Candidate Resources , Inc.

CONFIDENTIAL MANAGEMENT SUMMARY OF: JENNIFER ADAMS ABC COMPANY CANDIDATE FOR INSIDE SALES: A 'B' LEVEL CANDIDATE

7/23/2014

In our opinion, Jennifer Adams is a 'B' level candidate for the role of Inside Sales at ABC Company. There are several behavioral traits that are not ideal for this position, limiting her ability to meet sales goals and succeed in this job.

Even though, Jennifer scored within the desired range in Mental Acuity, we would prefer that she be bit stronger in this area for a product line of this nature. At this level, she should be able to learn the products offered and related specifications to client needs, but complex problem-solving or data analyzing is not her strong suit. Her general, English vocabulary skills reflect her ability to convey her thoughts and ideas effectively in both written and verbal forms. However, depending on the clientele Jennifer will be interacting with, her vocabulary skills may not meet their level and may cause her to misunderstand what is being conveyed. Results indicate that she has acute attention to detail and should be able to accurately identify minute changes, especially in numerical form.

Behaviorally, Jennifer is a naturally calm, laid-back individual. She tends to lack self-motivation, which will likely cause her to miss sales opportunities or not be proactive with clients and prospects. In order to curb her propensity to procrastinate, we suggest that she have goals, objectives and deadlines set so that she can create a sense of urgency to complete tasks in a timely manner. To her credit, Jennifer is an honest, reliable employee who works to adhere to the policies and procedures set forth by ABC Company.

Jennifer is an exceedingly outgoing, talkative individual. In some regard this enables her to easily connect with clients and prospects and build rapport. However, we also noted that she tends to be cynical and skeptical of others, causing her to question everything a person says or does. Therefore, it is likely that she will ask questions of clients and prospects, but be so focused on how she is going to respond that she doesn't hear their response, repeating the cycle of skepticism.

Jennifer is a confident, assertive person who has no qualms making recommendations to clients, and ultimately closing the sale, when appropriate. Her psychological strength reveals that she is able to mitigate stress and pressure, and work through challenges as they arise. Jennifer's diplomatic approach and willingness to take risks and push business forward, shows her strengths as a salesperson.

Conclusively, Jennifer has the ability to succeed as an Inside Salesperson. Her tendency to procrastinate and her talkative, cynical nature are not ideal for sales, and we would prefer that she be a bit stronger mentally. However, she has the ability to perform in this position, but will not likely exceed expectations.

We believe these results to be 75 to 77.2% accurate as they stand with the data we have. This report is confidential. It is based on test results and other available data. When used in the hiring process, it should count for no more than 1/3 of the overall hiring decision as it is taken into consideration along with the interview, reference check, drug screen, background check, evaluation of the education, skills, and experience of the applicant.



Sales Achiever® Assessment Report

Report prepared on: **Jennifer Adams** Inside Sales ABC Company jadams@email123.com

