



Candidate Information

Candidate : Sample Candidate

Email : candidate_email@mail.com

Assessment Profile:

Project Name: Sales Consultant - Sales Professional 7.0

Completion Date: 01-02-2019

Disclaimer :

Information enclosed on these pages is confidential in nature and is intended only for the person(s) to whom it pertains or other authorized individuals. You must not rely on the information in the report as an alternative to certain advice from an appropriately qualified professional. If you have any specific questions about any specific matter you should consult an appropriately qualified professional.

Sales Professional 7.0

Instructions

Prepare for the Interview:

In order to conduct an effective interview, appropriate preparation needs to take place. It is important to complete the following before interviewing an applicant:

- Become familiar with the competencies associated with the job and choose one or two questions from each competency to ask the interviewee.
- Review the candidate's application or resume and make note of any issues that you need to follow-up on. Some examples of potential issues are gaps in employment or working at a job for less than a year.

Greeting and Introduction:

Now you are ready to meet the applicant. When greeting the applicant introduce yourself and provide him/her some background information about yourself. Explain the purpose of the interview, for example, 'The purpose of the interview is to determine if there is a match between your interests and qualifications and the position.' Provide the interviewee with a brief overview of the interview structure so that he/she knows what to expect. Here are some tips for structuring the interview:

- Take notes. It will make it easier to evaluate the applicants afterward without forgetting the specific details.
- Tell the applicant that there will be time at the end of the interview for any questions that he/she may have.
- At the end of the interview tell the applicant about the company and the specific job that he/she is applying for.

Ask Competency-based Interview Questions:

Now you are ready to begin asking questions. Begin with questions that you have about the interviewee's application or resume. Ask questions about his/her previous work history or any potential issues that you noticed from the resume. When these are complete, transition into the structured part of the interview by asking questions associated with competencies for the job. Probe the applicant to give you a complete answer by asking Situation, Behavior, Outcome probes.

Bring the Interview to a Close:

When all of the questions are asked, you need to close the interview. Give the applicant specific details including the job duties, hours worked, compensation, and information about the company. Sell the position and company to the applicant by emphasizing job fit, sources for job satisfaction, and opportunities for growth. Finally, close the interview by thanking the candidate for his/her time and by giving him/her a timeline for the application process.

Rate the Applicant:

The last step is to evaluate the candidate. Some tips to help you complete a good evaluation are:

- Review your notes.
- Determine ratings for the applicant on each competency as well as an overall rating by using the anchor scales.
- Determine your final recommendation.

Overall Score



Percentile
99

Recommended

Details

Tolerance of Sales Pressure

This measures the tendency to be comfortable with the constant pressure associated with meeting competitive sales goals. This trait is characterized by: being motivated and excited by sales expectations; showing confidence when negotiating and influencing; and being goal-driven.

Tell me about a time when you had to deal with the pressure associated with meeting a sales goal.

Situation: What was the situation? What was the source of the pressure?

Behavior: What was your response? What actions did you take?

Outcome: What happened with this situation? Were you able meet your goal?

Tell me about the most difficult time you had selling a product or service to someone.

Situation: What was the situation? What were you trying to sell the person?

Behavior: How did the person respond? What objections did they voice? What did you do to overcome their objections?

Outcome: How did the situation turn out? Were you successful?

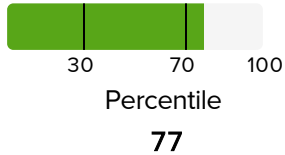
Give me an example of a time when you worked well under pressure.

Situation: What was the situation? Why was there pressure?

Behavior: How did you respond to the pressure?

Outcome: What happened with this situation? What feedback did you receive?

Below Average		Average	Above Average	
1	2	3	4	5



Is not comfortable with the constant pressure associated with meeting competitive sales goals.	Is often comfortable with the pressure associated with meeting competitive sales goals, but occasionally gets stressed-out.	Is motivated and excited by sales expectations and the constant pressure associated with meeting competitive sales goals.
Finds it difficult to maintain composure when faced with difficult sales situations or under high levels of sales pressure.	Is able to maintain composure when faced with difficult sales situations or high levels of sales pressure, but does not excel at it.	Is likely to remain calm and relaxed in difficult sales situations or under high levels of sales pressure.
Is unable to overcome the obstacles or objections the customer brings and leaves without any customer commitment.	Is able to overcome many obstacles, but may not close the sale every time.	Is adept at overcoming obstacles the customer presents in order to close the sale.
Any rejection makes him/her stressed or anxious.	Continues to sell in the face of rejection, but loses enthusiasm.	Continues to enthusiastically make sales, even in the face of rejection and difficult situations.
Takes rejection personally.	Tolerates some rejection, but loses confidence when faced with multiple failures.	Is unaffected by rejection and uses it as a source of motivation.

