

Date: Jul 13, 2008



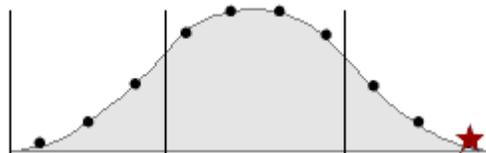
Name: Tom Tester  
ID: 295689



## Salon Field Sales Summary

### General Reasoning (Cognitive)

Slower Processing  
Accepts Simple & Repetitive Work



Faster Processing  
Needs Intellectual Challenge

- Tom learns new information very quickly which makes Tom better suited for sales situations that require a complex solution
- Tom can easily become bored selling beauty care products and services which require a more personal and simplistic approach rather than an intellectual one

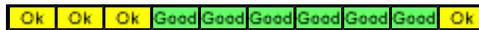
**Question:** Tell me about a time when you became frustrated because you had to deal with a prospect or customer who asked the same question again and again and didn't seem to understand the value of your product or service. How did you work it out?

### Conscientious (Organization)

Carefree  
Impulsive



Detail Oriented  
Dependable



- Tom may find it difficult to keep track of the details involved with many beauty supply sales positions
- Generally comfortable handling situations as they arise and reacting to problems without a plan to follow
- Important that the sales process forces 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



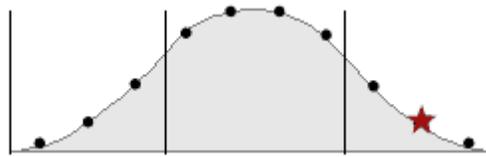
- Tom tends to be tough minded and comfortable with confrontation
- Tom tends to be comfortable overcoming objections and closing sales
- There may be some clients who find Tom to be a little too pushy and direct

**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)

Open to New Experience  
Flexible



Consistent  
Structured

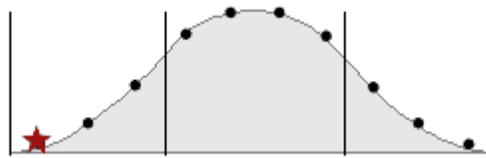


- Tom prefers a sales process that is structured and predictable
- Tom tends to be consistent and tends to follow the sales process closely
- May have difficulty working in a some beauty supply sales positions which are not yet structured and predictable

**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

Reserved  
Listener



Outgoing  
Talker

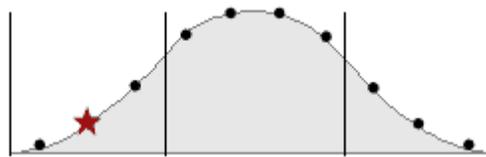


- Tom tends to be more reserved and quiet which can make it very difficult to generate the prospecting activities necessary for beauty supply sales positions

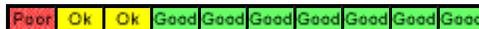
**Question:** Tell me about a time when you were not able to develop a relationship with a prospect and it ultimately cost you their business.

### Stable

Sensitive  
Anxious



Calm  
Stress Resistant

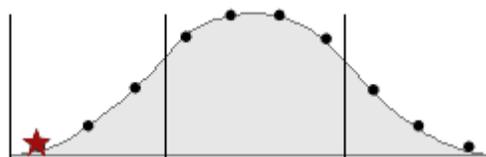


- May have difficulty dealing with the day to day stress of rejection that can be present in some beauty supply sales roles
- Tends to be sensitive to others which can assist Tom in picking up on emotional buying signals

**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

Individualistic  
Competitive



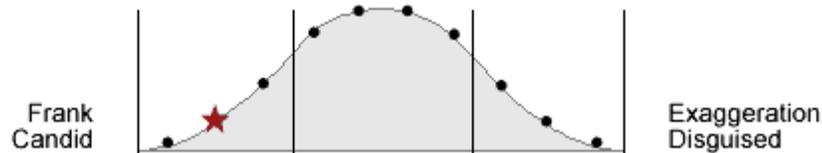
Collaborative  
Win-Win



- Tom is typically self-motivated and very competitive which can work well in some beauty supply sales environments
- 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 which can be difficult in some beauty supply sales environments

**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  
**68% \***

**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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Name: Tom Tester  
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## Salon Field Sales Interview Questions

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### 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?

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### 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?

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### 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?

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### 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.

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### **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?

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### **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?

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### **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?

**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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