

Date: Sep 24, 2005

Name: Pat Sample
ID: 104576

Persuasive Sales Summary

General Reasoning (Cognitive)

Slower Processing
Accepts Simple & Repetitive Work



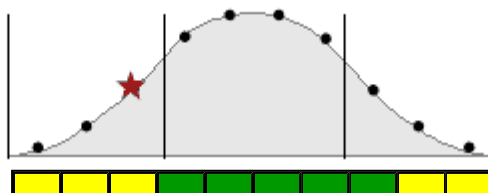
Faster Processing
Needs Intellectual Challenge

- Pat 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
- Pat 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



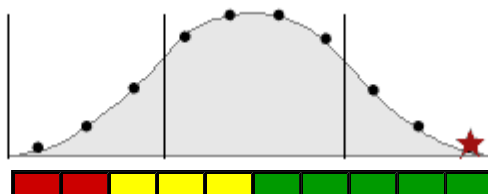
Detail Oriented
Dependable

- Pat is generally unorganized and un-focused when it comes to details
- Generally comfortable handling situations as they arise and reacting to problems without a plan to follow
- Important that the sales process force Pat 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

- 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, Pat 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?

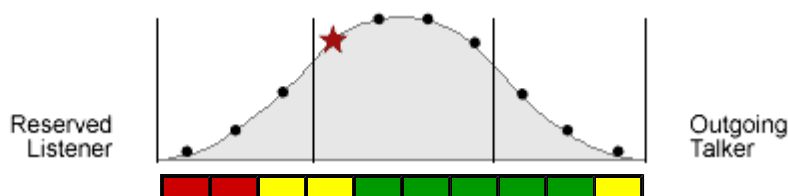
Conventional (Rules)



- Prefers a sales process that is structured and predictable
- Pat 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?

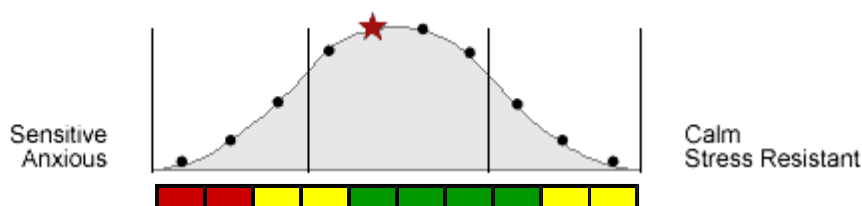
Extroversion



- Enjoys a moderate level of interaction with people which can lead to good prospecting
- While typically presenting a moderate level of enthusiasm when speaking about products and services, Pat can occasionally deliver a highly enthusiastic presentation when necessary
- Pat has a good balance of listening and talking with others

Question: Describe a time when you really had to stretch and be more enthusiastic than normal in order to make a presentation to a prospect. How did you do it?

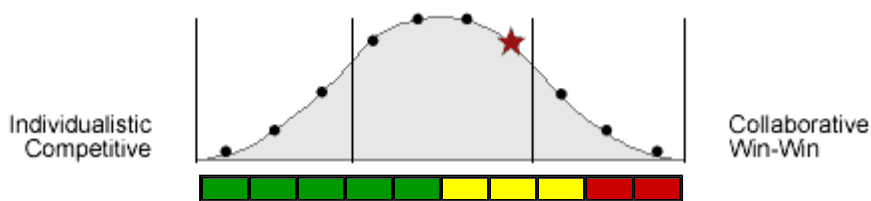
Stable



- Pat usually handles pressure well unless it is extreme
- Typically has a balanced sense of urgency with prospects and customers

Question: Describe a time when you had to deal with a very unhappy customer. What happened?

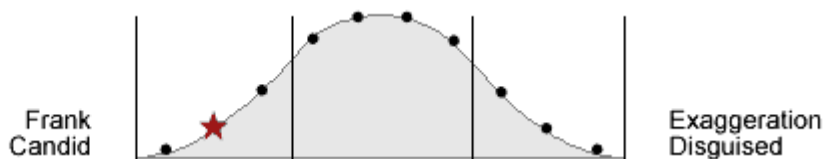
Team



- Pat prefers a balance between team rewards and individual rewards
- Prefers a win-win for both the client and the company
- Can be motivated by individual incentives as long as there is a balance of team involvement rather than strictly an individualistic sales process and environment

Question: Getting the opinions of others can be important in making a sale. Give me an example from your experience about when getting input from others helped you with a sale.

Good Impression (Social Desirability)



- Pat's responses have been frank and open

Overall
79.0%

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: Pat Sample
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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: Describe a time when you really had to stretch and be more enthusiastic than normal in order to make a presentation to a prospect. How did you do it?

Question: Give me an example of when your listening skills helped you close a sale.

Question: Give me an example of when you had to choose between what the customer wanted versus what you wanted to sell them.

Stable

Question: Tell me about a time when you had to handle a last minute request from a customer after the order had already been processed. How did you handle the stress of the situation?

Question: Describe a time when you had to deal with a very unhappy customer. What happened?

Question: What have you done in the past when you had to respond to a demanding customer who calls frequently?

Team

Question: Getting the opinions of others can be important in making a sale. Give me an example from your experience about when getting input from others helped you with a sale.

Question: Tell me about a time when a customer was angry because you assumed another team member had taken care of their request. How did you handle it?

Question: Tell me about an time when a customer was very happy with your service and you were individually rewarded for your efforts. What was it like?

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