Achievement

This component measures the tendency to set and accomplish challenging goals, while persisting in the face of significant obstacles. This trait is characterized by: working hard; taking satisfaction and pride in producing high quality work; and being competitive.

Tell me about a time when you set a challenging goal and had to go through numerous obstacles to achieve this goal.

Situation: What was the goal? What were the obstacles?

Behavior: What actions did you take to mitigate the problems created by the obstacles?

Outcome: Did you accomplish the goal with quality work and in a timely fashion?

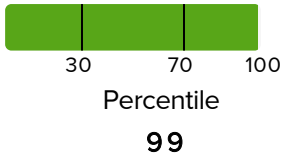
Tell me about a time when you had to take initiative to complete a project in a team setting.

Situation: Why did you have to take initiative?

Behavior: What strategies did you use to take lead of the project to ensure completion?

Outcome: Did you complete the project? What was your team's reaction to your ambitious behavior?

Describe an ambitious goal that you have met and the plan that you used to complete the



goal.

Situation: What was the goal? Why did you set such a challenging goal?

Behavior: How did you develop the plan? What did you do if you were off course with the plan?

Outcome: What was the outcome?

Below Average		Average	Above Average	
1	2	3	4	5
Only sets aggressive goals when absolutely necessary and when the motivating factor is an outside influence (e.g., supervisor).		Generally sets moderately challenging goals, but needs outside motivation to set extremely challenging goals.	Sets ambitious goals and is motivated to achieve goals by intrinsic factors.	
Gives up easily or transfers work to a peer when faced with challenging obstacles.		Usually works through challenging obstacles, but will sometimes give up if the challenge appears to be too daunting.	Perseveres through all obstacles when attempting to complete a goal.	
Avoids peer competition when completing work.		Displays a moderate degree of competitiveness if an environment is suited for peer competition.	Works with a sense of urgency when faced with time pressures.	
Does not work with a sense of urgency when needed and disregards time pressures for completing work.		Will work with a sense of urgency if an outside source suggests to do so.	Enjoys being recognized for hard work and achievements.	
Lacks initiative, intensity, and/or drive to complete quality work.		Has initiative or intensity to provide quality work occasionally.	Very competitive in applicable work situations.	
Is not concerned with recognition for hard work or goal achievement.		Usually completes difficult work out of necessity and not for recognition of quality work.	Approaches work with a high amount of intensity.	

Customer Focus

This is a measure of 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.

Please describe the situation when you most effectively handled a dissatisfied customer.

Situation: What was the situation? How did you find out that the customer was unhappy?

Behavior: How did you respond to the customer?

Outcome: What was the customer's reaction? What has happened with the customer since

that situation?

Sometimes people do not understand what we are trying to tell them, so we need to repeat what we said or try to explain it in a different way. Tell me about the most difficult time you have had trying to explain something to someone.

Situation: What were you trying to tell them? What obstacles did you face in your communications?

Behavior: How did you overcome these obstacles?

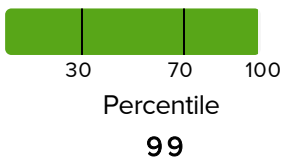
Outcome: How did the people respond to you? What was the outcome of the situation?

It can be difficult to cope with interruptions and requests for help when you have a lot to do at work. Tell me about a time you were under the most pressure when a customer or coworker asked for your help.

Situation: What was the source of the time pressure? What kind of help did the other person need?

Behavior: What was your response?

Outcome: What happened with this situation?



Below Average		Average	Above Average	
1	2	3	4	5
Fails to meet even the most basic customer needs; makes no effort to satisfy customer's needs; shows disinterest in serving customers.		Meets customer expectations by fulfilling requests.	Goes well beyond normal expectations to serve customers; demonstrates strong commitments to customer service; personally goes beyond the call of duty.	
Fails to respond to customer needs and concerns in a timely manner; refuses to help others, regardless of how busy he/she is; responds slowly and without a sense of urgency when a client comes with a pressing need; ignores feedback from customers regarding products and services; does not seek feedback from customers.		Responds quickly to customer needs, concerns, and requests once they are identified.	Anticipates and addresses near and longer term customer needs and potential problems; makes an effort to understand and address customers'/others' needs and desires; seeks feedback from customers about all products and services.	

