



**STRICTLY CONFIDENTIAL
SALES ASSESSMENT REPORT**

The purpose of the assessment has been to provide further information to
assist with the recruitment of:

Ms Jo Sample

On: Friday, 28th of July 2006

Prepared By:

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Confidentiality

This highly confidential document is provided to the client on the candidate named on the cover sheet on the basis that the need for this confidentiality is recognised, accepted and that such confidentiality will be strictly maintained.

It should therefore only be read by staff specifically involved with the selection, promotion or development of the person named, and stored securely with minimum access.

Should a report be required at a later date, it can be obtained without further cost, from PsychPress archives.

Objectives

The report on the candidate's capabilities has been done based on several assessment materials used to provide objective information about the competencies which might be required for the specific position.

Cross validation of Outcomes

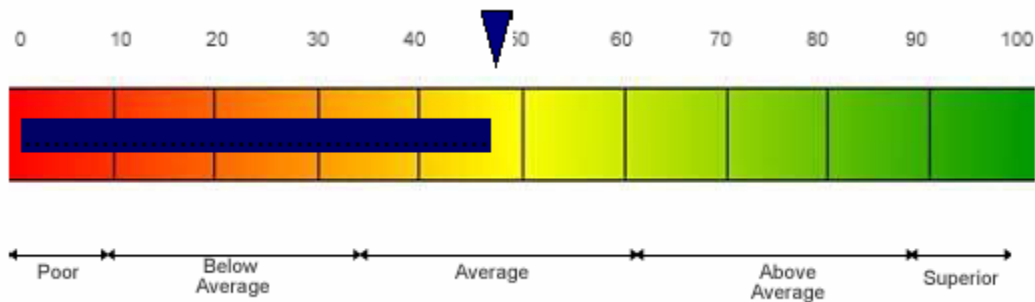
This report provides objective information on candidate's capabilities. We recommend supplementing it with other information obtained from other sources like interviews or other reports.

The following report has been based on a scientifically validated profile, providing elements of insight or understanding into Ms Sample's sales related behavioural style. The profile is intended to provide you with a point of reference from which you can objectively assess her suitability for a sales role.

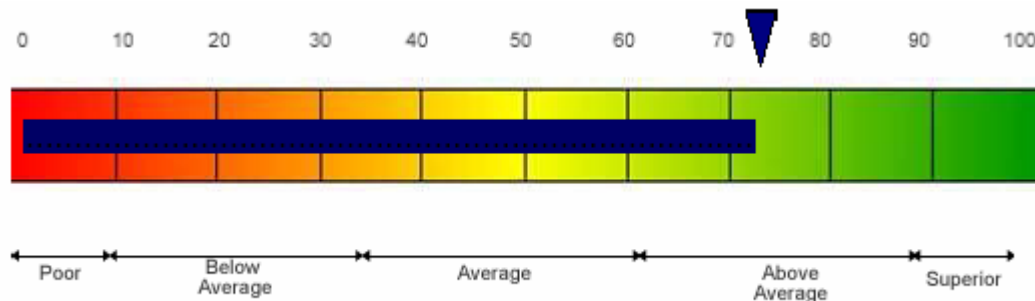
Sales Attitude profile

| Ability | Percentile Result | Norm Group |
|---------------------|-----------------------------|--------------|
| Sales Attitude | 47 th percentile | Sales People |
| Level of Confidence | 73 rd percentile | Sales People |

Sales Attitude: 47th Percentile



Level of Confidence: 73rd Percentile



The basis of success in sales is predominantly personality and attitudinally based.

Intelligence contributes to a much lesser degree, and then mainly to understand and implement effective sales skills and techniques, understand customer requirements, product/service specifications and the logistics of delivery and service for the client.

The Sales Attitude Survey is interested in comparing the candidate's attitudes to sales with those held by others. From early texts such as *The Power of Positive Thinking*, to more recent texts on sales success, optimism and career success, our attitudes have been shown to affect our behaviour.

Ms. Sample's performance on the measurement of sales attitude has placed her in the average range compared to an Australian sales people sample. This result indicates that she has a good attitude toward sales. She has an open-minded attitude toward sales related activities and is likely that she can experience success in this context. It is possible that her positive opinions and attitude will assist her to take the initiative in presenting an idea or a plan, or sell a product or service to clients.

Her sensible approach will assist her to influence others, and take the initiative for action. Her positive opinions and attitude will assist to refrain from 'giving up' in response to lack of interest by others or occasional failure. Compared to others, it would be anticipated that she would be moderately interested in working for and achieving sales success, as she may find it rewarding and satisfying. She is likely to relate reasonably well to others, be they colleagues, customers or clients, and be open to their ideas and needs.

Ms. Sample has a sensible and open-minded approach with sales, and can take initiative when she sees a potential client. She can apply herself to achieve sales success, as she finds it rewarding and satisfying. She has the capacity to deal with customers and clients and is able to listen and identify to their ideas and needs. Whilst she can take responsibility for sales successes she may occasionally be discouraged by sales failures. She will need to focus on remaining positive after such experiences.

General Information for Interpreting Report findings:

| | |
|---------------------------------|---|
| Objective Information | This report provides objective information on the candidate's abilities. |
| Educated Decision Making | The candidate's performance is compared with a relevant population group to assist in achieving effective Human Capital decision making. |
| Interpreting results | <p>The results are presented in terms of a percentile (%) score for each test administered. A percentile is a score equal to or below which a certain percentage of the members of a selected sample group fall.</p> <p>Percentile scores can be misleading if small differences between individuals' scores are interpreted as implying significant differences in work performance.</p> |
| Population norms | Candidate's specific scores can be compared to a relevant Australian adult sample as a reference group or to a relevant sample from ones organisation. |
| Score ranges | <p>PsychPress uses a basic score range for ability percentile scores:</p> <p>67th – 99th percentile – Superior/High performance</p> <p>34th - 66th percentile – Average/Moderate performance</p> <p>1st - 33rd percentile – Low performance</p> |