assessment Date: 5/6/2008

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----- Mental Aptitudes -----

Mental Acuity

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson is high in Mental Acuity, indicating he is a fast thinker with an above-average critical thinking ability. Reasoning skills are good, indicating he is able to understand customer or prospect needs and devise a solution to meet those needs quickly and appropriately.

Business Terms

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James's knowledge of business terminology is superior, reflecting the probability that he is interested in business matters and has gained experience either through his work or in business classes. He should have no problems discussing business-related matters with customers or prospects.

Memory Recall

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson 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.

Vocabulary

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson's language skills are above average, enabling him to communicate effectively with customers, prospects and others. He is capable of highly complex interchanges and will exhibit confidence in his ability to interact with others.

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Numerical Perception

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James's above-average Numerical Perception score indicates he can process data quickly and carefully. Any calculations he performs in order to write up orders or contracts should be accurate.

Mechanical Interest

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James 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.

----- Personality Structure -----

Energy

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson has a good level of energy and takes an energetic approach to prospecting and developing new business. He has a high drive level, but is generally able to control his energy level sufficiently to concentrate and remain focused during sales presentations.

Flexibility

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James has a good sense of integrity and is an ethical sales rep who is focused on what he wants to accomplish. He will also be flexible and adaptable to change, as well as able to handle multiple job demands and assignments. He is also interested in obtaining customer satisfaction by providing good service. When presenting solutions to customers or prospects, he can be creative or stick with the "tried and true," depending on the circumstances. Even though he will try to generate new solutions to problems, and new ways to use existing applications of products or services, he will be concerned about quality prior to implementing a change. He can be inventive, but will test his new ideas and concepts to be certain any risks involved are minimal.

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Organization

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson understands the importance of organizing his time and activities, and is usually aware of his priorities. Without being overly rigid in planning, he makes the best use possible of the time and resources available to him to keep his priorities straight and reach his sales goals.

Communication

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James is a very interactive, sharing communicator. He can openly share his own ideas, feelings and knowledge with customers and prospects, and express his thoughts easily to people. At times, since he is so open, he may talk too much and not listen as carefully as he should. He thoroughly enjoys a position that requires constant contact with people.

Emotional Dev

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson has a good level of self-confidence and self-esteem, but not so much as to be unrealistic. He is willing to wait a reasonable time for sales to close or other results to occur without becoming upset or frustrated.

Assertiveness

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James will express his opinions and effectively and professionally defend his products when challenged, but is also willing to consider the ideas and viewpoints of his customers and prospects. He will have the ability to influence others and direct their activities without appearing too aggressive or overbearing.

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Competitiveness

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson enjoys competition and is most successful when he is contributing to a group competitive effort. He has a competitive spirit and desire to win, and will work hard to help the team achieve its sales goals, but may avoid competition against other sales team members feeling that this type of competition could ruin good relationships.

Mental Toughness

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James can empathize with customers, prospects and others, but has enough mental toughness to deal with the negative aspects of sales, i.e., sales rejection, having to meet a quota, etc. He can work long or unusual hours without becoming unduly discouraged, and only occasionally will need reinforcement and support.

Questioning /Probing

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

James is basically trusting, and usually positive and accepting, but not to the point of being gullible. He will probe and look further into the needs or desires of his customers or prospects, but will not appear unnecessarily cynical or questioning.

Motivation

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Being motivated by recognition for his achievements, James is willing to take risks if the potential for profit and recognition exists. He will work to increase sales if he believes rewards for doing so will be made available to him.

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----- Validity Scales -----

Distortion

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Mr. Watson 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.

Equivocation

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

He has scored within our acceptable equivocation range.

This report is confidential and is an opinion based on test results and other available data. In the selection process it may count up to one third (1/3) of the decision process along with the interview, reference check, education and experience.

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Mental Aptitudes - for Pharmaceutical Sales position											
		1	2	3	4	5	6	7	8	9	
MENTAL ACUITY	Slow Learn							X			Fast Learn
BUSINESS TERMS	Uninformed									X	Knowledgeable
MEMORY RECALL	Unaware									X	Aware
VOCABULARY	Limited							X			Strong
NUMERICAL PERCEPTION	Imprecise						X				Accurate
MECHANICAL INTEREST	Indifferent									X	Interested
Personality Dimensions - for Pharmaceutical Sales position											
		1	2	3	4	5	6	7	8	9	
ENERGY	Restless					X					Calm
FLEXIBILITY	Flexible									X	Rigid
ORGANIZATION	Disorganized						X				Planful
COMMUNICATION	Reserved							X			Interactive
EMOTIONAL DEV	Impatient							X			Tolerant
ASSERTIVENESS	Cooperative								X		Authoritative
COMPETITIVENESS	Team Player								X		Individualist
MENTAL TOUGHNESS	Sensitive							X			Tough
QUESTIONING /PROBING	Trusting								X		Skeptical
MOTIVATION	Security									X	Recognition

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Validity Scales - for Pharmaceutical Sales position												
		1	2	3	4	5	6	7	8	9		
DISTORTION	Frank Answer	[. X . . .]									Exaggerates	
EQUIVOCATION	Choose Alter.	[. X . . .]									Choose Middle	

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

NOTE: Areas with dots and brackets ([.....]) are of primary importance with the dots and brackets reflecting the most desirable range for an individual to score in to have those characteristics. Areas without dots and brackets are secondary areas that provide additional information regarding the individual.

AREAS OF CONCERN - Scores of 1 or 2 in any of the following dimensions: *Energy, Flexibility, Emotional Development or Mental Toughness* are areas of concern.

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Leadership Traits Assessment

Introduction

This report section evaluates James'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.

James may or may not be one of the better people employed in a specific organization. If James 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 for: James Watson

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

- Planning
- Organizing
- Staffing
- Coaching
- Facilitating

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Sales Traits Assessments

Introduction

This report section evaluates James'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.

James may or may not be one of the better people employed in a specific organization. If James 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 for: James Watson

James has excellent sales potential. Strengths Include:

- Learning speed and Efficiency
- Persistence and Consistency
- Ability to meet and communicate effectively with people
- Ability to command respect
- Setting goals to win, excel and achieve
- Changing, growing and learning new concepts and ideas
- Developing Rapport
- Identifying need or desire
- Presenting Product/Service to fill prospect's needs
- Dealing with objections
- Closing the sale

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Interview Questions

Introduction

Following are the interview questions which an interviewer may choose to use in the candidate interview process.

These interview questions are generated to establish basic traits critical for all employees.

The interview questions that follow are for a candidate who has prior work experience. 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.

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Development Suggestions

Introduction

The following Personal Development Suggestions have been developed to be given to an individual after hiring, should the appropriate supervisor and/or the individual orienting the individual choose to do so.

The development pages are directed specifically to the individual. The pages can be either removed from the report, or copied, and given to the individual.

The individual who is supervising, leading, directing or coaching new employees may want to review, as part of the employee's orientation process, the job description and the requirements of the job, and at that same time provide the individual this information to assist them in beginning the job on the most effective and efficient basis.

These development suggestions provide guidelines for the individual, recommending actions that can be taken on a daily and weekly basis to become more productive.