



# Sales RecruitAssist

## Sample Report

14th July 2017

### The Sales RecruitAssist Report

This report presents a summary of interpretations of the candidate's responses to a personality profile called Trait and has been designed to support the recruitment of sales staff. These responses have then been applied to how naturally competent they are likely to be as a Sales person and are shown as explained below.

Personality assessment can help you understand their natural preferences and patterns of behaviours. This enables you to learn about their natural strengths and to anticipate and plan around weaknesses and development needs.

Sales RecruitAssist is a measure of key competencies that are essential for sales performance. It has been developed from a well evaluated and researched assessment tool to provide an accurate summary.

For each of the key competencies in Sales RecruitAssist you will find the following in this report:

1. Performance Implications - performance behaviours and indicators for each scale.
2. Questions for exploration in interview - questions to ask at interview to further explore the candidate's actual competence.

Each competency is scored on a scale 1 - 10. Their scores are indicated by solid orange circles marked on the scales. In general, higher scores indicate people are better suited to sales roles.

Also shown in the report is an overall suitability score - this indicates the overall suitability of the candidate for a sales role. Scores of 7-10 indicate people who are particularly well suited to a sales environment.

It is worth noting that if someone scores lower on each scale that this is a rating based on their own answers and their natural preferences in a working environment. The questions suggested are designed to help you establish what the candidate has done to their suggested development areas and how they compensate in their day to day activities.

Please note that information about the candidate's profile is confidential and should only be seen by you and the individual. Please ensure that these reports are stored for no longer than three months after making your hiring decision.

CompletionTime: 12 minutes

## Process Control

<b>Innovation and Creativity</b>	Creative and innovative in approaching problems and client needs, thinking outside own scope and role.	1	2	3	4	5	6	7	8	9	10
<b>Planning and Organisation</b>	Methodical and systematic in planning, following a schedule and committed to delivering.	1	2	3	4	5	6	7	8	9	10
<b>Problem Solving</b>	Analytical in generating solutions to problems, and methodical in implementing them.	1	2	3	4	5	6	7	8	9	10

## Relationship Building

<b>Customer Orientation</b>	Being sensitive, attentive, caring, and patient with customer needs.	1	2	3	4	5	6	7	8	9	10
<b>Persuasive Communication</b>	Confident socially, and able to guide communication assertively in negotiation	1	2	3	4	5	6	7	8	9	10
<b>Working With Others</b>	Cooperating and preference for working collaboratively with other members of the team.	1	2	3	4	5	6	7	8	9	10

## The Salesperson

<b>Drive and Target Orientation</b>	Being target-driven, ambitious, competitive, and committed to delivery.	1	2	3	4	5	6	7	8	9	10
<b>Resilience</b>	Positive outlook, and resilient in the face of setbacks, handles pressure effectively.	1	2	3	4	5	6	7	8	9	10

## Process Control

---

Innovative and creative, plans and organises and demonstrates problem solving abilities 1 2 3 4 5 6 7 8 9 10

---

## Innovation and Creativity

---

Creative and innovative in approaching problems and client needs, thinking outside own scope and role. 1 2 3 4 5 6 7 8 9 10

---

### Performance Implications

- May not generate new ideas, instead preferring to use solutions that have worked in the past.
- Their profile indicates they may rarely try new solutions to customer problems or issues.

### Interview Prompts

- Describe a time when you came up with a new idea instead of using the tried and tested.
- Talk through a situation that meant you had to do something differently in support of a sale or customer need.
- Describe how you have demonstrated creativity in your past roles rather than following the ideas of others.

## Planning and Organisation

---

Methodical and systematic in planning, following a schedule and committed to delivering. 1 2 3 4 5 6 7 8 9 10

---

### Performance Implications

- May plan some of the time, and work in a reasonably structured way.
- Their profile indicates they will usually follow the rules and procedures, but may not always finish their admin or paper work on time or error free.

### Interview Prompts

- How do you plan your time effectively to deliver results?
- Describe how you have followed processes and procedures in the sales environment to conclude all sales activity.
- Describe how you work through the admin process in your current or in a previous position to demonstrate that you complete and finish all sales.

