



## **Industrial / Equipment Sales Assessment Report**

**Candidate:**  
**Rajesh Sampleuser**

**Date:**  
**02/12/2020**

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The following pages represent a report based on the results of a psychological assessment. The profile presented below summarizes key results in each area compared against general population norms (indicated by the descriptors Low, Below Average, Average, Above Average, and High) and with norms for high performers in the type of job for which the candidate is applying (indicated by the shaded areas). The candidate's score is indicated by the diamond symbol: ◆

### ALL RESULTS SHOULD REMAIN STRICTLY CONFIDENTIAL

	Low	Below Average	Average	Above Average	High
Closing Ability	◆				
Competitiveness				◆	
Customer Service				◆	
Dependability				◆	
Emotional Stability				◆	
Extroversion				◆	
Image Management		◆			
Money Motivation			◆		
Optimism				◆	
Relationship Sales				◆	
Selling Confidence				◆	
Work Drive			◆		

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## Aptitude Assessment

	Percentile Range									
	0-10%	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	Top 10%
3-D									X	
Abstract Reasoning										X
Mechanical Reasoning					X					
Numeric Reasoning										X
Verbal Reasoning										X
Overall Cognitive Aptitude									X	

### Explanation of Cognitive Aptitude Scores:

The aptitude scores in this section reflect percentile rankings -- not percent correct on the test. With percentiles, the average is the 50%ile. Half of the people score below this score and half score above it. As another example, if a person scores 80-89%ile on a specific test in this report, it means that they scored as well as or better than 80-89% of the norm group, but not as high as 11-20% of the norm group.

The **Overall Cognitive Aptitude** is an average of the separate aptitude sections given to this candidate.

The lower the Overall Cognitive Aptitude score, we predict that the candidate will have difficulty learning new information and making decisions. For example, if they are well experienced in their occupation, they may be able to continue to perform well practiced tasks adequately, but have difficulty learning new things. As such, they will need additional training time and more support from supervisors. People who produce lower Overall Cognitive Aptitude scores generally prefer tasks that call for specific responses rather than ones requiring insightful solutions. They are also slower in processing information and are often easily overwhelmed by complex problems, especially ones they have not dealt with before.

The higher the Overall Cognitive Aptitude score, the more we predict that the candidate will learn quickly, pick up a lot of new information on their own without needing to be trained, handle a large information load easily, make decisions in an efficient manner, and show a great deal of insight about how to solve new and complex problems.

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### Narrative Responses Provided by This Candidate

In reading through the candidate's responses, you should look for general themes that reflect the person's attitudes, values, and beliefs about work. Insights can help you generate probing interview questions. From another perspective, the way in which candidate responses are constructed demonstrate sophistication of communication skills.

Conscientiousness	Mr. Sampleuser's Responses
<i>Responsibility at work...</i>	Answer not included in public website samples.
<i>Most of the official rules at work...</i>	Answer not included in public website samples.
<i>I get annoyed at work when...</i>	Answer not included in public website samples.
<i>Sometimes employers can place too much emphasis on...</i>	Answer not included in public website samples.
<i>When I make a mistake and someone criticizes me for it, I...</i>	Answer not included in public website samples.

Customer Service	Mr. Sampleuser's Responses
<i>My approach to customer service is...</i>	Answer not included in public website samples.
<i>Dealing with difficult customers...</i>	Answer not included in public website samples.
<i>What customers really want from me is...</i>	Answer not included in public website samples.
<i>When I am training a new staff on customer service, I emphasize...</i>	Answer not included in public website samples.
<i>I am least effective with certain customers...</i>	Answer not included in public website samples.
<i>Compared to other types of job tasks I enjoy, customer service is...</i>	Answer not included in public website samples.

