



Sales RecruitAssist

Sample Candidate

2nd December 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

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

Relationship Building

Customer Orientation	Being sensitive, attentive, caring, and patient with customer needs.	1	2	3	4	5	6	7	8	9	10
Persuasive Communication	Confident socially, and able to guide communication assertively in negotiation	1	2	3	4	5	6	7	8	9	10
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

The Salesperson

Drive and Target Orientation	Being target-driven, ambitious, competitive, and committed to delivery.	1	2	3	4	5	6	7	8	9	10
Resilience	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 generate some ideas and try them over the tried and tested.
- Their profile indicates they may attempt to be creative when dealing with issues and try some new solutions on occasion.

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

- Likely to plan own time effectively and work in a structured and methodical way.
- Their profile indicates they will follow rules and procedures required for each sale, with the necessary paperwork and admin completed promptly and 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

- Likely to analyse customer needs and objections and identify the best products and services that meet their needs.
- Their profile indicates they will tend to demonstrate rational thinking and adopt a logical and systematic approach to the sales process.

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

- Likely to be naturally caring about customers and wanting to provide an excellent customer-facing impression, interacting in a warm, calm and engaging manner.
- Their profile indicates they will genuinely want to meet customer needs and will be able to 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

- Likely to work cooperatively with others in the sales team and share best practice, while interacting in a supportive and engaging way.
- Their profile indicates they will have a preference for collaboration and a desire to avoid disputes or disagreements.

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 may be generally committed to their sales targets but may perceive some aspects of goals as flexible or less important.
- They may only have moderate ambitions, but are likely to be as reliable as most.

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.

