

Date: Mar 4, 2006

Name: Jay Demo
ID: 137911

Persuasive Sales Summary

General Reasoning (Cognitive)

Slower Processing
Accepts Simple & Repetitive Work



Faster Processing
Needs Intellectual Challenge

- Jay learns new information slower than average
- Better suited for sales products or processes that are simplistic and more tangible versus those that may be considered intangible
- Jay should be allowed additional time to learn the product or service including hands-on training
- Complex or consultative types of sales processes will be difficult

Question: Tell me about a time when your company seemed to be changing its strategy too frequently and you felt that by the time you learned one way to do something, they were changing it again. What was it like?

Conscientious (Organization)

Carefree
Impulsive



Detail Oriented
Dependable



- Jay is generally reactive and carefree when it comes to handling details
- Once trained, Jay will generally react well to customer interruptions and questions in the sales process
- Important that the sales process force Jay 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, Jay 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?

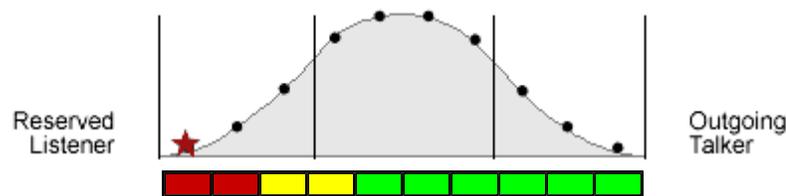
Conventional (Rules)



- Prefers a sales process that is structured and predictable
- Jay 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



- Tends to be reserved and quiet
- May not prospect well due to reserved nature
- Jay tends to listen well when others are talking which may make them better suited for highly technical sales where a low-key, reserved approach is valued

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.

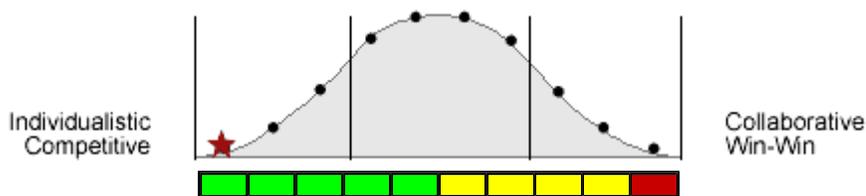
Stable



- Jay tends to feel stress faster than others
- Higher level of sensitivity can allow Jay to pick up on buying signals from prospects
- Jay may have difficulty dealing with the day to day stress of rejection in some persuasive sales roles

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



- Jay is typically self-motivated and very competitive
- 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

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)



- Jay's responses have been frank and open

*The participant has scored in the "red zone" in 2 areas.

Overall
64% *

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: Jay Demo
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Persuasive Sales Interview Questions

General Reasoning (Cognitive)

Question: Tell me about a time when your company seemed to be changing its strategy too frequently and you felt that by the time you learned one way to do something, they were changing it again. What was it like?

Question: Describe a time when you met with a prospect but it wasn't until later that you thought of a way to solve their issue. Were you able to get back in to show them?

Question: Tell me about a time when you had to begin presenting a product or service when you had not been properly trained. What was the training program like and how did it turn out?

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: 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?

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?

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?

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