



**Telemarketing Assessment
Report**

**Candidate:
Martin Jeffries**

**Date:
04/02/2012**

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Telemarketing Assessment Report

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Date: April 02, 2012

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Prepared For: Resource Associates

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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
Agreeableness			◆		
Closing Ability			◆		
Customer Service				◆	
Dependability				◆	
Emotional Stability				◆	
Image Management					◆
Introversion		◆			
Money Motivation					◆
Optimism				◆	
Selling Confidence		◆			
Work Drive				◆	
Overall Cognitive Aptitude					

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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 Martin's overall level of general intellectual aptitude to be in the **60-69 percentile** range. His individual aptitude levels are:

Abstract Reasoning 70-79%ile

Numeric Reasoning 50-59%ile

Verbal Reasoning 50-59%ile

Martin has a slightly above-average level of general cognitive aptitude. He should be able to handle most of the problem-solving demands of this job in a satisfactory manner.

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:

- Martin usually gets along smoothly with the people he works with. Unless Martin has to work with someone he particularly dislikes, he will interact with others in an agreeable manner.
- Martin is mildly assertive with customers, but by no means aggressive or oppositional in sales situations. He will interact with customers in a low-key, non-invasive manner which most of them should be comfortable with.
- Martin has a solid customer service orientation. He will usually fulfill expectations from the customer's point of view and will know quite a bit about customer needs in order to match them with the company's products.
- Martin is usually conscientious and reliable in a sales job. He is typically responsible and trustworthy in the way he interacts with customers while at the same time he honors his responsibilities to his employer.
- He is a fairly emotionally resilient, hardy person who has good control over his emotions when confronted with difficult customers or pressured sales goals. Martin can weather most forms of job stress and pressure without losing his composure.
- He is attuned to what is the right thing to say and do in sales situations. Martin is very observant, shrewd, and inclined to evaluate the consequences of his decisions before making a sales presentation.
- Martin is typically cordial, friendly, and expressive. On the job, he will usually be an effective communicator who facilitates interactions among people in his workgroup.
- Martin registers as being very motivated by money, recognition, prestige, and status. He is likely to be energized by selling contests and by getting rewards for meeting specific sales goals. Martin considers work a means to achieving personal goals, rather than an end in itself.
- Martin is usually upbeat and optimistic in sales situations. He usually expects positive outcomes from his selling efforts and a favorable response from customers. Martin will seldom become demoralized by setbacks and will usually keep a positive attitude in the face of problems.
- Martin makes a fairly strong commitment to meeting the demands of his work. His above-average work drive means that he usually works vigorously and does what it takes, including working overtime or irregular hours, to meet both customer needs and sales projections.

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Developmental Concerns:

- In trying to handle situations that are particularly upsetting or aggravating, he can sometimes be disagreeable or harsh in how he comes across to others. Martin might benefit from feedback on maintaining consistently positive relationships with others on the job.
- Martin could benefit by being more directive and assertive in his sales style. Martin made need additional training or coaching on how to be more influential and forceful in presenting his product and dealing with customer resistance to closing.
- Some customers may have trouble fully trusting what he says. Martin may need to be counseled on how to improve his interpersonal effectiveness by being more authentic and genuine .
- Martin may let social factors undermine his objectivity in making evaluations. His high need for social interaction can sometimes impair his work efficiency .
- Martin has such a high need for tangible rewards and making money that it may not be possible to keep him satisfied over the long haul. Before hiring him you may want to give him a realistic preview of the job's reward system, including a timetable (if available) to make sure that it would be motivating for him on a continuing basis.
- Martin is somewhat lacking in self-confidence as a salesperson. He has a tendency, at times, to doubt himself and may be indecisive about what is the best course of action to take in a sales situation. You may need to provide Martin with guidance on how to send a strong message of assurance and capability to potential customers.

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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?

INTROVERSION

- This test describes you as somewhat introverted. Do you agree with that?
- Describe a job in which you felt overloaded with social stimulation. What was the situation and what made it unpleasant for you?

EXTRINSIC MOTIVATION

- Describe your earnings goals for the next five years.
- Tell me which what factors define success for you in a job.
- Describe how your feelings of self-worth are affected by how much money you make.
- Describe the kind of lifestyle you want to achieve.

SELLING CONFIDENCE

- Describe your typical frame of mind or mindset when cold-calling.
- Tell me how you deal with the loss of a big sale you were expecting to get.
- How does customer resistance affect your confidence about making a sale?

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