



## PERSONALITY TEST

## Sales Achievement Predictor

Measures personality traits critical to success in sales and related fields. It assesses traits that are not apparent in an interview or resume, such as inhibitions about cold calling, reluctance to ask for a sale, and motivation to follow through.

## Results Summary

## Recommended

### For a Sales Role

## Overview



**= Strength**



**= Potential Strength**



**= Needs Attention**



## Sales Disposition



### Initiative (Cold Calling)



## Sales Closing



## Achievement

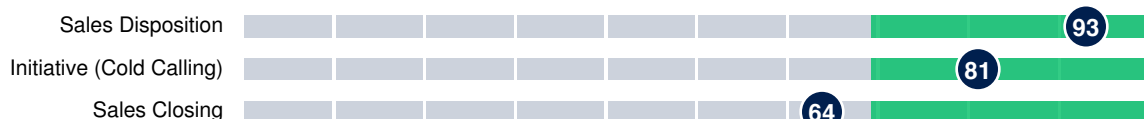


## Competitiveness

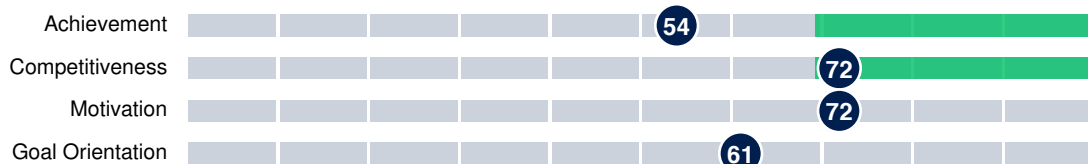
## Score Details



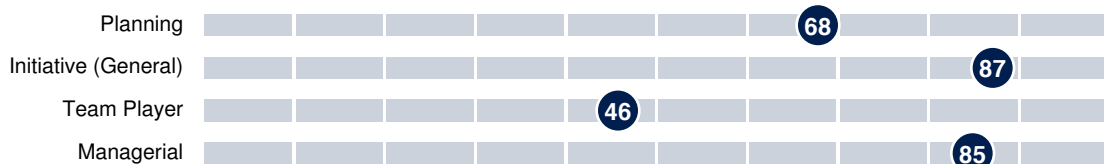
## Sales Success



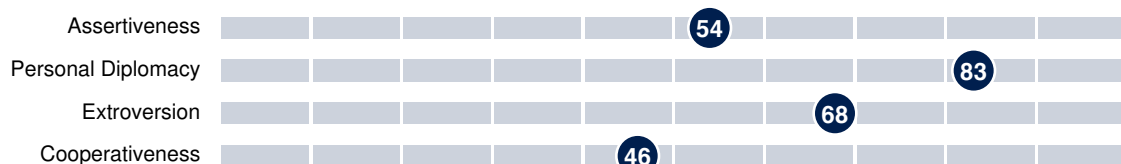
## Motivation & Achievement



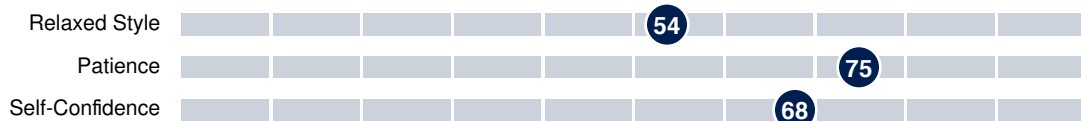
## Work Strengths



## Interpersonal Strengths



## Inner Resources





## Sales Related Characteristics

The **Sales Disposition score (SAL)** indicates the degree to which an individual's SalesAP results are similar to those observed for people who are successful in sales careers. This SAL score in the **93rd percentile** suggests that this individual's SalesAP responses are similar to those of successful salespersons. The obtained **Relaxed Style score** in the **54th percentile** suggests that this person is likely to be better than most at handling stress in sales situations. The **Self-Confidence score** in the **68th percentile** indicates a person who may lose self-confidence in sales situations involving repeated sales rejection.

The **Initiative-Cold Calling (CC) score** summarizes an individual's responses to statements from the Initiative-General scale that reflect characteristics necessary for success in cold calling activities. The obtained CC score in the 81st percentile for this person suggests that he or she has the characteristics required to be consistently effective in making cold calls. With a Self-Confidence score in the **68th percentile**, this person may not feel confident when making cold calls, even when performing well. He or she may be confident in some cold calling situations but not in others.

The **Sales Closing (CLS) score** indicates the degree to which an individual's SalesAP results are similar to those observed for people who are successful in closing sales. The CLS score in the **64th percentile** for this person suggests that he or she may have difficulty closing sales in certain situations or for some types of sales.

