



**STRICTLY CONFIDENTIAL
INDIVIDUAL ASSESSMENT REPORT**

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

Ms. Sam Sample

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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.

Summary

The following report has been based on a series of scientifically validated profiles, each providing elements of insight or understanding into Ms. Sample's abilities, temperament and work style. Each profile is intended to provide you with a point of reference from which you can objectively assess her strengths and weaknesses as part of a selection decision.

The results of the assessment indicate the following potential strengths:

- An effective communicator with the ability to effectively convey concepts, ideas and information to internal and external clients.
- Strong social skills enabling her to build positive work relations with internal and external clients as well as identify and effectively respond to the client's needs.
- Strong inner drive to be the best at what she does and achieve higher sales volume than others.

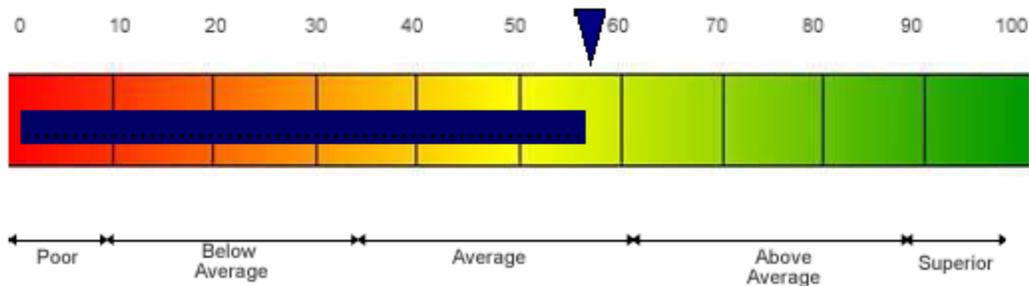
The report identified several development needs:

- She may experience difficulty to initiate sales using the cold call approach.
- She may not have sufficient confidence and assertiveness to be able to effectively and efficiently close sales.
- She prefers to work individually rather than in a team.
- She may lack the sense of achievement which is required to follow through and complete tasks and to achieve her sales goals.
- She is not likely to be seen as having good potential for sales managerial roles.

1. Abilities and Aptitudes

Ability	Percentile Result	Norm Group
Verbal Reasoning	57 th percentile (Attempted 32, Correct 17)	General Population

Verbal Reasoning: 57th Percentile



*The **Verbal Reasoning** assessment measures the ability to communicate, written communication skills, the ability to understand internal and external clients' requests and the ability to convey complex information in a clear and understandable format to clients, team members or managers.*

Ms. Sample's performance on the measure of Verbal Reasoning is commensurate compared to an Australian general population average. The result suggests that she has sound communication skills in both spoken and written forms. She would be able to convey ideas, concepts or instructions to work colleagues, managers and clients. She would also identify critical issues from written documentation such as policies, work procedures and regulations. She will also be able to produce reasonable written documentation such as performance and production reports or other organisational documents.

