



Sales Achiever® Assessment Report

Report prepared on: **James Watson**
Sales Representative
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Report Type: Sales Representative



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Sales Achiever

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Mental Aptitudes

Mental Acuity



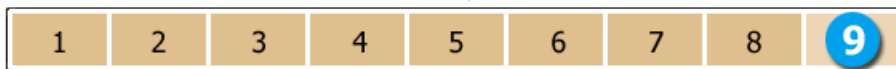
Mr. Watson is high in Mental Acuity, indicating he is a very fast thinker with superior problem-solving and reasoning ability. With his ability to quickly comprehend customer and prospect needs, he is capable of presenting services or products to fill those needs. Job satisfaction will be obtained by working on highly complex projects which challenge his intellect.

Business Terms



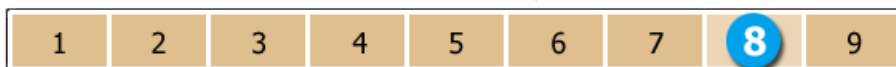
James has a strong understanding of the specialized language of business. He has had considerable experience in business, or a strong business education. He should be capable of discussing business-related matters with customers and prospects.

Memory Recall



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



Mr. Watson has exemplary general English vocabulary skills, enabling him to communicate effectively with prospects, customers and others. He should be capable of relaying even the most complex information to others.



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Numerical Perception



James's exemplary Numerical Perception score indicates that he can process data quickly and accurately; therefore, he should effectively handle tasks such as calculating orders and writing up contracts.

Mechanical Interest



James is extremely interested in machines and the inner workings of mechanical devices. He probably enjoys working with machines and because of this, would be willing to put forth effort to understand information regarding new technology, etc., which he could use to enhance his sales ability. This aptitude, however, measures only interest, not mechanical ability.

Personality Dimensions

Energy



Mr. Watson has a balanced energy and drive level. He can energetically prospect and develop new business, but is unlikely to become unfocused or tense when making sales presentations or handling detail-oriented tasks.

Flexibility



James 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.



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Organization



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



James has a more closed than open communication style, but can meet and deal with new people when necessary. If given the choice, he would probably prefer to work with established customers, however. He tends to be a good listener when obtaining feedback from others.

Emotional Development



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



James 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.



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Competitiveness



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



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.

Question/Probing



James 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



James 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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Validity Scales

Distortion



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



He has scored within our acceptable equivocation range.

This report is confidential and is an opinion based on assessment results only. Its contents should contribute approximately 1/3 to developmental discussions since it is only one of several evaluatory and feedback resources.



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ScoreSheet

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Mental Aptitudes

		1	2	3	4	5	6	7	8	9		
Mental Acuity	Slow to Learn					[● — ● — ● — ● — ●]				9	Fast to Learn	
Business Terms	Uninformed								● — ● — ● — ● — ●]	8	Knowledgeable	
Memory Recall	Unaware						[● — ● — ● — ● — ●]			9	Aware	
Vocabulary	Limited								● — ● — ● — ● — ●]	8	Strong	
Numerical Perception	Imprecise							[● — ● — ● — ● — ●]	8		Accurate	
Mechanical Interest	Indifferent										9	Interested

Personality Dimensions

		1	2	3	4	5	6	7	8	9	
Energy	Restless				[● — ● — ● — ● — ●]		6				Calm
Flexibility	Flexible			[● — ● — ● — ● — ●]				7			Rigid
Organization	Disorganized				[● — ● — ● — ● — ●]	5					Planful
Communication	Reserved				4				● — ● — ● — ● — ●]		Interactive
Emotional Develop.	Impatient				[● — ● — ● — ● — ●]	5					Tolerant
Assertiveness	Cooperative					[● — ● — ● — ● — ●]	5				Authoritative
Competitiveness	Team Player				[● — ● — ● — ● — ●]		6				Individualist
Mental Toughness	Sensitive				[● — ● — ● — ● — ●]	5					Tough
Questioning/Probing	Trusting				[● — ● — ● — ● — ●]		6				Skeptical
Motivation	Security					[● — ● — ● — ● — ●]	5				Recognition

Validity Scales

		1	2	3	4	5	6	7	8	9	
Distortion	Frank Answer	[● — ● — ● — ● — ●]			4						Exaggerates
Equivocation	Chose Alternate	[● — ● — ● — ● — ●]				5					Chose Middle

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 are areas of concern.

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. Scores within this range are shown with a number inside a blue circle. Those outside the desired range, or with no range identified, will have a number inside a black circle.



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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

James's Training & Development Needs are:

- **Coaching** - learn how to better lead others to achieve what they are capable of as well as fulfilling the requirements of the job or job functions.
- **Facilitating** - learn how to better monitor the achievements of others versus the plan, job description and/or job functions and requirements.



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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

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

- Learning speed and Efficiency
- Persistence and Consistency
- 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

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

- Ability to meet and communicate effectively with people
- Ability to command respect
- Changing, growing and learning new concepts and ideas



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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 behavior of each individual is influenced by genetics, biochemistry and environment. The individual's scores related in this assessment depict the individual as of the date and time the individual took the assessment.

Major changes in biochemistry and/or environment can change the scores on the assessment. Effective training and/or development that the individual is exposed to can and should also affect scores.

Consequently, 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 have carefully reviewed the training and development materials available in the marketplace and have selected for recommendation those that we deem appropriate to suggest in areas where the person assessed could benefit most from growth and development.

We trust that you will find these suggestions helpful.