


Report prepared for: **John Sample** 13-February-2006

# Sales Achievement Predictor

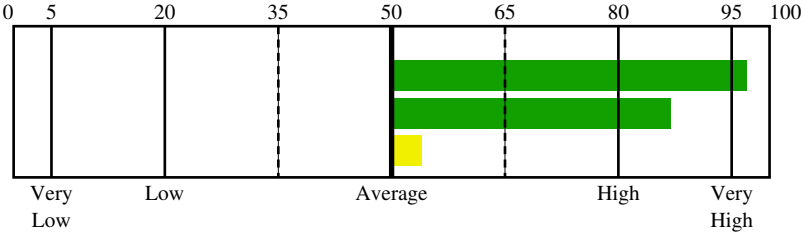
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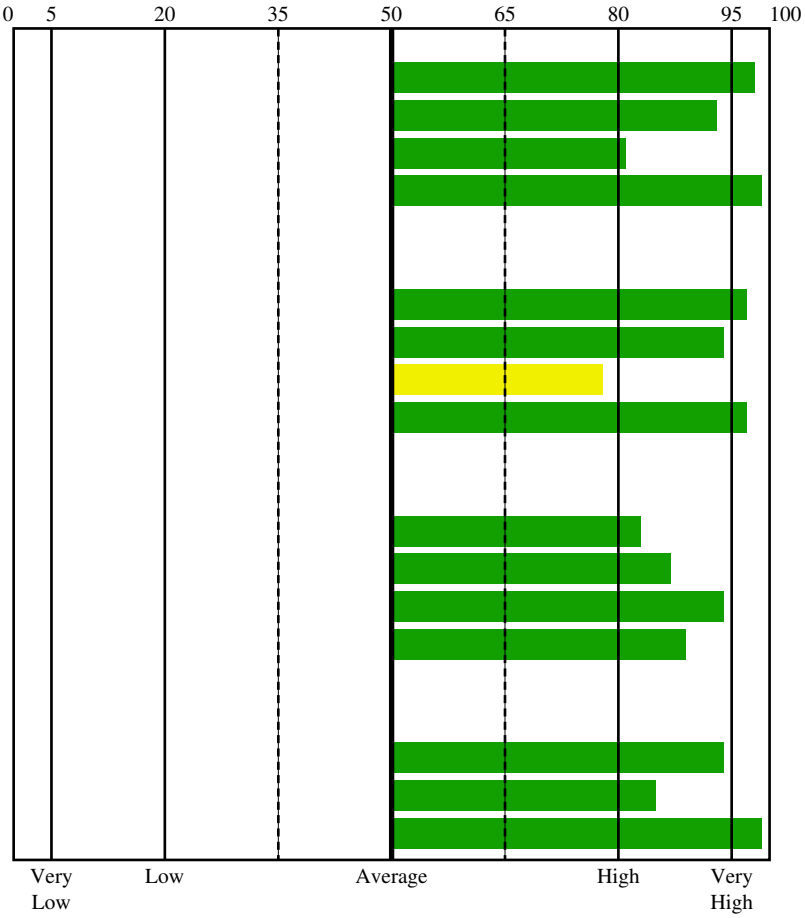
**BASICALLY RECOMMENDED FOR SALES, BUT WITH IMPORTANT AREAS THAT COULD BE IMPROVED.** This person's basic sales strengths include a strong sales disposition, the ability to make cold calls, persistence in completing tasks, and competitiveness. He or she may, however, have difficulty closing sales. More detailed information is provided in the body of this report.

| **Sales Success** | | **%ile** | **Adj. %ile** |
|---|---|---|---|
| Sales Disposition | (SAL) | 98 | 97 |
| Initiative-Cold Calling | (CC) | 91 | 87 |
| Sales Closing | (CLS) | 57 | 54 |




Validity: The Sales AP scores have been adjusted for either an unusually positive or unusually negative style of self-presentation (see the body of this report for more detailed information). Though the report is based on the adjusted scores, it should still be read with this person's response style in mind.