Report Type: Inside Sales

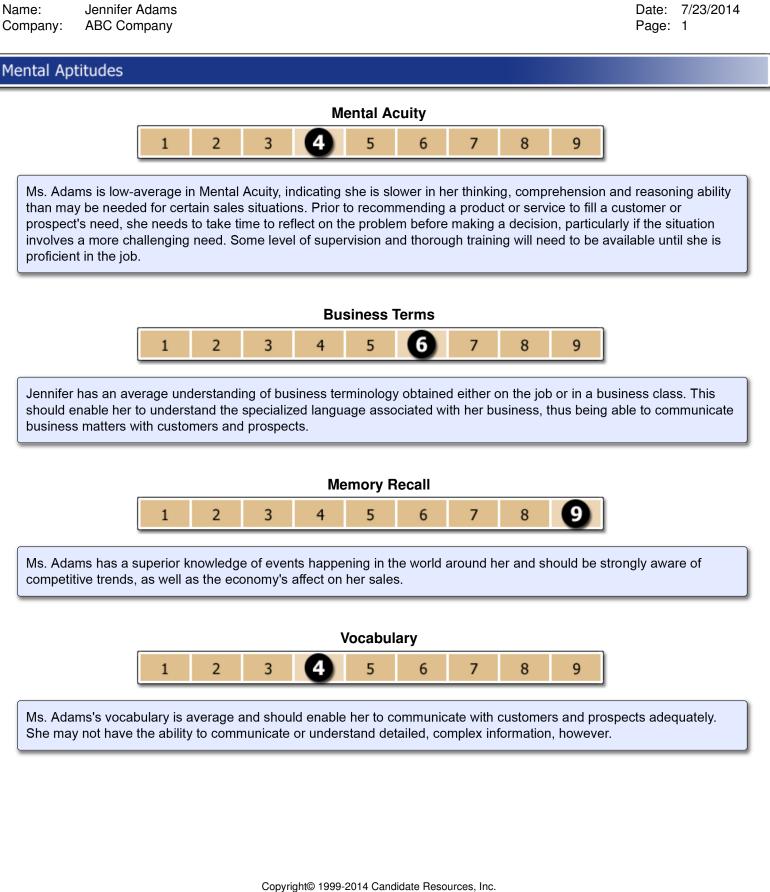


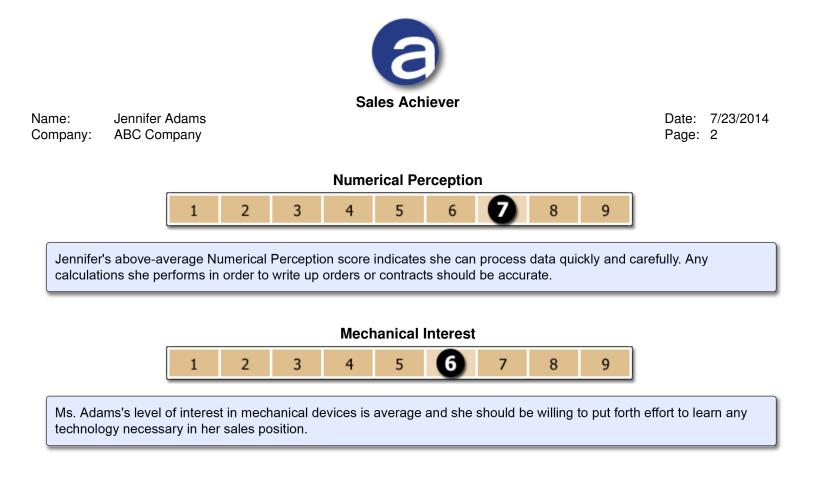
For more information contact: Milt Cotter Candidate Resources 2100 N Hwy 360 Suite 400B Grand Prairie, TX 972-641-5494 x199 reports@criw.org