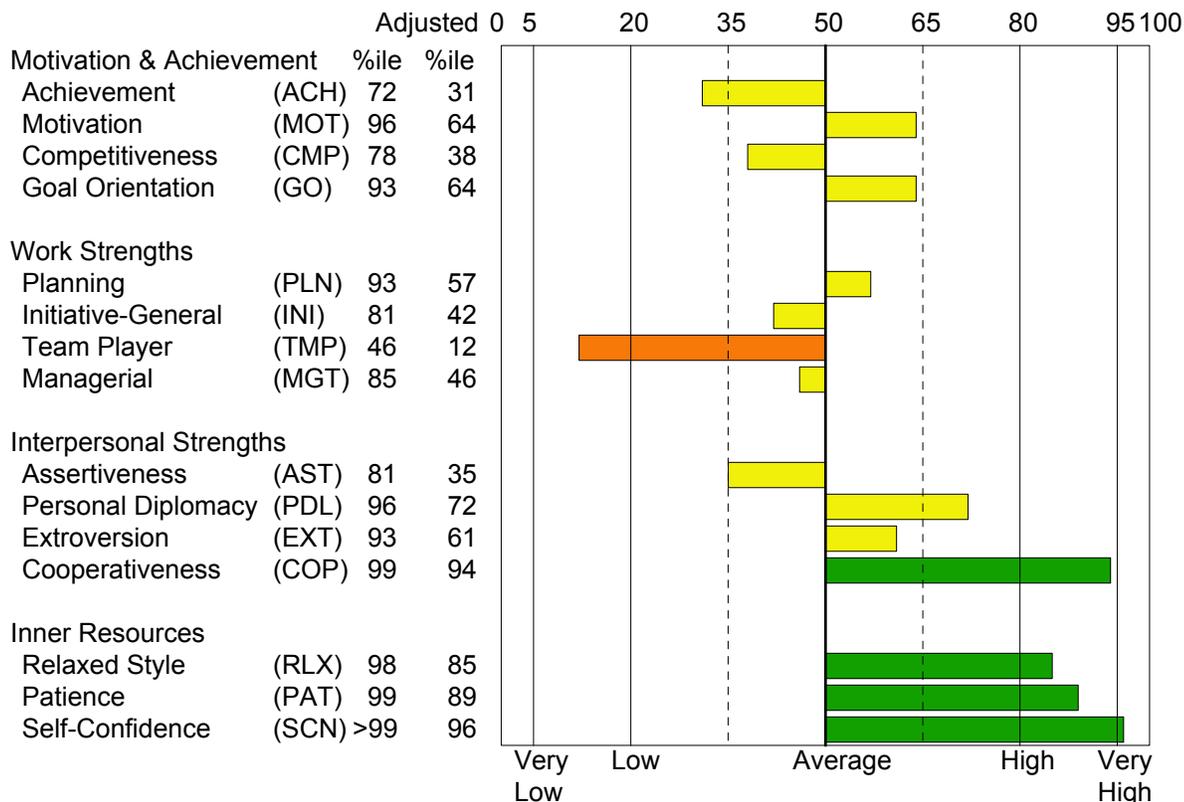
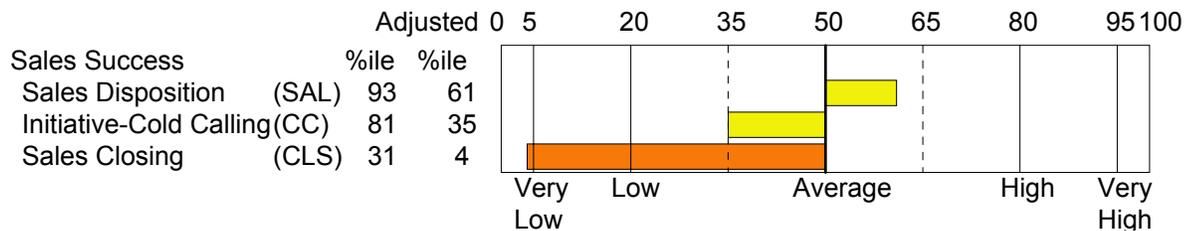
2. Sales Behaviour Profile

■ = Low or Very Low

■ = Average

■ = High or Very High

NOT RECOMMENDED FOR SALES. Ms. Sample may not be consistently successful in a sales role. These scores do not indicate a strong sales disposition. She may find it difficult to make cold calls and close sales, and may not follow through in completing sales tasks. She may not be motivated to be competitive in sales. More detailed information is provided in the body of this report.



Sales Related Characteristics

Sales Disposition. The Sales Disposition score (SAL) indicates the degree to which an individual's results are similar to those observed for people who are successful in sales careers. This SAL score in the 61st percentile suggests that Ms. Sample's responses are not similar to those typical of strong sales performers.

Cold Calling. The Initiative-Cold Calling (CC) score summarises an individual's responses to statements from the Initiative-General scale that reflect characteristics necessary for success in cold calling activities. The obtained CC score in the 35th percentile for Ms. Sample suggests that she may not have the characteristics required to be consistently effective in making cold calls.

Sales Closing. The Sales Closing (CLS) score indicates the degree to which an individual's results are similar to those observed for people who are successful in closing sales. The CLS score in the 4th percentile for Ms. Sample suggests that she may not have the characteristics necessary to effectively and consistently close sales.

Customer Service/Inside Sales. Individuals with this profile will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role. She is likely to be more patient than most people, which can be of great value in such settings. She is likely to be relaxed in most customer service and inside sales situations.

Additional consideration of the Sales Success characteristics reflected by Ms. Sample's responses is provided in the following detailed interpretation of the general scale scores.

Motivation and Achievement Characteristics

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score in the 31st percentile for Ms. Sample indicates that she achieves at a relatively low or moderate level. Her interest in or attention to intellectual reasoning or conceptual work may be below her actual potential. Her achievement in academic areas is likely to be low or moderate. At work or in a career, performance may be at an average level, but she will follow through in work or career areas of high interest.

The Motivation (MOT) scale score is intended to represent a person's inner drive, commitment to achieve, and the strength of inner emotions, needs, and values. This MOT score in the 64th percentile indicates a person whose motivation or inner drive is relatively high for certain personally important goals and not for others.

The Competitiveness (CMP) score is closely related to all aspects of sales performance. It reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. Ms. Sample's CMP score in the 38th percentile suggests that she does not especially value competitiveness. She may not feel that competitiveness is a high priority in any situation, including sales work.

