

Date: Jul 13, 2008



Name: Tom Tester
ID: 295689



Persuasive Sales Summary

General Reasoning (Cognitive)

Slower Processing
Accepts Simple & Repetitive Work



Faster Processing
Needs Intellectual Challenge

- Tom learns new information very quickly
- Typically can be very strategic in the sales process often seeing the long term strategy for capturing even complex sales objectives
- Better suited for sales situations that require a complex solution rather than those that require a simple approach
- Tom may be seen as arrogant by others unless they explain themselves and their thinking thoroughly
- Can easily become bored if the product or service does not require continual learning and complex problem solving

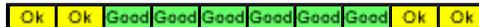
Question: Tell me about a time when you became frustrated because you had to deal with a prospect or customer who asked the same question again and again and didn't seem to understand the value of your product or service. How did you work it out?

Conscientious (Organization)

Carefree
Impulsive



Detail Oriented
Dependable



- Tom is generally reactive and carefree when it comes to handling details
- Tom may rely on faster learning speed to remember details versus writing them down
- Tom will generally react well to customer interruptions and questions in the sales process and often will be able to see the bigger picture of what needs to happen in order to make the sale
- Important that the sales process force Tom to capture critical details, so that they are not missed

Question: Tell me about a time when you forgot to handle something for a prospect and it caused a problem with the sale. What happened?

Tough Minded

Cooperative
Agreeable



Direct
Determined

Poor Ok Ok Ok Ok Good Good Good Good Good

- Tends to be tough minded and comfortable with confrontation
- Tends to be comfortable closing sales
- May be argumentative with others particularly when there is a difference of opinion
- Given the preference to be in control, Tom may not take direction well

Question: Describe a time when you were asked to handle a sale a particular way and you disagreed with the approach. What happened?

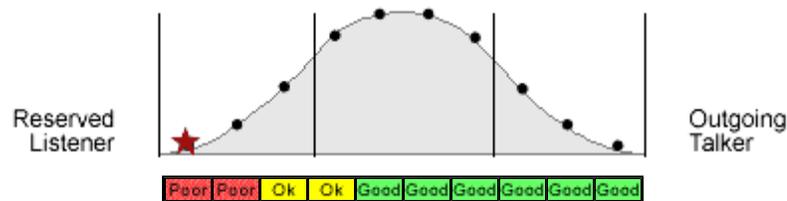
Conventional (Rules)



- Prefers a sales process that is structured and predictable
- Tom tends to be consistent and tends to follow the sales process closely
- Difficulty working in a sales environment that is too "consultative" and un-predictable such as what might be found in a start-up company, new territory or new product
- May be better suited for a more tangible product or service versus an intangible service

Question: Describe a time when you had to handle a new type of situation with a customer that you had not handled before. What did you do?

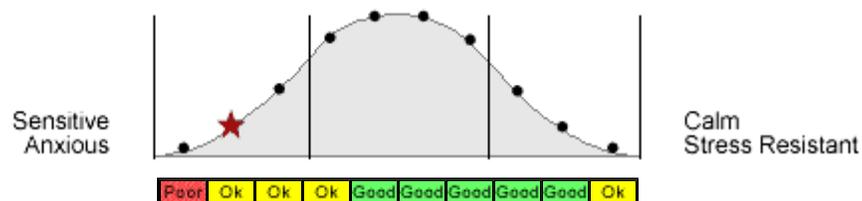
Extroversion



- Tends to be reserved and quiet
- May not prospect well due to reserved nature
- Tom tends to listen well when others are talking which may make them better suited for highly technical sales where a low-key, reserved approach is valued

Question: Tell me about a time when you were not able to develop a relationship with a prospect and it ultimately cost you their business.

