



## Participant: Satnam Sample (M)

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### Administrator Report

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# ABOUT THIS REPORT

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The Sales Aptitude Inventory (**SAI**) assesses the attitudes and values that underpin sales effectiveness.

## Understanding the Results

The bars on the following pages show how Satnam compares with other participants on nine key qualities associated with sustained performance in sales roles. Scores on these detailed attributes are also combined to give an indication of the participant's overall Sales Potential.

On each bar, Satnam is graded on a five point scale as shown below:



As when measuring height or weight, 'AVERAGE' is a wider band than other grades because more people score around the middle than at the extremes of the scale.

Below each bar in the Detailed Results section you will find a general description of what each scale measures followed by some analysis of the score based on Satnam's individual test results. The Sales Control and Sales Motivation scales appear at the top of the profile because these are the most important (although the other scales are also highly relevant).

The comparison group selected for this report is: **Sales Applicants**.

An Impression Management scale is included at the end of the report. Impression Management shows the extent to which the participant has tried to present themselves in a favourable light.

## Caution

Tests Direct is committed to broadening access to psychometric tests, in order to help people and organizations deepen their understanding of behaviour. This access brings a responsibility - for test users to ensure they deploy tests fairly and interpret the data properly.

The **SAI** should form part of an overall selection decision. It is important to take into consideration other factors such as previous work history and information from sources such as interviews and references.

The recommended shelf-life of this report is one year; after this time, re-testing should be considered.

For more information on the appropriate use of tests, or to find out more about the **SAI** or any of the other tools in the Tests Direct portfolio, please visit <http://www.tests-direct.com>.

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# PROFILE CHART FOR SATNAM SAMPLE

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Sales Control



Sales Motivation



Business Standards



Customer Focus



Improvement Orientation



Organizational Allegiance



Sales Confidence



Sales Organization



Sales Resilience



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Sales Potential



## DETAILED RESULTS

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### Sales Control

LOW AVERAGE

**This scale highlights the extent to which the person believes they can have an impact on a customer's decision. It indicates the level of personal responsibility the person feels for the sale.**

- Feels he has less control over sales encounters than most sales applicants
- Inclined to attribute success or failure to external factors such as price
- Sees such external forces as more influential than his own selling skills
- Likely to believe that chance plays a significant part in determining outcomes
- May as a result demonstrate a slightly downbeat outlook

### Sales Motivation

AVERAGE

**This indicates the basic level of interest an individual has in a sales career, whether or not they recognize selling as being an important part of their role and more generally their identity.**

- He is likely to identify with sales, to see it as a worthwhile occupation
- This level of interest in sales is fairly typical among sales applicants
- Some colleagues will get more satisfaction from selling and others less
- If interviewed, explore which aspects excite him the most and the least

### Business Standards

LOW

**This provides an insight into the person's assumptions about what constitutes acceptable business practice, for example, to what degree it might be acceptable to bend the rules to clinch a sale.**

- Satnam's personal business ethics may differ from those of the organization
- He may not appreciate the standards appropriate in the sales environment
- This could show as impatience with policies that appear to hinder selling
- Probably prepared to bend the rules to clinch a sale
- There may be a non-conforming element to his personality

## DETAILED RESULTS

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### Customer Focus

HIGH

**Customer focused individuals put a premium on providing effective customer service, underpinned by a strong intuitive understanding of the dynamics of customer interaction.**

- Demonstrates a genuine concern to understand and respond to customers
- Delivering good customer service is clearly important to him
- Willing to go the extra mile so as not to let customers down
- Nearly always remains pleasant even with difficult customers
- Has a strong grasp of what good customer service looks like
- Colleagues may regard him as a role-model in this area

### Improvement Orientation

AVERAGE

**This measures the person's attitude to sales training and development. This is important because sales techniques and strategies can evolve over time.**

- His attitude to personal development is typical of sales applicants
- This is a group that tends to be fairly positive about training
- So the same is likely to be true of Satnam as well
- Thus he probably believes in the value of courses, seminars and mentoring
- Some training may not appeal, but he will be open to most opportunities