## Problem Solving

---

Analytical in generating solutions to problems, and methodical in implementing them. 1 2 3 4 5 6 7 8 9 10

---

### Performance Implications

- May analyse customer needs and identify solutions that are obvious or easy to match.
- Their profile indicates they may demonstrate some rational thinking and be reasonably logical/methodical when dealing with customers.

### Interview Prompts

- Describe a time when you solved a problem in a logical way. What was the situation, and what did you do?
- What has been the hardest problem you have had to overcome, and how did you resolve it?
- How have you analysed problems in the past and identified their causes?

# Relationship Building

Customer orientated, persuasive communicator and works well with others

1 2 3 4 5 6 7 8 9 10

## Customer Orientation

Being sensitive, attentive, caring, and patient with customer needs.

1 2 3 4 5 6 7 8 9 10

### Performance Implications

- May not demonstrate empathy regarding customer needs or always provide the best customer-service impression, interacting in a cooler manner.
- Their profile indicates they may not always remain calm when dealing with difficult customers.

### Interview Prompts

- Describe a time when you demonstrated what you believe to be particularly good service to someone, and demonstrated empathy to the customer.
- Describe a difficult customer situation you resolved in the recent past. How did you do this?
- What signals do you look for from customers when you are interacting with them during the sales process? Can you give an example?

## Persuasive Communication

Confident socially, and able to guide communication assertively in negotiation

1 2 3 4 5 6 7 8 9 10

### Performance Implications

- Likely to be confident meeting all types of customers, communicating clearly the products and services.
- Their profile indicates they may adapt their communication to suit the circumstances and present issues in a way that engages and creates interest.
- Likely to take control of the interaction with the customer and demonstrate a desire to win in the negotiation process.

### Interview Prompts

- Describe a time when you had to persuade and influence someone to change their mind. What did you do?
- Talk through a time when you had a tricky negotiation to manage. How did you ensure it was successful?
- Describe a situation where you had to modify your approach with a customer because of their communication style.

## Working With Others

Cooperating and preference for working collaboratively with other members of the team.

1 2 3 4 5 6 7 8 9 10

### Performance Implications

- May work cooperatively with others and be generally helpful, and be as supportive and engaging as most.
- Their profile indicates they will collaborate if required and generally avoid disputes.

### Interview Prompts

- Describe a time when you worked cooperatively with others. How did you ensure you worked well with them?
- How do you support your colleagues when the going gets tough? Please give an example.
- Describe a situation that you believed to be confrontational and how you overcame it.

# The Salesperson

---

Driven, Target Orientated and Resilient

1 2 3 4 5 6 7 8 9 10

## Drive and Target Orientation

---

Being target-driven, ambitious, competitive, and committed to delivery.

1 2 3 4 5 6 7 8 9 10

### Performance Implications

- They are likely to work hard and effectively to achieve sales targets and deliver on results.
- Their profile indicates they are likely to be ambitious and want to be seen as an effective salesperson.
- They are likely to be reliable and deliver on their promises.

### Interview Prompts

- Describe a time when you worked hard to meet your sales targets. What did you do to ensure you met them?
- Explain how you drive sales during the non-peak sales times, and give an example of how you have achieved this.
- Describe a time when you were competing with another supplier for the same business and how you won the deal.

## Resilience

---

Positive outlook, and resilient in the face of setbacks, handles pressure effectively.

1 2 3 4 5 6 7 8 9 10

### Performance Implications

- Likely to be able to deal with challenging sales targets and setbacks in a calm and positive way, without dwelling on what went wrong.
- Their profile indicates they will be free from worry and anxiety when under pressure, and likely to be able to manage the competing sales and admin demands of the role.

### Interview Prompts

- Describe a time when you had to deal with a lot of pressure. How did you manage this so it did not affect your performance?
- What mechanisms and tools do you use to ensure you cope with times of pressure?
- How do you keep your feelings positive when you have lost a sale?

---

## Next Steps

Thank you for using RecruitAssist. We hope you found it useful, and that it has contributed in helpful ways to your selection process at work.

If you do have any questions about the report we are always very happy to respond to questions, so feel free to contact our team on 0845 658 6228 during working hours 8.30 a.m. - 6.00 p.m. Monday to Friday.