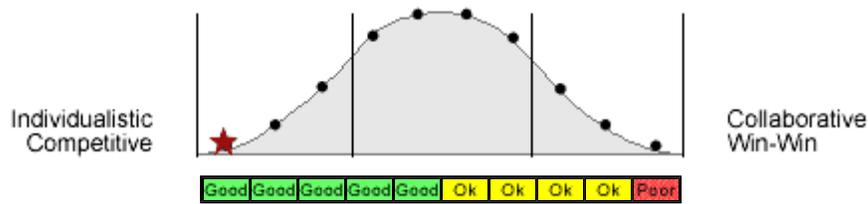
Stable



- Tom tends to feel stress faster than others
- Higher level of sensitivity can allow Tom to pick up on buying signals from prospects
- Faster learning speed and sensitivity may allow Tom to be creative
- Tom may have difficulty dealing with the day to day stress of rejection in some persuasive sales roles

Question: Selling can often be emotional draining. How do you handle these feelings. Are there times when you just feel that you need a break from it all?

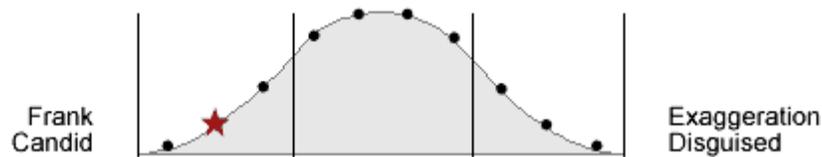
Team



- Tom is typically self-motivated and very competitive
- May have difficulty working within a team particularly if the incentives are based on team objectives
- Typically highly motivated by individual rewards and incentives
- May not be collaborative with internal team or co-workers

Question: Give me an example of when you closed a sale, but others on the team also got paid even though they did not help. What did you do?

Good Impression (Social Desirability)



- Tom's responses have been frank and open

*The participant has scored in the "red zone" in 1 area.

Overall
75% *

Note: This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.

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Persuasive Sales Interview Questions

General Reasoning (Cognitive)

Question: Give me an example of a job where you had to handle many simple or routine tasks during the day. What did you do?

Question: Tell me about a time when you became frustrated because you had to deal with a prospect or customer who asked the same question again and again and didn't seem to understand the value of your product or service. How did you work it out?

Question: Tell me about a time when you thought of a great new solution for your customer, but you were not able to deliver it because your company couldn't handle it. What happened?

Conscientious (Organization)

Question: Tell me about a time when you forgot to handle something for a prospect and it caused a problem with the sale. What happened?

Question: Give me an example of how your ability to react quickly to a prospect's needs helped you get the sale.

Question: Tell me when you needed to finish a sales order quickly and you later had to go back and take care of some details with the order. How did you deal with that?

Tough Minded

Question: Tell me about a specific time when you have talked a customer into a sale even though it wasn't what they needed or wanted? What happened?

Question: Give me an example of a time when you significantly increased the volume of sales for a current account. What was the situation and how did you do it?

Question: Describe a time when you were asked to handle a sale a particular way and you disagreed with the approach. What happened?

Conventional (Rules)

Question: Tell me about a time when you felt your sales process was working great, and the company made a change in that process that you thought made it more difficult to do your job.

Question: Describe a time when you had to handle a new type of situation with a customer that you had not handled before. What did you do?

Question: Tell me about a time when a customer asked for a change to an order that was not consistent with the company policy.

Extroversion

Question: Tell me about a time when you were not able to develop a relationship with a prospect and it ultimately cost you their business.

Question: Give me an example of how you have expressed a positive attitude with a customer.

Question: Tell me about a time when you had to work for several hours a day in the office with others. How did it affect your productivity?

Stable

Question: Selling can often be emotionally draining. How do you handle these feelings. Are there times when you just feel that you need a break from it all?

Question: Dealing with others in a long sales cycle can make a person impatient or irritable. When this happens to you, how do you deal with situations like that? How often can others see that you're impatient or irritable? What do you do then?

Question: All of us are moody to some extent. What do you do when you are moody, and has this ever detracted from your effectiveness?

Team

Question: Tell me about a time when the team was assigned a project but you decided to handle it on your own. How did it work out?

Question: Give me an example of a time when a coworker was out and you had to handle a customer for them but you did not get rewarded for your efforts. What was it like?

Question: Give me an example of when you closed a sale, but others on the team also got paid even though they did not help. What did you do?

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