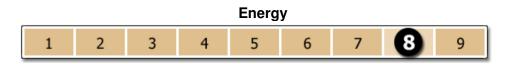


Sales Achiever





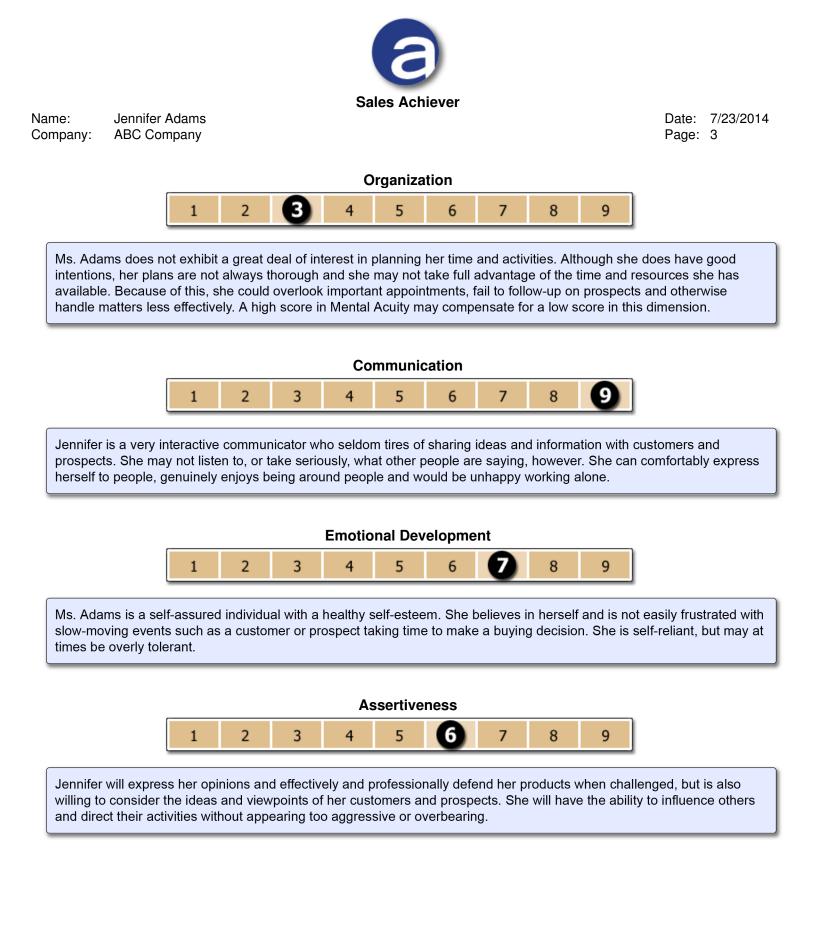
Personality Dimensions

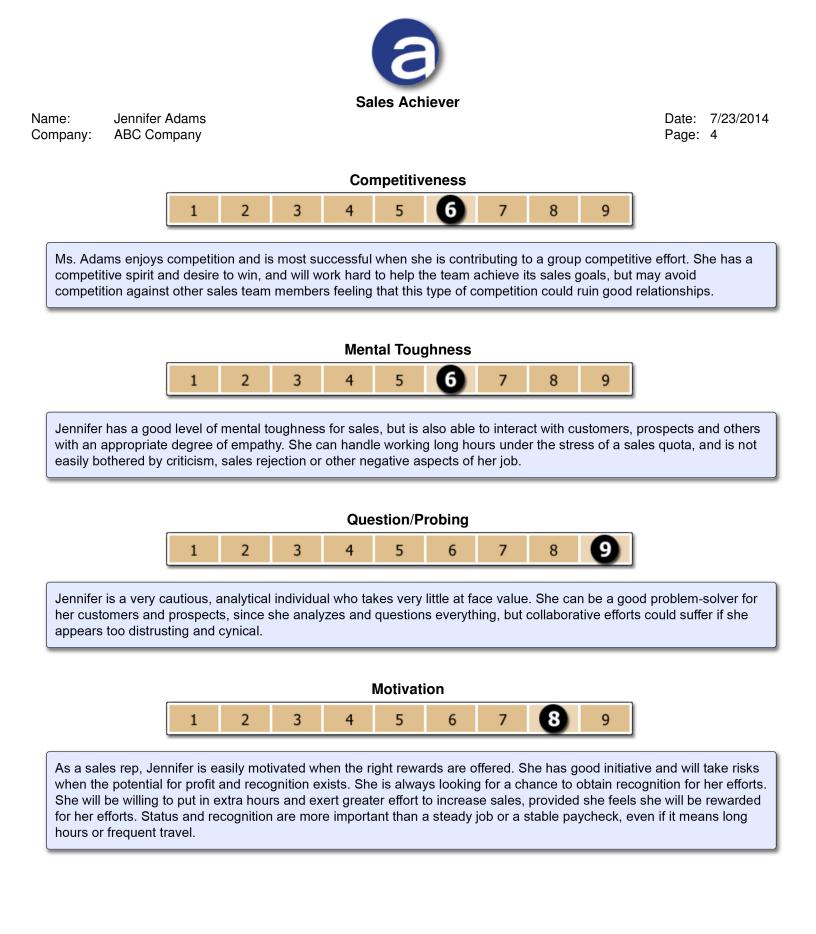


Ms. Adams has a low energy and drive level. She handles work-related pressure well and tension usually does not cause a problem, but she may not prospect or pursue new business as energetically as is needed to increase sales. This score should be checked against the distortion score, as individuals who distort often depict themselves as being more calm than they actually are.



