

# Sales Professional – One Sitting

## Assessment Fact Sheet

### Overview

The Sales Professional solution is for entry to mid-level sales positions in which employees proactively sell products to customers, develop relationships with repeat customers, and have their pay and/or performance heavily based on sales revenue. Sample tasks for these jobs include, but are not limited to: promoting products to customers, persuading customers to buy products, and building ongoing customer relationships. Potential job titles that use this solution are: Sales Consultant, Sales Representative, and Account Representative.

|                  |                  |
|------------------|------------------|
| Job Level        | Mid-Professional |
| Job Family/Title | Sales Suite      |

### Details

|                                      |                 |
|--------------------------------------|-----------------|
| Average Testing Time (minutes)       | 47 minutes      |
| Number of Sitzings                   | One             |
| Designed for Unproctored Environment | Yes             |
| Question Format                      | Multiple choice |

### Knowledge, Skills, Abilities and Competencies Measured

**Persistence:** This measures the tendency to be influential, confident, and persistent when working towards sales goals. This trait is characterized by suggesting solutions to meet customer needs, demonstrating confidence in the sales process, and persisting and displaying resiliency when faced with challenges or setbacks.

**Sales Potential:** This is a measure of the tendency to have a combination of sales skills and experiences that predict success in sales positions. This is characterized by: showing alternative solutions based on customer needs; directing conversations toward a commitment/order/sale; showing confidence even after a hard refusal/rejection; and striving to close a transaction every time. This is demonstrated by answering questions on a multifaceted measure relating to background, experience, and opinions.

**Professional Potential:** This measures a candidate's tendency to have potential for professional success across industry type and functional area. This is characterized by scores that are derived from responses to questions regarding academic and social background, and aspirations concerning work.

**Sales Focus:** This is a measure of the tendency to suggest or show alternative solutions based on customer needs. This trait is characterized by: directing conversation toward a commitment/order/sale; showing confidence even after a hard refusal/rejection; and striving to close a transaction every time.

**Customer Focus:** This measures the tendency to show persistent enthusiasm when interacting with customers. This trait is characterized by: apologizing sincerely for inconveniences, being patient, tolerating rude customers calmly, and searching for information or products for customers.

**Sales Drive:** This is a measure of the tendency to possess personal characteristics such as goal orientation, persistence, dominance, drive, and energy. This suggests the likelihood of success in a sales environment. This trait is characterized by: focusing effort to achieve or exceed sales quotas; working to find connections between the company's products and the customer's needs; directing conversation toward a commitment or sale; showing confidence even after a hard refusal/rejection; and striving to close a transaction every time.

**Confidence and Independence:** This is a measure of the tendency to be comfortable and confident in situations that require one to work autonomously, especially in a sales environment. This trait is characterized by: confidence when approaching potential customers; enjoying the challenge of influencing others; and persuading prospective customers to commit to a purchase.

## Example Questions



Which of the following is MOST important for success in sales?

- a)  Competitive drive
- b)  Integrity
- c)  Doing whatever it takes to make a sale
- d)  Being polite and courteous

I am often the first to accept a new challenge.

Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

You often wish that people would mind their own business.

True   False

**Example Reports**

**Recruiter Report : Sales Professional - Short Form**



**Applicant Information**

**Name:**Sales Tester  
**Application Date:**Wed Jul 08 11:48:00 EDT 2009  
**Applicant ID:**3491  
**Session ID:**64320647777013

This report is confidential and its contents are intended to assist in the prediction of an applicant's work behavior. If you would like more information about this interpretive report or other products that PreVisor offers, please contact your account representative.

**Overall Score**

**Recommended** ✓

|                      | Low | Medium | High |
|----------------------|-----|--------|------|
| Percentile           | 30  | 70     | 100  |
| <b>Overall Score</b> | 64  |        |      |

**Detailed Results**

|                                    | Low | Medium | High |
|------------------------------------|-----|--------|------|
| Percentile                         | 30  | 70     | 100  |
| <b>Persistence</b>                 | 73  |        |      |
| <b>Sales Potential</b>             | 95  |        |      |
| <b>Professional Potential</b>      | 90  |        |      |
| <b>Sales Focus</b>                 | 23  |        |      |
| <b>Customer Focus</b>              | 29  |        |      |
| <b>Sales Drive</b>                 | 24  |        |      |
| <b>Confidence and Independence</b> | 40  |        |      |

**Score Interpretation**

**Persistence**

This is a measure of the tendency to set specific goals and work hard to achieve these goals. This trait is characterized by: suggesting the best solution for customer needs; being able to direct conversations towards a commitment/order/sale; and continuing to try if not successful the first time.

The candidate is more likely than other candidates to prefer challenging tasks. The candidate will usually work quickly and get more done than others. He/she tends to be a self-starter, continually set new, higher goals, and be rated above average on 'sales-skills.'

**Sales Potential**

This is a measure of the tendency to have a combination of sales skills and experiences that predict success in sales positions. This is characterized by: showing alternative solutions based on customer needs; directing conversations toward a commitment/order/sale; showing confidence even after a hard refusal/rejection; and striving to close a transaction every time. This is demonstrated by answering questions on a multifaceted measure relating to background, experience, and opinions.

The candidate is more likely to have a history of sales-related positions and accomplishments. The candidate