### Organizational Allegiance

HIGH AVERAGE

**This indicates the extent to which the person is likely to stay with an employer or move to another organization. It gives an indication of a person's likely tenure.**

- If possible, would prefer an organization in which he can grow and develop
- Likely to join looking for a longer-term career relationship
- Belonging to and feeling part of an organization is important to him
- Unlike some, not inclined to change jobs every two or three years

# DETAILED RESULTS

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## Sales Confidence

HIGH AVERAGE

**The questions making up this dimension are a mixture of social confidence and persuasiveness, key traits involved in interacting with potential or actual customers.**

- Responses suggest the ability to initiate conversations and generate rapport
- Likes persuading, winning others around to a point of view
- Enjoys dialogue with customers, explaining products and services
- Comfortable about giving presentations and closing sales
- Seldom feels out of his depth socially

## Sales Organization

LOW AVERAGE

**The extent to which structure, order, and predictability is important to the person. In a sales environment this manifests itself as a concern with following processes and procedures, and with self-discipline.**

- Limited interest in planning own workload
- May find the administrative details of the sales role burdensome
- Does not show a desire to work to precisely defined standards
- May not be particularly thorough or systematic, maybe a hint of disorganization
- Sees little value in doing things in set ways
- On the upside, can be responsive in the face of changing circumstances

## Sales Resilience

HIGH

**This scale measures the degree to which the person has strong defences against anxiety and is able to maintain a sense of perspective even when things are not going well.**

- Very resilient in a sales setting, able to cope with setbacks and rejections
- Can maintain a sense of perspective under pressure
- Recognizes and accepts that things do not always go perfectly
- Experiences less frustration and irritability than most sales applicants
- Likely to keep a focus on sales targets, remain optimistic in outlook
- Lack of self-criticism might sometimes limit awareness of his development needs

## DETAILED RESULTS

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### Sales Potential

HIGH AVERAGE

**An overall indication of a person's potential as a salesperson. It is calculated by combining the other scale scores and comparing this total to the comparison group.**

- Appears to have the blend of qualities that supports effectiveness in sales roles
- Demonstrates the potential to be successful in selling
- Satnam has scored well across most of the test scales
- However, there may be specific scales where he has scored less well
- If interviewed, it could be useful to explore these lower scores

# PROBE INTERVIEW QUESTIONS

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Below are questions suggested by the participant's responses. This is not an exhaustive list of interview probes and there may be other things you wish to ask, based on the person's profile or other sources such as their application form and CV. Remember it can be as revealing to explore average scores as to focus on the extremes.

## Sales Control

- What elements of the sales process can realistically be controlled by a salesperson?

## Sales Motivation

- Do you see yourself in sales in the longer term?

## Business Standards

- You appear more willing than many to be pragmatic in your approach to sales. What elements of sales policy or procedure do you think are best interpreted flexibly?

## Customer Focus

- What do you see as the key to effective customer service?

## Improvement Orientation

- You indicate some interest in further sales training. Where do you think you could improve your technique?

## Organizational Allegiance

- You describe a preference for being in roles where you can feel proud of a business. What is it about this organization you feel you could be proud of?

## Sales Confidence

- How do you deal with resistance from customers? Can you give an example of how you have dealt with this?

## Sales Organization

- You indicate being less focused on administrative detail than many of your colleagues. Does this sometimes make life problematic for you?

## Sales Resilience

- You describe rarely if ever feeling stressed when involved in selling. Has there been a time when you have felt emotionally taxed in a sales role?

## ADDITIONAL INFORMATION

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### Impression Management



AVERAGE

Some questions on the *SAI* are there to identify people who either consciously or unconsciously present themselves in a positive light. A high score here suggests that confirmatory proof should be sought at interview. In particular the Sales Resilience score should be probed, as this scale is the most susceptible to Impression Management.

- Has been reasonably frank about himself when responding to the questions
- Responses therefore provide a useful picture of how he sees himself



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