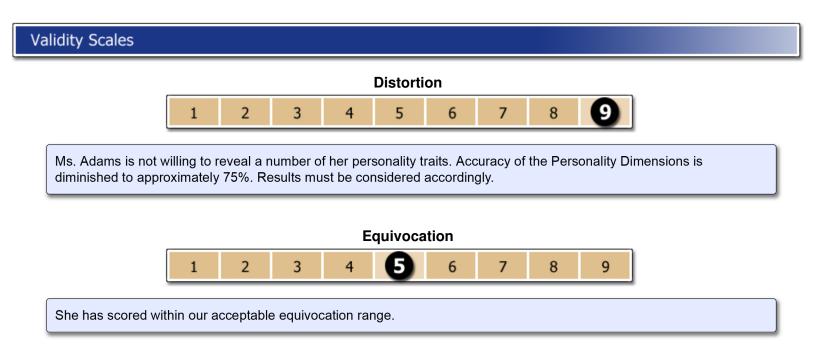
Jennifer has a good sense of integrity and is an ethical sales rep who is focused on what she wants to accomplish. She will also be flexible and adaptable to change, as well as able to handle multiple job demands and assignments. She is also interested in obtaining customer satisfaction by providing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







Date: 7/23/2014 Page: 5



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.

Name: Jennifer Adams ScoreSheet Date: 7/23/2014 Company: ABC Company Inside Sales Page: 6											
Mental Aptitudes											
		1	2	3	4	5	6	7	8	9	
Mental Acuity	Slow to Learn				[]	-0	-0-	—••]			Fast to Learn
Business Terms	Uninformed						6				Knowledgeable
Memory Recall	Unaware									9	Aware
Vocabulary	Limited				[]	-0	-0	—o]			Strong
Numerical Perception	Imprecise						○—	-0-	-0-	0	Accurate
Mechanical Interest	Indifferent						6				Interested
Personality Dime	nsions										
		1	2	3	4	5	6	7	8	9	
Energy	Restless					[•	-0-	—•]	8		Calm
Flexibility	Flexible				—		-6-	—o]			Rigid
Organization	Disorganized			8	[●—	-0-	-0-	—•]			Planful
Communication	Reserved						-0	—o]		9	Interactive
Emotional Develop.	Impatient				•	-0		0			Tolerant
Assertiveness	Cooperative					—	-6	—o]			Authoritative
Competitiveness	Team Player					<u> </u>	-6-	-0]	Individualist
Mental Toughness	Sensitive				○—	-0	-6-	—o]			Tough
Questioning/Probing	Trusting				●—	-0-	-0-	—•]		9	Skeptical
Motivation	Security					[-0	—o]	8		Recognition
Validity Scales											
		1	2	3	4	5	6	7	8	9	
Distortion	Frank Answer	·				-0-				Ø	Exaggerates
Equivocation	Chose Alternate	0	-0-		0	-5	-0				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.



Date: 7/23/2014 Page: 7

Leadership Traits Assessment Introduction

This report section evaluates Jennifer'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.

Jennifer may or may not be one of the better people employed in a specific organization. If Jennifer 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.



Date: 7/23/2014 Page: 8

Leadership Potential Summary Report

for: Jennifer Adams

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

- Coaching
- Facilitating

Jennifer's Training & Development Needs are:

- Planning learn how to better plan and organize required job functions, activities and requirements.
- Organizing learn how to organize and make better use of time and assets required to successfully perform the job or job requirements.
- Staffing learn how to make better staffing selections as well as how to train, motivate and lead others.



