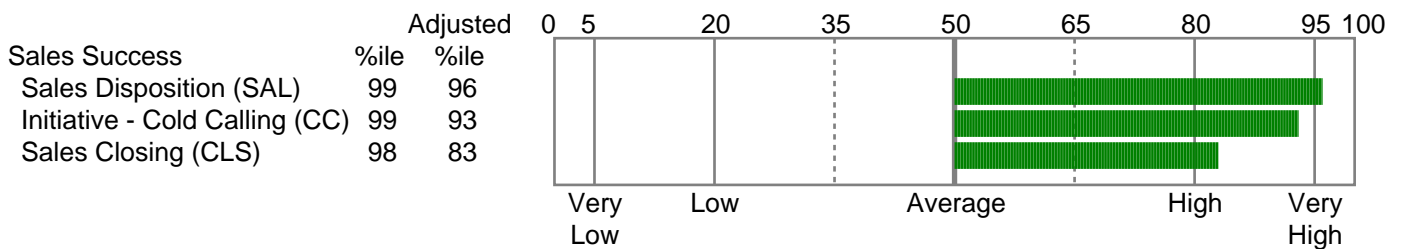


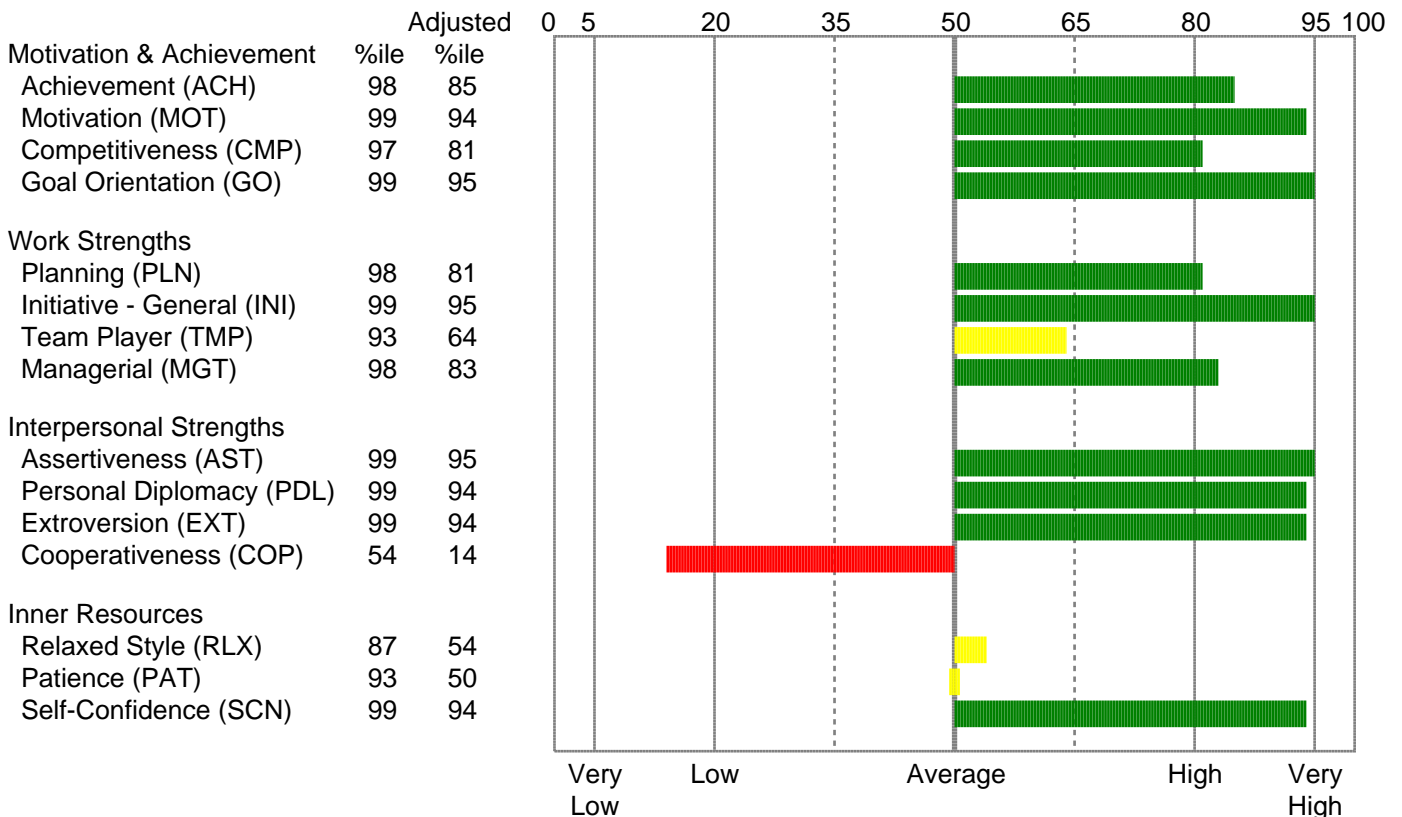
## Sales Achievement Predictor (SalesAP) - Score Report

Candidate Information	
Name:	Amanda Baker
Position:	Sales Manager I
Test date:	Jul 13, 2007
Test event ID:	CRI-9247-WUHQ

Results Summary
<p><b>HIGHLY RECOMMENDED FOR SALES.</b>                      This person's basic sales strengths include a strong sales disposition, the ability to make cold calls and close sales, and persistence in completing tasks. This individual is motivated to be competitive. More detailed information is provided in the body of this report.</p>



Validity: The SalesAP 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.



## 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 0 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) in the 99th percentile. This style of self-presentation is much more positive than that of most others. This can be a characteristic of job applicants and others trying to make a good impression in business, social, or other situations. It may also reflect a high level of self-confidence. Others are likely to describe this person's self-regard as highly positive. 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. The two scores in combination are characteristic of people who tend to sell themselves or to set high standards for themselves. This individual is likely to make a good impression in interviews. These scores and the Self-Confidence score in the 94th 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 in the 96th percentile suggests that this individual's SalesAP responses are very similar to those of strong sales performers. 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 94th percentile is typical of a person who will project self-confidence in a sales situation.

**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 in the 93rd 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 94th 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 in the 83rd percentile for this person suggests that he or she is likely to effectively and consistently close sales. The SCN score in the 94th percentile suggests that this person's confidence and self-assurance will help him or her to be effective in this aspect 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. This person is likely to be patient in some situations but not in others. 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 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 in the 85th percentile for this person indicates he or she consistently achieves and follows through. This person is likely to perform at an above average level at work or in a career, and has an above

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 94th 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 in 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 in the 95th 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 in the 81st 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 95th 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 64th 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 83rd percentile suggests that his or her general characteristics are moderately similar to those of individuals in sales management or supervisory roles. This person is likely to be able to delegate authority and to have some ability to inspire and motivate others. This person may be seen as having moderately 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 95th percentile indicates an individual who is likely to be highly assertive in business, sales, and social situations. He or she will be direct in offering reactions, ideas, and opinions.

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 94th 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 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

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 14th percentile suggests that this person is likely to be strongly committed to his or her own views, and may take an independent, aggressive role in a sales situation. This individual may sometimes be seen as overly aggressive in taking the lead in some sales or other work situations.

### **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 50th 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 94th percentile suggests this person is, in general, self-confident and self-assured.