| **Motivation, Achievement** | | **%ile** | **Adj. %ile** |
|---|---|---|---|
| Achievement | (ACH) | 98 | 98 |
| Motivation | (MOT) | 96 | 93 |
| Competitiveness | (CMP) | 81 | 81 |
| Goal Orientation | (GO) | 99 | 99 |
| **Work Strengths** | | | |
| Planning | (PLN) | 98 | 97 |
| Initiative-General | (INI) | 94 | 94 |
| Team Player | (TMP) | 78 | 78 |
| Managerial | (MGT) | 98 | 97 |
| **Interpersonal Strengths** | | | |
| Assertiveness | (AST) | 89 | 83 |
| Personal Diplomacy | (PDL) | 89 | 87 |
| Extraversion | (EXT) | 95 | 94 |
| Cooperativeness | (COP) | 91 | 89 |
| **Inner Resources** | | | |
| Relaxed Style | (RLX) | 94 | 94 |
| Patience | (PAT) | 93 | 85 |
| Self-Confidence | (SCN) | 99 | 99 |




Users of this report should be familiar with the material presented in the SalesAP Manual. No personnel or other decision should be made based on this report alone without confirming information from independent sources.

# Validity and 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.

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.

This person obtained a Self-Enhancing score (ENH) at the 87th percentile. This style of self-presentation is somewhat more positive than that of most people. This is often a characteristic of job applicants or others trying to make a good impression in business, social, or other situations, or it may reflect an individual who is confident about identity, work habits, or capabilities. Others are likely to describe this person's self-regard as highly positive.

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

The two scores in combination are characteristic of people who may not openly criticize themselves or may actually perceive few weaknesses in themselves.

These scores and the Self-Confidence score at the 99th percentile suggest a person who will confidently give the best possible self-presentation and leave others with a favorable impression.

# Sales Related Characteristics

## Sales Disposition

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 at the 97th percentile suggests that this individual's SalesAP responses are very similar to those of strong sales performers.

The obtained Relaxed Style score at the 94th percentile suggests that this person is likely to be especially effective in handling stress in sales situations.

The Self-Confidence score in the 99th percentile is typical of a person who will project self-confidence in a sales situation.

In addition, the Achievement score ( 98th percentile), Motivation score ( 93rd percentile), Planning score ( 97th percentile), and Initiative-General score ( 94th percentile) are similar to those obtained by entrepreneurs and those who own businesses.

## Cold Calling

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 at the 87th 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 at the 99th percentile, this person is likely to feel self-confident and self-assured when making cold calls.

## Sales Closing

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 at the 54th 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 be relaxed in most customer service and 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 and 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 at the 98th percentile for this person indicates he or she consistently achieves and follows through at a high level. This person probably has a high level of energy available for intellectual reasoning or conceptual work.

His or her strong ability to follow through and complete tasks is likely to be seen in all areas, including sales.

This person is likely to achieve at a high level in academic activities.

An exceptional ability to perform and follow through is likely to be apparent at work or in this individual's career history.

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 at the 93rd percentile indicates a person whose motivation or inner drive is relatively strong.

His or her level of motivation is likely to be seen in sales as well as in other areas.

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 at the 81st percentile suggests that he or she values competition.

This individual is likely to be motivated by competitiveness in most sales situations.

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 at the 99th percentile indicates that he or she consistently has clear goals and objectives. This individual is likely to focus attention on goals and objectives in all areas, including sales, to a greater degree than do most people.

## 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 at the 97th percentile suggests that this individual is likely to use

efficient and effective skills such as time management, planning, and perseverance and to give consistent attention to details, plans, and strategies for achievement.

He or she is likely to focus on organization and planning in sales as well as other areas.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score at the 94th 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 at the 78th 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 possessive 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 at the 97th percentile suggests that his or her general characteristics are highly similar to those for individuals in sales management or supervisory roles. This person is likely to be very good at delegating authority and consistently inspiring and motivating others. He or she is likely to be seen as having excellent 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 at the 83rd percentile indicates an individual who is likely to be consistently more assertive than most other people.

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 at the 87th 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 at the 94th percentile indicates a person who is likely to see himself or herself as extroverted.

He or she is likely to be seen as highly extroverted and outgoing 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 at the 89th percentile suggests that this person is likely to display a high level of cooperativeness that could interfere with an aggressive sales approach, but may be effective where a soft sell, easygoing sales style or consultative relationship is appropriate.