Date: 7/23/2014 Page: 9

Sales Traits Assessments

This report section evaluates Jennifer'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

Jennifer Adams

ABC Company

• Developing rapport

Name:

Company:

- 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.

Jennifer may or may not be one of the better people employed in a specific organization. If Jennifer 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.



Date: 7/23/2014 Page: 10

Sales Potential Summary Report

Jennifer has good sales potential. Strengths Include:

- 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

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

• Learning speed and Efficiency



Date: 7/23/2014 Page: 11

Interview Questions

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.



Date: 7/23/2014 Page: 12

Interview Questions for Energy

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

evidence of skill evidence of skill evide	me Strong Very strong nce of evidence of evidence of present skill is present skill is present				
Probes	Interpretive Guides				
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?	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?	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?	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?	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?"				



Date: 7/23/2014 Page: 13

Interview Questions for Organization

Organization - Measurement of the individual's desire to organize assignments and projects to better utilize time and resources.

evidence of skill evidence of skill evide	ome Strong Very strong ence of evidence of evidence of skill is present skill is present			
Probes	Interpretive Guides			
Tell me about a time you missed an appointment, were late for a meeting or experienced other problems because you did not plan well enough in advance.	Was the candidate on time for this interview? If not, was the excuse justifiable? Does it appear the candidate learned from the experience he or she described in this first question?			
Describe how you typically kept yourself organized, and prioritized sales calls, follow-ups, etc., in your former sales position. Did you use any planning tools to help keep yourself organized and if so, what were they?	Does the candidate have specific steps he or she takes to stay organized? Does the candidate appear to understand how to prioritize tasks? Does the candidate use planning tools to help stay organized, i.e., a daily planner, computerized schedule, etc?			
Tell me about a time, in a previous sales position, you went into a sales presentation unprepared and had to "wing it." What was the final outcome of the sales call? Do you believe the outcome would have been different had you been better organized?	Has the candidate been able to capitalize on his or her ability to improvise? Does the candidate appear to understand the importance of planning, yet also have the ability to be flexible and change plans, when necessary? Does it appear the candidate takes pride in his or her ability to "change horses in mid-stream?" Is the candidate sharp enough to keep priorities in his or her head without losing sight of them?			
Describe your office or work area in your former sales position. Was everything neatly put in place, or did you tend to function better in chaotic surroundings?	Is the candidate fairly tidy, or does the candidate thrive on chaos and disarray? How important is tidiness in this position? Will others come into or see the candidate's office or work area, or is it secluded?			



Date: 7/23/2014 Page: 14

Interview Questions for Communication

Communication - Measurement of the individual's ability to communicate and willingness to share knowledge and team with others to achieve common goals.

evidence of skill evide	Strong nce of skill t present skill is p	ce of	Strong evidence of skill is present	Very strong evidence of skill is present		
Probes		Interpretive Guides				
Thinking back over your sales career, desc you talked too much when making a sales pick up on "buying signals." As an outgoing you controlled this problem in your sales ca	call and failed to person, how have	importance of	f listening? During	n understanding of th g the interview, did th n to what you were sa	e candidate	
Describe a situation, in a prior sales position misunderstandings arose due to failure to l part or on the part of the customer. How die problem?	isten either on your	Did the candidate admit that failure to listen has, sometime in the past, been a problem for him or her? Does the candidate appear to understand the possibility of problems arising if listening skills are poor?				
Tell me how you developed rapport in the p more reserved customer. Do you tend to a style based on whether the prospect or cus shy? Explain.	djust your selling	Does the candidate appear to have a skill in developing rapport with strangers, even if they are difficult to talk to? Is the candidate interesting and someone who exhibits interest in others? Does the candidate appear outgoing and enthusiastic, or just loud and boisterous?				
Tell me about your communication style. H serve you? Would you change or improve communicate if it were possible?	Does the candidate understand his or her own communication style? Does this style fit into the corporate culture of the company? Does the candidate feel any need to change or improve on his or her communication skills? Are these desired changes logical, mature and do they show good judgment?					