The Goal Orientation (GO) scale describes the extent to which an individual sees herself as having clear goals and objectives. Ms. Sample's GO score in the 64th percentile indicates that she is likely to have clear goals in areas that are important to her and to focus attention on goals and objectives to the same degree as do most people.

Work Strengths

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score in the 57th percentile suggests that Ms. Sample will plan, organise, and apply effective work habits in areas of high interest. She may attend to details and plans enough to succeed in projects or tasks of high interest, but may not apply this same level of concentration to tasks that are uninteresting, boring, or unrelated to major goals. This may affect her performance in general.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score in the 42nd percentile suggests that Ms. Sample may show initiative in some situations but not in others.

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score in the 12th percentile suggests Ms. Sample may prefer an independent sales role rather than working as part of a sales team or group.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. Ms. Sample's MGT score in the 46th percentile suggests that her general characteristics are not

similar to those for individuals who are in a sales management or supervisory role. She is not likely to be seen as having good potential for managerial roles.

Interpersonal Strengths

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing herself and in dealing with others. Ms. Sample's AST score in the 35th percentile indicates an individual who is relatively unassertive.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For Ms. Sample, the PDL score in the 72nd percentile suggests that she is generally diplomatic and tactful.

The Extroversion (EXT) scale score indicates the degree to which a person sees herself as socially outgoing. For Ms. Sample, the EXT score in the 61st percentile indicates a person who is moderately extroverted. She may be seen to be as extroverted and outgoing as the average person in business, sales, or social situations.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This may be an asset in some sales situations. This COP score in the 94th percentile suggests that Ms. Sample is likely to display a high level of cooperativeness that could interfere with an aggressive sales approach, but may be effective where a soft sell, easygoing sales style or consultative relationship is appropriate. Her high level of cooperativeness and group orientation is not typical of strong sales performers in settings that call for an aggressive sales style.

Inner Resources

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of tension and unworried in the face of stress. This RLX score in the 85th percentile describes a person who is generally relaxed.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. Ms. Sample's PAT score in the 89th percentile suggests that she is more patient than most. This strength will help her to pursue difficult or time-consuming sales opportunities.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to her work. The SCN score in the 96th percentile suggests Ms. Sample is, in general, self-confident and self-assured.

Additional Profile Characteristics

In addition to the interpretation of single scores on the scales, some specific combinations of Sales Success Characteristics, Motivation and Achievement Characteristics, Work Strengths, Interpersonal Strengths, and Inner Resources are associated with particular approaches to the work environment.

This group of scores does not appear to reflect the combination of strong goal orientation, motivation, planning focus, and follow-through usually associated with success in sales. Ms. Sample may not have a high level of energy available for achieving in sales situations.

Career Interest Areas

Some clusters of items are often observed to be associated with the traditional Realistic, Investigative, Artistic, Social, Entrepreneurial, and Conventional occupational interest areas.

Ms. Sample is likely to have a moderate level of interest in:

- Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.
- Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.
- Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.
- Social or educational and social service areas such as teaching, social work, social service direction and recreation, or counseling.

- Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.
- Conventional business areas such as accounting, banking, office work, and office management.

Validity and Response Style

The Validity and Response Style scales represent the individual's level of attention to the meaning of the sales' statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 4 indicates that Ms. Sample paid appropriate attention to the meaning of the sales' statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

Ms. Sample obtained a Self-Enhancing score (ENH) in the 99th percentile. This style of self-presentation is much more positive than that of most others. This can be a characteristic of job applicants and others trying to make a good impression in business, social, or other situations. It may also reflect a high level of self-confidence. Others are likely to describe Ms. Sample's self-regard as highly positive. In addition, the Self-Critical (CRT) score in the 12th percentile suggests that he may be less likely than most to make statements that are highly self-critical or reflect weaknesses. The two scores in combination are characteristic of people who tend to sell themselves or to set high standards for themselves. She is likely to make a good impression in interviews. These scores and the Self-Confidence score in the 96th percentile suggest a person who will confidently give the best possible self-presentation and leave others with a favorable impression.

General Information for Interpreting Report findings:

Objective This report provides objective information on the candidate's abilities.

Information

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

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.

Percentile scores can be misleading if small differences between individuals' scores are interpreted as implying significant differences in work performance.

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 organization.

Score ranges PsychPress uses a basic score range for ability percentile scores:

91st - 99th percentile – Superior performance

63rd - 90th percentile – Above Average performance

37th - 62nd percentile – Average performance

10th - 36th percentile – Below Average performance

1st - 9th percentile – Poor performance