<p>Avoids helping others; is sullen or unfriendly when required to help others; challenges or confronts difficult customers, thereby escalating hostility.</p>	<p>Explores ways to increase customer satisfaction (typically as it relates to the current transaction).</p>	<p>Is courteous and friendly even when handling a difficult customer.</p>
<p>Acts irritated when dealing with a dissatisfied customer; does not apologize or look for ways to resolve the problem.</p>	<p>Emphasizes the need for providing good customer service and help to others.</p>	<p>Apologizes sincerely when dealing with a dissatisfied customer and does what is necessary to make the person happy.</p>
<p>Works to sell products and services only; does not incorporate customer needs into available products and services; takes a one-size-fits-all approach; does not try to match solutions to customer's needs.</p>	<p>Apologizes to the customer, and deals with the current problem, but does not go out of his/her way to satisfy the customer.</p>	<p>Incorporates customer needs and requirements into services and products; works with customers to explore the best way to meet their needs, even if it means not making a sale.</p>
<p>Rarely looks for ways to enhance customer satisfaction.</p>	<p>Makes an effort to satisfy customer needs.</p>	<p>Actively explores ways to enhance customer satisfaction and overall experience with the company.</p>

Professional Potential

This is a measure of the 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.

Tell me about the time you were most effective in putting your industry expertise to use to solve a business problem.

Situation: What problem did you face?

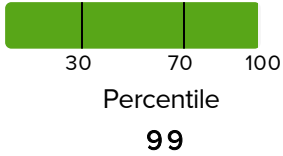
Behavior: What industry skills did you use? What methods did you use to apply this expertise?

Outcome: What impact did this have on the problem?

What do you do to ensure that your professional/technical knowledge is up to date and keeps you on the cutting edge of the industry?

Situation: How often do you update your knowledge?

Behavior: What do you do to ensure that others also obtain this knowledge? How do you use technical resources available to you in your organization?



Outcome: How do you learn about professional or technical developments?

Describe the best compliment or recognition you received for your understanding of the business and its customers.

Situation: What was the compliment or recognition you received? What was your understanding of the business and your customers that merited recognition?

Behavior: What did you do to learn about the industry's history and customers? What did you do to learn about potential competitors?

Outcome: What impact did this recognition have on your work?

Below Average		Average	Above Average	
1	2	3	4	5
Falls to consider and incorporate prior experiences when facing new problems.		Draws upon prior experience when facing problems similar to ones encountered in the past.	Uses approaches and ideas used to solve past problems when faced with new problems, even if the problems are seemingly unrelated.	
Explores only the surface of his/her knowledge when identifying solutions to problems; stops looking at problems once the most obvious solution has been identified.		Searches knowledge and expertise for a different solution if the obvious one will not work.	Thoroughly probes and stretches his/her knowledge for the best solution; keeps looking for alternative solutions even after one or two obvious solutions have been identified.	
Does not take steps to keep industry knowledge up-to-date.		Will occasionally be involved in projects to keep industry knowledge up-to-date.	Continuously works to keep industry knowledge up-to-date.	
Has not received recognition for industry expertise.		Has received some recognition for industry expertise.	Has worked to receive recognition for his/her industry expertise.	

Sales Focus

This is a measure of the attributes related to success in sales jobs. Sales Focus is characterized by: persistence for overcoming obstacles in order to close a sale, desire to pursue aggressive goals and achieve results, and high levels of energy and stamina even after a hard refusal/rejection.

Describe a time you were particularly successful in changing someone's mind. For example, you convinced them to buy something or agree to something that they were initially opposed to or not interested in.

Situation: What was the situation? What were you trying to sell or get them to agree to?

Behavior: What exactly did you say or do to convince the other person? How much effort did this take on your part?

Outcome: How did the experience turn out?

Tell me about the hardest time you had selling another person on an idea of yours.

Situation: What was the situation? What were you trying to sell the person on?

Behavior: How did the person respond? What objections did they voice? What did you do to overcome their objections? Were you successful?

Outcome: How did the situation turn out?

Describe a time when you set a challenging goal for yourself at work.

Situation: What was the goal? Why was it important to you?

Behavior: How did you work towards your goal? How did you track your progress?

Outcome: Did you achieve your goal?

Below Average		Average	Above Average	
1	2	3	4	5
Has neither the knack nor the desire to sell to others.		Is able to sell products/services or ideas to others, but does not excel at it.	Thoroughly enjoys and excels at selling products, services, or ideas to others.	
Does not set goals, or sets goals that are easy to achieve.		Sets moderately difficult goals.	Sets challenging stretch goals.	
Becomes discouraged in the face of challenges.		Works to overcome challenges in most cases.	Does whatever it takes to overcome challenges.	
Is unable to overcome the obstacles or objections the customer brings and leaves without any customer commitment.		Is able to overcome many obstacles, but may not close the sale every time.	Is adept at overcoming obstacles the customer presents in order to close the sale.	
Any rejection makes him/her stop making cold calls and start making excuses.		Continues to cold call in the face of rejection, but loses enthusiasm.	Continues to enthusiastically make cold calls, even in the face of rejection.	