Date: 7/23/2014 Page: 15

Interview Questions for Emotional Development

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

\bigcirc	\bigcirc	\subset	$\mathbf{)}$		\bigcirc		
Very strong evidence of skill is not present	Strong evidence of skill is not present	Sor evider skill is p	nce of	Strong evidence of skill is present	Very strong evidence of skill is present		
Prob	es		Interpretive Guides				
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.			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?			handling candidat appear t	? Will it be important, e complete similar tas	lidate the most likely to in this position, that th sks in a timely manner eloped steps to take to g?	ne r? Does it	
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?			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			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?				



Date: 7/23/2014 Page: 16

Interview Questions for **Questioning & Probing**

Questioning/Probing - Measurement of the individual's desire to question and probe, rather than accept instructions, directives and information at face value.

evidence of skill evidence of skill evide	ome Strong Very strong ence of evidence of evidence of skill is present skill is present				
Probes	Interpretive Guides				
Describe how you maintained a positive attitude in past sales positions. Is maintaining a positive attitude important to you?	Does the candidate appear enthusiastic and positive? Does the candidate have the ability to overcome negative thoughts in order to maintain a positive attitude?				
Tell me about a time when you allowed distrust or cynicism to come between you, a co-worker, manager or customer. What did you do to rectify the problem?	Does it appear the candidate understands the need to trust others? Was the candidate able to rectify the problem and if so, does he or she admit that cynicism is a personal problem?				
Thinking back to your previous sales job or jobs, what one problem stands out in your mind regarding a manager or supervisor you had? Describe the problem and how you coped with it.	Does the candidate appear to be overly critical of management? Did the candidate become louder or appear angry when discussing a prior manager or supervisor's demeanor? Was the candidate willing to accept any of the blame for the problem or did the candidate place blame on others?				
Tell me about a sale you made in your previous sales position by using shrewdness and analytical skills. What would the outcome have been had you not asked questions and probed?	Does it appear the candidate utilizes his or her probing skills to their best advantage? Does the candidate have specific steps to take when determining customer needs or desires? Would the outcome have been significantly different had the candidate not probed and questioned?				



Date: 7/23/2014 Page: 17

Interview Questions for Motivation

Motivation - Measurement of the individual's achievement orientation and internal motivation to initiate changes and take risks in order to advance.

evidence of skill evidence of skill evidence	me Strong Very strong nce of evidence of evidence of present skill is present skill is present				
Probes	Interpretive Guides				
In your prior sales job, what was the biggest change you were faced with and how did you adapt to that change?	Does the candidate seem to thrive on change? Does it appear the candidate has good skills to cope with change? Does the candidate appear to become bored or restless if changes are not frequently made?				
Give me an example of a time you took a risk and won. How did your accomplishment make you feel? How do you believe you would have felt if you had taken that risk and failed?	Is the candidate a big risk taker? Does it appear the risks the candidate has taken are reasonable and calculated, or does the candidate appear to be somewhat impetuous? Does it appear the candidate is able to accept occasional failure?				
Other than money, describe what really motivated you in prior sales positions to increase sales by an even greater margin than what was expected of you.	Does the candidate appear to understand what motivates him or her and if so, are these factors reasonable and available in this position? If they are not currently available, would it be possible to secure them for this candidate?				
What type of sales compensation plan have you most enjoyed in the past - straight salary, commission only, draw plus, etc. What most attracts you to this type of compensation plan?	In this position, will the candidate be on the same type compensation plan as the one he or she most enjoyed in the past. If not, could the compensation plan be structured to better meet the candidate's needs?				



Date: 7/23/2014 Page: 18

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 canand 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 whodesire 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.