Demotivators	Mr. Sampleuser's Responses
<i>What annoys most workers...</i>	Answer not included in public website samples.
<i>I would quit my job if...</i>	Answer not included in public website samples.
<i>At work I feel tense when...</i>	Answer not included in public website samples.
<i>I don't like to work with people who...</i>	Answer not included in public website samples.
<i>My work performance suffers when...</i>	Answer not included in public website samples.
<i>I would really dislike a supervisor who...</i>	Answer not included in public website samples.

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Job Satisfaction	Mr. Sampleuser's Responses
<i>The kind of assignment I like best is...</i>	Answer not included in public website samples.
<i>I enjoy working with people who...</i>	Answer not included in public website samples.
<i>I would turn down a job if...</i>	Answer not included in public website samples.
<i>The best way to get ahead in an organization...</i>	Answer not included in public website samples.
<i>The most fulfilling job I had...</i>	Answer not included in public website samples.
<i>My greatest satisfaction in a job...</i>	Answer not included in public website samples.
<i>A boss deserves loyalty if...</i>	Answer not included in public website samples.
<i>What I want most from a job is...</i>	Answer not included in public website samples.
<i>The best type of supervisor for me would be someone who...</i>	Answer not included in public website samples.
<i>Working closely with other people...</i>	Answer not included in public website samples.

Sales	Mr. Sampleuser's Responses
<i>The most common ethical decisions I make in sales involve...</i>	Answer not included in public website samples.
<i>Being effective at sales in a particular industry is based on...</i>	Answer not included in public website samples.
<i>The reason I will be successful in a sales role is...</i>	Answer not included in public website samples.
<i>People say that I am a successful salesperson because of my...</i>	Answer not included in public website samples.
<i>My sales style is best described as...</i>	Answer not included in public website samples.

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Teamwork	Mr. Sampleuser's Responses
<i>To me, being a good team player means...</i>	Answer not included in public website samples.
<i>I enjoy teamwork when...</i>	Answer not included in public website samples.
<i>The optimal split between team and independent work is...</i>	Answer not included in public website samples.
<i>Most team meetings are...</i>	Answer not included in public website samples.
<i>My experiences with being on a team...</i>	Answer not included in public website samples.
<i>In most companies teams are...</i>	Answer not included in public website samples.

Work Drive	Mr. Sampleuser's Responses
<i>I will take on extra responsibilities in my job if and when...</i>	Answer not included in public website samples.
<i>Working long hours every week...</i>	Answer not included in public website samples.
<i>It's hard to do good work when...</i>	Answer not included in public website samples.
<i>When my suggestions at work are turned down I...</i>	Answer not included in public website samples.
<i>Having to work on the weekend...</i>	Answer not included in public website samples.
<i>Overnight travel...</i>	Answer not included in public website samples.

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### Personality Assessment

#### Strengths:

- Rajesh is motivated by opportunities that show he is performing at a high level in a sales role, especially when compared to others who have a similar job or challenge. He is fairly competitive and often likes to measure his success in gross sales against other salesmen and saleswomen.
- Rajesh registers as having a solid customer service orientation. He can be counted on to engage customers regularly on several levels to discover how your product best meets the customer's needs .
- He is a fairly dependable, trustworthy person who has pride in fulfilling his job responsibilities in a conscientious manner. You can expect that Rajesh will follow through on his commitments to the customer while at the same time fulfilling his obligations to his employer.
- He has good control over his emotions and can handle most forms of strain in a sales role. When subjected to pressures from customers and quotas, Rajesh can be counted on to perform up to standard and to keep his composure.
- Rajesh is fairly sociable, outgoing, and cheerful in his dealings with customers and coworkers. He should communicate reasonably effectively, responding to customers needs while providing a comfortable sales situation.
- Rajesh tends to present him self sincerely, unpretentiously, and consistently in different sales situations. He is not one to exaggerate the facts about his product or sales capabilities. Rajesh will not say something just because he thinks it is what the other person wants to hear.
- When appraising sales situations as well as future possibilities, Rajesh usually expects positive outcomes. He is upbeat and hopeful most of the time on his job.
- Rajesh likes to use the power of a personalized relationship with a customer to create sales results. He usually takes time to identify and develop potential selling opportunities with prospective customers through discussion, questioning, and indirect information-gathering techniques. He also tries to guide the customer to the sale incrementally by persistence, subtle persuasion, and gradual closure.
- Rajesh is typically secure with himself and his sales performance capabilities. He approaches most sales situations with confidence in his own ability and can usually act decisively to make a sale.
- Rajesh's work drive scores as average. He usually works hard enough with customers to close sales and meet the demands of his job, but he is not a workaholic.