His or her high level of cooperativeness and group orientation is not typical of strong sales performers in settings that call for an aggressive sales style.

# 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 at the 94th 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 at the 85th percentile suggests that he or she is more patient than most. This strength will help him or her to pursue difficult or time-consuming 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 at the 99th percentile suggests this person is, in general, self-confident and self-assured.

# Additional Profile Characteristics

In addition to the interpretation of single scores on the SalesAP scales, some specific combinations of Sales Success Characteristics, Motivation and Achievement Characteristics, Work Strengths, Interpersonal Strengths, and Inner Resources are associated with particular approaches to the work environment.

This profile is typical of a person who is, in general, goal oriented and will see tasks through to completion.

Often, individuals with this combination of scores are seen as relaxed and outgoing, and they reach out to relate to others in most business, academic, or social situations.

In general, this person is likely to take initiative and be a self-starter.

Generally, these scores characterize an individual who is likely to achieve, to plan well, and to work consistently in sales as well as other areas.

This individual appears to have a combination of strong goal orientation, motivation, planning focus, and follow-through that he or she is likely to apply in sales as well as other areas.

Careful consideration of this person's scores in combination will shed additional light on his or her particular work strengths.

# Career Interest Areas

Some clusters of SalesAP items are often observed to be associated with the traditional Realistic, Investigative, Artistic, Social, Entrepreneurial, and Conventional occupational interest areas. Below is an indication of how interested you are in each of these areas as well as a short explanation of occupational interests involved with each area.

**Realistic** *Moderate:* Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.

**Investigative** *Moderate:* Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.

**Artistic** *Moderate:* Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.

**Social** *High:* Social or educational and social service areas such as teaching, social work, social service direction and recreation, or counseling.

**Entrepreneurial** *Moderate:* Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.

**Conventional** *High:* Conventional business areas such as accounting, banking, office work, and office management.

# Listing of recorded information

Name: John Sample

Date tested: 13-February-2006

### ITEM RESPONSES

The scores and the interpretation in the SalesAP Report are based on the responses listed here.

**001.** 2 | **002.** 4 | **003.** 1 | **004.** 4 | **005.** 1 | **006.** 1 | **007.** 4 | **008.** 2 | **009.** 2 | **010.** 4 |

**011.** 2 | **012.** 1 | **013.** 3 | **014.** 2 | **015.** 2 | **016.** 2 | **017.** 1 | **018.** 4 | **019.** 2 | **020.** 2 |

**021.** 2 | **022.** 1 | **023.** 5 | **024.** 4 | **025.** 5 | **026.** 3 | **027.** 1 | **028.** 1 | **029.** 2 | **030.** 3 |

**031.** 2 | **032.** 5 | **033.** 2 | **034.** 5 | **035.** 1 | **036.** 2 | **037.** 3 | **038.** 4 | **039.** 1 | **040.** 4 |

**041.** 5 | **042.** 4 | **043.** 2 | **044.** 2 | **045.** 2 | **046.** 2 | **047.** 4 | **048.** 4 | **049.** 1 | **050.** 4 |

**051.** 2 | **052.** 1 | **053.** 3 | **054.** 2 | **055.** 4 | **056.** 1 | **057.** 4 | **058.** 2 | **059.** 4 | **060.** 5 |

**061.** 1 | **062.** 4 | **063.** 1 | **064.** 4 | **065.** 2 | **066.** 4 | **067.** 2 | **068.** 1 | **069.** 3 | **070.** 1 |

**071.** 1 | **072.** 1 | **073.** 1 | **074.** 1 | **075.** 4 | **076.** 4 | **077.** 4 | **078.** 4 | **079.** 2 | **080.** 4 |

**081.** 1 | **082.** 1 | **083.** 2 | **084.** 2 | **085.** 4 | **086.** 2 | **087.** 2 | **088.** 3 | **089.** 1 | **090.** 5 |

**091.** 5 | **092.** 2 | **093.** 1 | **094.** 2 | **095.** 1 | **096.** 4 | **097.** 5 | **098.** 2 | **099.** 3 | **100.** 2 |

**101.** 4 | **102.** 1 | **103.** 2 | **104.** 2 | **105.** 2 | **106.** 3 | **107.** 1 | **108.** 2 | **109.** 3 | **110.** 4 |

