



Psychological Assessment Report

Candidate Name: Sally Sample

Client: ABC Industries

May 2008

Position: Sales and Service Advisor

Requested by: Recruitment Manager

Report prepared by: Psylutions Consulting Psychologists

| Use of the Report

This assessment report contains information that can assist you in making selection decisions. The report provides insights into the candidate's analytical and problem solving abilities, operating style and approach to work, interpersonal style, work values and drives.

Given that everyone has strengths and developmental opportunities, caution should be taken when reading this assessment report. Take into account the candidate's overall suitability for the role rather than focussing on specific statements.

Psychological assessment provides valuable information not available through other processes. However, this assessment is not intended to replace other sources of information available on the candidate. Rather, the information in this assessment report should be used in conjunction with data collected through reference checking, interviews and resume evaluation. In addition, this report provides information that can be used as a guide for questions to ask during reference checking and further interviews.

| Purpose

The test results provide a valid measure of some, but not all, components of job performance. The test results should therefore not be used in isolation of the other data you have collected on the candidate. This report should be used to assist you in making an informed decision on the candidate; it should not be the primary driver of your decision. The information obtained from a well-structured behavioural interview and thorough reference checking should be used in conjunction with this report.

If you have received seemingly contradictory information from the different methods used in the selection process, you will need to investigate further by, for example, additional interviewing, structured reference checking and/or discussion with a Psylutions Consulting Psychologist.

The information contained in this report is valid for selection purposes for a period of up to approximately 18-24 months. Consideration should be given to re-testing a candidate after this time period has elapsed, where selection, placement, promotion or development opportunities arise.

| Confidentiality

This assessment report is highly confidential and must be kept secure by the recipient specified on the cover page.

This report is not to be shown nor released to the candidate.

The candidate may receive feedback on the assessment results from a Psylutions Consulting Psychologist.

The specific content of this assessment report should not be discussed with the individual unless a Psylutions Consulting Psychologist is present, given that there is strong possibility of misinterpretation.

Sales Capability Assessment

| Strengths

- Sally seems to be unlikely to worry about potential problems that may not occur, and is likely to be open to taking calculated risks.
- She appears not to be ashamed of the sales aspect involved in her choice of career, demonstrating that she can see the importance of this role.
- She tends not to be intimidated by upmarket prospects and is likely to treat them as she would any other customer.
- Sally can be open to being trained and coached on her sales strategy, indicating that she may be able to work on some of her development opportunities.
- With an average to high level of energy to direct towards achieving her sales goals, Sally is unlikely to give up easily when faced with complex or frustrating tasks.
- Sally should be able to set herself long-term career goals to work towards and tends to have a strong degree of goal clarity.
- She seems to be no more or no less likely than the typical salesperson to use the telephone as a tool to prospect to potential customers.

| Development Opportunities

- According to Sally's sales profile she appears to be reluctant to initiate contact with potential customers in a number of different situations.
- She may spend an excessive amount of time preparing to prospect to potential customers rather than actually doing the prospecting itself, which could result in a decreased number of successful sales.
- She appears to be reluctant to give presentations to groups, indicating that she may miss opportunities to use this method to sell.
- With a tendency to fear doing anything that could be considered pushy or intrusive, Sally may hesitate to really pressure her customer to get the sale over the line.
- Sally demonstrates a reluctance to ask existing customers for referrals for fear that this may jeopardize the sale she has just made.
- Sally tends to take on too many goals simultaneously, and therefore could find it rather challenging to meet all of the demands she has placed on herself.

| Sales Preference and Approach

Sales Approach	Rating
Brake (Energy invested in coping with selling)	Alert!
Accelerator (Energy available to sell)	Alert!
Doomsayer (Worry about worst-case scenarios)	Proceed
Over-Preparer (Over-investment in planning & preparing)	Alert!
Hyper-Professional (Over-concern with image and appearance)	Caution
Stage Fright (Fear of selling in front of groups of people)	Alert!
Yielder (Fear of appearing pushy or intrusive)	Alert!
Role Rejection (Guilt or shame associated with being in sales)	Proceed
Social Self Conscious (Fear/intimidated of selling to senior clients)	Proceed
Referral Aversion (Fear of asking clients for referrals)	Alert!
Telephobia (Fear of selling over the telephone)	Caution
Oppositional Reflex (Reflexively criticise, argue, blame, complain)	Proceed
Motivation (Physical energy available to sell)	Proceed
Goal Level (Amount of clarity and focus on specific goals)	Proceed
Goal Diffusion (Extent to which motivational energy is dispersed across competing goals)	Alert!
Problem Solving (Ability and willingness to focus on procedural tasks)	Caution
Impression Management (Energy trying to control impression made on others)	Caution
Hedging (Non-committal, in-between responses e.g. don't know, can't say)	Proceed
Response Consistency (Degree of care and deliberation when completing questionnaire)	Caution

| Reference Checking & Interview Suggestions

- Tell me about a time when you have asked an existing customer for a referral. What were the circumstances? How did you approach it? How did you feel about doing it? What was the outcome?
- Tell me about a situation where you have been successful at 'closing' a sale or cross-selling a product. What was the situation? What strategies did you use? What were you thinking at the time? What was the outcome?
- Can you tell me about an occasion where you had to make a group presentation as a method to initiate contact with a group of potential customers? What were the circumstances? How did you approach it? How did they respond? What was the end result?

Assessment Tool

**Sales
Preference
Questionnaire
(SPQ Gold)**

The Sales Preference Questionnaire" (SPQ*GOLD®) measures individuals on 12 types of call reluctance that have been identified as key to successful sales performance. SPQ Gold contains a single scale "Brake/Accelerator" score which aggregates the 12 call reluctance types into an overall estimate of total sales call reluctance. This may be used to identify the energy that is being diverted to coping rather than prospecting.