Date: 7/23/2014 Page: 19

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

- 1. 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.
- 2. 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.



Date: 7/23/2014 Page: 20

Organization - Measures a person's attitude about organization, planning, how tasks are performed and how one's life is lived.

Planning your time and activities in advance does not come naturally to you. Since your plans are not always thorough, you may not take full advantage of the time and resources you have available to you to reach goals and objectives. A high score in Mental Acuity may help you compensate for a low score in this dimension.

Your self-affirmation sentence:

"I am organized in my life so I achieve more."

Steps to Effect Change

- 1. Good time and space management calls for a specific activity plan to identify priorities by the day or week. For sixty days, list daily plans on paper, then mentally list the six most important things to be done the following day, ranking them by priority, and the time allotted to each item. You will then have a good grasp of what must be done, prior to beginning each day.
- To avoid losing track of important details you might need for certain tasks, such as filing your income tax, good recordkeeping is mandatory. Select a certain place to keep important records and discipline yourself to always put important papers in that one location.
- 3. Daily, weekly and monthly planning even yearly planning will help keep you on an organized and productive basis. Set goals and reach them.
- 4. Avoid any distractions which take you off track. If necessary, tell people around you what you are attempting to accomplish, so you will be less likely to be interrupted.



Date: 7/23/2014 Page: 21

Communication - Measures introversion vs. extroversion and the ability to meet and deal with people.

You are a very interactive communicator who seldom tires of sharing ideas and information with others. You may not listen to, or take seriously, what other people are saying, however. You comfortably articulate thoughts to people, genuinely enjoy being around people and would be unhappy working alone.

Your self-affirmation sentence:

"I listen well."

Steps to Effect Change

1. Your priority is to learn not to be overly talkative at any time, especially at the wrong time.

- 2. Role playing can take place to stress the need for allowing others to take their turn communicating. An overly talkative individual should especially take heed not to divulge confidential information to others.
- 3. People who are too sociable can over talk at the expense of others and true communication can suffer because of it. When in a discussion with someone, periodically ask yourself if you are responding to everything the other person is saying with a "story" of your own. If you are, there's a good chance you're thinking about what you want to say next, rather than really listening to what the other person is saying.
- 4. Pay close attention to your actions to see if you find yourself interrupting others or monopolizing the conversation. One clue that you are not a good listener is when misunderstandings frequently occur when the other person says they told you something, but you don't remember. Developing good listening skills begins by admitting that such skills are needed.



Date: 7/23/2014 Page: 22

Online Courseware

Organization

When working with others, your organizational preferences level may be affecting how effectively you work them. You may benefit from the following development suggestions.

Self-paced e-Learning:

- Effective Personal Productivity Lesson 1: The Nature of Productivity.
- Effective Personal Productivity Lesson 2: Goals Achievement Through Time Management

To access recommended online courseware, visit www.lmiuniversity.com.



Date: 7/23/2014 Page: 23

Online Courseware

Communication

If your work requires significant interaction with others, your communication style may be affecting your effectiveness. Development of a more productive communication style may greatly increase your success. You may benefit from the following development suggestions:

Seminars / Workshops:

• Models for Management [™] by Teleometrics International

Self-paced e-Learning:

- <u>Models For Management</u> Module 3: Communication and Interpersonal should be of particular interest for those wanting to explore communication style and it's impact on others.
- Effective Personal Productivity Lesson 4: Improving productivity through communication

To access recommended online courseware, visit www.lmiuniversity.com.



Date: 7/23/2014 Page: 24

Online Courseware

Emotional Development

When working with others, your ego level may impact your relationships and your success in achieving desired results with them. You may benefit from the following development suggestions:

Seminars / Workshops:

• Models for Management [™] by Teleometrics International

Self-paced e-Learning:

- Effective Personal Productivity Lesson 5: Empowering the Team
- Effective Personal Productivity Lesson 6: Improving Production of the Team

To access recommended online courseware, visit www.lmiuniversity.com.