**111.** 4 | **112.** 4 | **113.** 4 | **114.** 4 | **115.** 4 | **116.** 5 | **117.** 4 | **118.** 1 | **119.** 3 | **120.** 2 |

**121.** 5 | **122.** 2 | **123.** 1 | **124.** 1 | **125.** 1 | **126.** 1 | **127.** 1 | **128.** 4 | **129.** 1 | **130.** 1 |

**131.** 2 | **132.** 1 | **133.** 2 | **134.** 2 | **135.** 1 | **136.** 3 | **137.** 2 | **138.** 1 | **139.** 1 | **140.** 1 |

### Response Key

1 Always True

2 Mostly True

3 Sometimes True and Sometimes False

4 Mostly False

5 Always False

## End of the Report

# Sales Achievement Recommendations

These recommendations, based on the SalesAP test profile, are for the purpose of enhancing specified sales skills and attitudes. The recommendations can be used for self-improvement by salespersons either on their own, or together with their supervisors, sales managers, or colleagues.

## Sales Disposition

Your high level of interest in sales is similar to that of successful sales people. This is a strength that will help you perform well in meeting the challenges and demands of a productive sales career. When you encounter obstacles to your sales achievement, you can fuel your efforts by recalling the things that you like about sales and remembering that the enjoyment itself will be a prominent feature of your success.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Initiative-Cold Calling

You are likely to be successful at making cold calls. This is a key area for success in sales, and a very difficult one for most people. Therefore it is a strength that you should continue to cultivate. However, you may discover a tendency to escape into this activity when there are other things that need your attention. Stick to appropriate cold-calling goals and once you have met them be sure to move on to the other essential activities such as closing and securing sales.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Sales Closing

Closing sales is the thing that makes all of your other sales activities worthwhile. No matter how hard you work at every other aspect of sales, your efforts will be fruitless if you do not consistently close sales. You are likely to find your success in this area enhanced if you take advantage of guidance from successful sales people you admire who are expert closers. You are likely to find instruction from books and seminars useful as well, and should take advantage of every opportunity to practice and refine your sales closing skills.

You may find that you often wait too long before attempting to close a sale. You will find it helpful if you practice a number of different closing techniques so well that they are available instantly, and so that you can easily try again when one does not work. This will help to keep you from waiting until it is too late to make the sale.

You may feel uncomfortable about taking the risk of trying to ask for the sale or otherwise close the sale. You need not worry. Your openness to the needs of others and adroitness at maintaining pleasant relationships will naturally keep you from alienating others. Your best ally in a successful sales career will be practice and feedback about ways you can take a more aggressive or independent stand in sales closing situations.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Motivation and Achievement

Link your strong follow-through ability to bottom-line sales goals and objectives. Make sure that your ability to be persistent is not applied simply for the purpose of being active, but will directly serve your ultimate goal of making sales.

Use your high levels of inner motivation to become involved in sales activities that involve motivating and inspiring others. Link your inner enthusiasm, emotions, and motivational drive to realistic and bottom-line sales goals and objectives.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Work Strengths

Procrastination may be a problem for you in important areas. Try breaking up large tasks into smaller, more manageable tasks that can be done in small units of time. You should make an extra effort to schedule and set priorities carefully and to decide what is the most productive goal to accomplish at a given time.

You may want to use your strong planning skills to become involved in sales roles and activities that involve planning, organizing, or scheduling for other individual sales persons or for sales groups. Be sure you link your planning, organizing, and scheduling skills to concrete sales goals and objectives. Make sure that your planning activities do not simply keep you busy, but that they serve directly to accomplish important sales goals and objectives.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Interpersonal Strengths

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Inner Resources

Your sales performance will benefit as you continue to learn not to take rejection from prospective customers personally.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## Goal Orientation

You can use your strong ability to set sales goals and objectives to help others set meaningful priorities and define worthwhile individual and group sales goals and objectives. Be sure to link your sales goals and objectives to actual plans and activities. Monitor your daily activities and make sure they are actually furthering your goals and objectives.

There are no further sales-related recommendations for you in this area based on your SalesAP responses.

## END OF SALES ACHIEVEMENT RECOMMENDATIONS