**Customer Service/Inside Sales.** Individuals with this profile will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role. He or she is likely to be more patient than most people, which can be of great value in such settings. He or she is likely to experience an average amount of stress in customer service or inside sales situations.

Additional consideration of the Sales Success characteristics reflected by this person's SalesAP responses is provided in the following detailed interpretation of the general SalesAP scale scores.



## Motivation & Achievement Characteristics

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The **Achievement (ACH) scale score** reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score in the **54th percentile** for this person indicates his or her achievement level may be average, but he or she will probably perform at a higher level in areas of high interest. He or she is likely to perform at least at an average level in most areas, including sales, and has at least an average level of attention or energy available for intellectual reasoning or conceptual work. This person's achievement in academic areas is likely to be low or moderate but he or she may achieve at a higher level in subjects of particular interest to him or her. At work or in a career, performance may be at an average level, but he or she will follow through in work or career areas of high interest.

The **Competitiveness (CMP) score** is closely related to all aspects of sales performance. It reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score in the **72nd percentile** suggests that he or she is likely to value competitiveness, but only in areas that are particularly important to him or her. He or she may give a high priority to competitiveness in some sales situations and not in others.

The **Motivation (MOT) scale score** is intended to represent a person's inner drive, commitment to achieve, and the strength of inner emotions, needs, and values. This MOT score in the **72nd percentile** indicates a person whose motivation or inner drive is relatively high for certain personally important goals and not for others.

The **Goal Orientation (GO) scale** describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score in the **61st percentile** indicates that, in general, he or she may not focus his or her full attention on long-term goals and objectives.



## Work Strengths

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The **Planning (PLN) scale score** reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score in the **68th percentile** suggests that this individual will plan, organize, and apply effective work habits in areas of high interest. He or she may attend to details and plans enough to succeed in projects or tasks of high interest, but may not apply this same level of concentration to tasks that are uninteresting, boring, or unrelated to major goals. This may affect this person's performance in general.

The **Initiative-General (INI) scale** indicates a person's level of comfort in taking independent action. The INI score in the **87th percentile** suggests that this individual is likely to display a high level of initiative and is willing to be a self-starter in sales as well as other areas.

The **Team Player (TMP) scale score** relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score in the **46th percentile** suggests this person is likely to be equally comfortable in an independent sales role or working as part of a sales team or work group.

The **Managerial (MGT) score** represents the degree to which a person's work strengths combine with his or her achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score in the **85th percentile** suggests that his or her general characteristics are similar to those for individuals in sales management or supervisory roles. This person is likely to be comfortable delegating authority and to be able to consistently inspire and motivate others. He or she is likely to be seen as having good overall management potential.



## Interpersonal Strengths

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment.

The **Assertiveness (AST) scale score** provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score in the **54th percentile** indicates an individual who is moderately assertive. He or she may be assertive in some situations and not in others.

The **Personal Diplomacy (PDL) scale score** reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score in the **83rd percentile** suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others.

The **Extroversion (EXT) scale score** indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score in the **68th percentile** indicates a person who is moderately extroverted. This person may be seen to be as extroverted and outgoing as the average person in business, sales, or social situations.

The **Cooperativeness (COP) score** indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This may be an asset in some sales situations. This COP score in the **46th percentile** suggests that this person is likely to be cooperative for the most part, but may sometimes be independent or aggressive. This person is likely to use an optimal level of aggressiveness when working with others.



## Inner Resources

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The **Relaxed Style (RLX) scale score** describes the ability to remain free of tension and unworried in the face of stress. This RLX score in the **54th percentile** describes a person who is generally relaxed.

The **Patience (PAT) scale** indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score in the **75th percentile** suggests that he or she may be described as moderately patient. This person is likely to display an effective balance of patience and impatience in pursuing sales opportunities.

The **Self-Confidence (SCN) score** is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score in the **68th percentile** suggests this person is moderately self-confident.

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## Validity & Response Style

The Validity and Response Style scales represent the individual's level of attention to the meaning of SalesAP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

### Inconsistent Responding (INC)

**1**

The Inconsistent Responding (INC) score of 1 indicates that this person paid appropriate attention to the meaning of SalesAP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

### Self-Critical Score (CRT)

**12**

In addition, the Self-Critical (CRT) score in the 12th percentile suggests that this individual may be less likely than most to make statements that are highly self-critical or reflect weaknesses.

### Self-Enhancing Score (ENH)

**31**

This person obtained a Self-Enhancing score (ENH) in the 31st percentile. This suggests a style of self-presentation that may often be modest, minimizing accomplishments, special skills, or other strengths. Others are likely to describe this person as modest.