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### Developmental Concerns:

- Rajesh definitely lacks assertiveness and may back down at the first sign of resistance from a customer. He may be too meek and sensitive to imagined threats to be effective in a sales role. A reluctance to do cold calls or even follow-up on initial calls could be a significant problem for him.
- Rajesh may sometimes be too upfront or tactless in what he says to customers. He could probably be more effective in a sales role if he were more conscious of how others see and react to him when he is detailing a product or trying to close the sale.
- Rajesh has an average work drive. He needs extra motivation to work long irregular hours or extended overtime to meet sales goals. You may need to counsel Rajesh on the importance of going above and beyond "normal" job duties to meet intense job demands.



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## INTERVIEW QUESTIONS

After reviewing the assessment results for this candidate, you may want to conduct a structured interview to further explore and clarify some specific concerns. The interview questions listed below reflect areas of concern raised by the assessment results. You should keep asking questions until you have gained confidence in your assessment of the candidate. You can use some or all of these questions when interviewing the candidate. You will probably want to customize these questions to best fit your style and what you already know about the candidate as well as the job for which s/he is being considered. Most of these are behavioral description items which ask the candidate to describe specific behavior on the job. Some additional probes which you might want to use with individual questions are:

- \* When did this take place?
- \* What factors led up to it?
- \* What were the outcomes?
- \* What did others in the organization say about this?
- \* How often has this type of situation arisen?
- \* How would you handle it differently in the future?

### ASSERTIVENESS

- Describe a time when you took charge of a difficult situation in your organization and turned it around into a success.
- Describe a time when you spoke up on a matter of importance to you, even though you knew it would not be well-received or when others in the company opposed you.
- Tell me about a time you took the initiative to get a project started or to complete it in a timely manner.
- What would you do if you felt that your boss had been ignoring you or not paying attention to your ideas?
- Describe a time when you successfully confronted a problem situation that others had trouble dealing with in the past.
- Tell me about a time when you effectively negotiated with upper-management to get them to accept your recommendation over the recommendations of others.

### IMAGE MANAGEMENT

- In what ways (if any) do you adjust the way you present yourself to the particular customer you are calling on?
- Describe your techniques for building rapport with coworkers and customers.
- Talk about the ways you tailor yourself and your presentations to fit the needs, resources, and interest levels of the people you are interacting with.

### MONEY MOTIVATION

- Describe your earnings goals for the next five years.
- Tell me which factors define success for you in a job.

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- Describe how your feelings of self-worth are affected by how much money you make.
- Describe the kind of lifestyle you want to achieve.

### SALES BOLDNESS

- Describe how you establish your personal credibility and credentials with potential customers.
- Tell me how you let the customer know about the value of your product.
- Tell me about a time when you were successful in turning around an initially negative or difficult prospect to make a sale.

### WORK DRIVE

- Under what conditions, if any, do you think a company has a right to ask its employees to work long hours? What is the upper limit for you on how many hours/week you are willing to work on an ongoing basis to meet the demands of your job.
- Describe some ways that you think your commitment to your family or personal life away from the job may have limited your advancement opportunities or earnings potential. How do you feel about this?
- What are the potential problems associated with a company expecting too much overtime from their employees or encouraging them to become workaholics?
- Describe how you keep work separate from your home and personal life and how you keep job demands from intruding on your free time.
- Under what situations would you be willing to work overtime and weekends for your job? How long would you be willing to do so?

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