



**Pharmaceutical Sales Assessment  
Report**

**Candidate:  
Chris Sample**

**Date:  
09/13/2020**

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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
<b>Closing Ability</b>			◆		
<b>Competitiveness</b>			◆		
<b>Customer Service</b>					◆
<b>Dependability</b>			◆		
<b>Emotional Stability</b>				◆	
<b>Extrinsic Motivation</b>			◆		
<b>Extroversion</b>			◆		
<b>Image Management</b>	◆				
<b>Optimism</b>				◆	
<b>Sales Boldness</b>				◆	
<b>Selling Confidence</b>				◆	
<b>Work Drive</b>			◆		
<b>Overall Cognitive Aptitude</b>					◆

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## Cognitive Aptitude Assessment

Compared to general adult norms using standardized tests which were validated for a wide range of positions, we estimate Chris's overall level of general intellectual aptitude to be in the **80-89 percentile** range. His individual aptitude levels are:

Abstract Reasoning	70-79%ile
Numeric Reasoning	70-79%ile
Verbal Reasoning	Top 10%ile

Chris has a high level of general cognitive aptitude. He can learn new information quickly, solve complex problems efficiently, and be able to handle a heavy information-processing load on this job.

### 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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## Personality Assessment

### Strengths:

- Chris has an average level of assertiveness when compared to other salesmen/women. He can be expected to address tough situations in a straightforward manner and stand up for what he believes is the truth about the product. At the same time he can be mild-mannered and willing to accommodate to the preferences and demands of customers.
- In some situations, Chris is competitively driven and motivated to outperform others in the sales numbers he brings in. However, when this happens, he tends to compete with the other sales people in a congenial manner rather than trying to "beat" everyone else.
- Chris is highly customer-oriented and will not be content to only occasionally interact with the buyer. He can be counted on to know the customer's needs and wishes and will readily bring this knowledge to bear when building a profitable relationship with that customer.
- Chris is generally dependable at work. Chris, however, also uses a fair amount of personal discretion and judgment in deciding when and how he will fulfill his obligations to customers and duties to his employer.
- He has a sound level of emotional stability. Chris will be able to take most forms of job stress in stride. He typically works with composure when confronted with unexpected problems and demanding conditions in a sales role.
- Chris tends to be cordial and pleasant in his business interactions. However, he will not let himself be swayed by social factors when making decisions or attending to his own job duties.
- Chris presents himself in a very sincere, unpretentious manner to customers. He is not one to exaggerate the benefits or the disadvantages of a product just because he thinks it is what the customer wants to hear. Chris projects a steady, consistent image to the people he works with, regardless of the situation.
- When appraising sales situations as well as future possibilities, Chris usually expects positive outcomes. He is upbeat and hopeful most of the time on his job.
- He has an above-average level of sales boldness. On the job, you can count on Chris to seize the initiative and take decisive action to help make a sale. You can also expect that Chris will readily tout both his product and his own expertise.
- Since his level of self-assurance as a sales representative is above average, Chris is typically secure with his selling skills and knowledge. He can make most decisions promptly without wavering about the best course of action.
- Generally, Chris works hard enough to meet most sales goals and job demands while also achieving a balance between work and the rest of his life. His work drive registers in the average range.

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## Developmental Concerns:

- Chris could sometimes be more assertive in a sales role. He may need help in learning how to exert more influence in selling settings and be more persuasive in presenting his product and service to customers.
- Chris may occasionally be too lax in the way he fulfills his commitments to customers and his timeliness in doing so. Chris could probably benefit from training on how to be more dependable conscientious on the job.
- Chris could be more attuned to non-verbal communications and more responsive to social input in sales situations. He should be more consistently sociable, cheerful, and engaging when interacting with customers and coworkers.
- Chris needs to be more concerned with how customers perceive him in sales situations. He can sometimes be perceived as being too candid or indiscreet. Chris may need to spruce up his professional demeanor as a sales representative and refine the company image he presents.
- Because his work drive is modest, you may need to motivate Chris to be more willing to extend himself when long hours or an irregular work schedule are required to meet sales goals. He may be reluctant to make personal sacrifices for his job.

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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?

- **IMAGE MANAGEMENT**

1. In what ways (if any) do you adjust the way you present yourself to the particular customer you are calling on?
2. Describe your techniques for building rapport with coworkers and customers.
3. 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.

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