

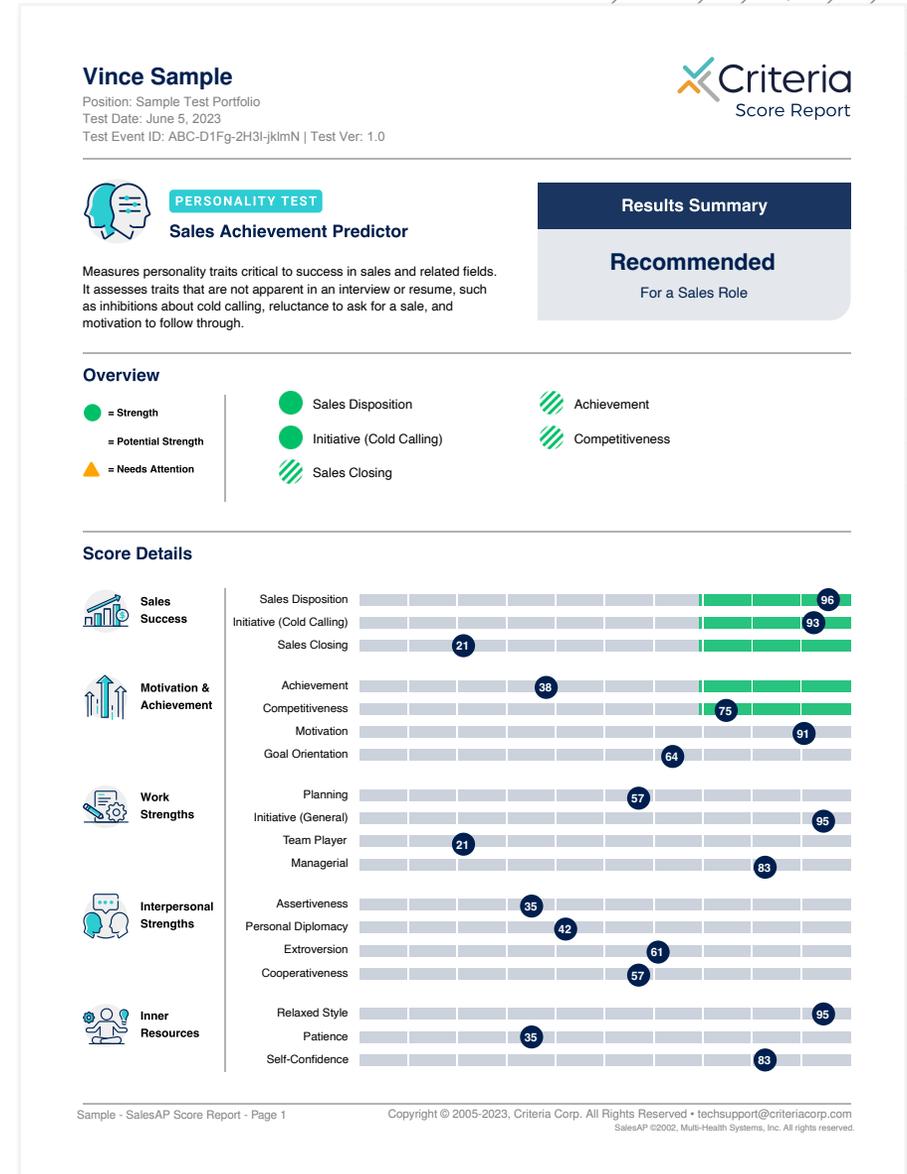
Score Report Guide

Sales Achievement Predictor (SalesAP)

At a Glance:

Sales Achievement Predictor (SalesAP)

- The **SalesAP** is a personality profile that provides insight into a candidate's work style and suitability for sales positions.
- Scores for each trait are presented in percentile rankings compared to our global norming group.
- The test provides one of three possible results: **Highly Recommended**, **Recommended**, and **Not Recommended** for sales.
 - The test also provides a summary table of each applicant's personality, pinpointing the applicant's strengths, potential strengths, and some areas that may need attention for a number of traits associated with sales success.
 - The test is untimed but takes most candidates about 10 minutes to complete.



Candidate Information and Results Summary

1

Vince Sample

Position: Sample Test Portfolio

Test Date: June 5, 2023

Test Event ID: ABC-D1Fg-2H3I-jklmN | Test Ver: 1.0



3



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

2

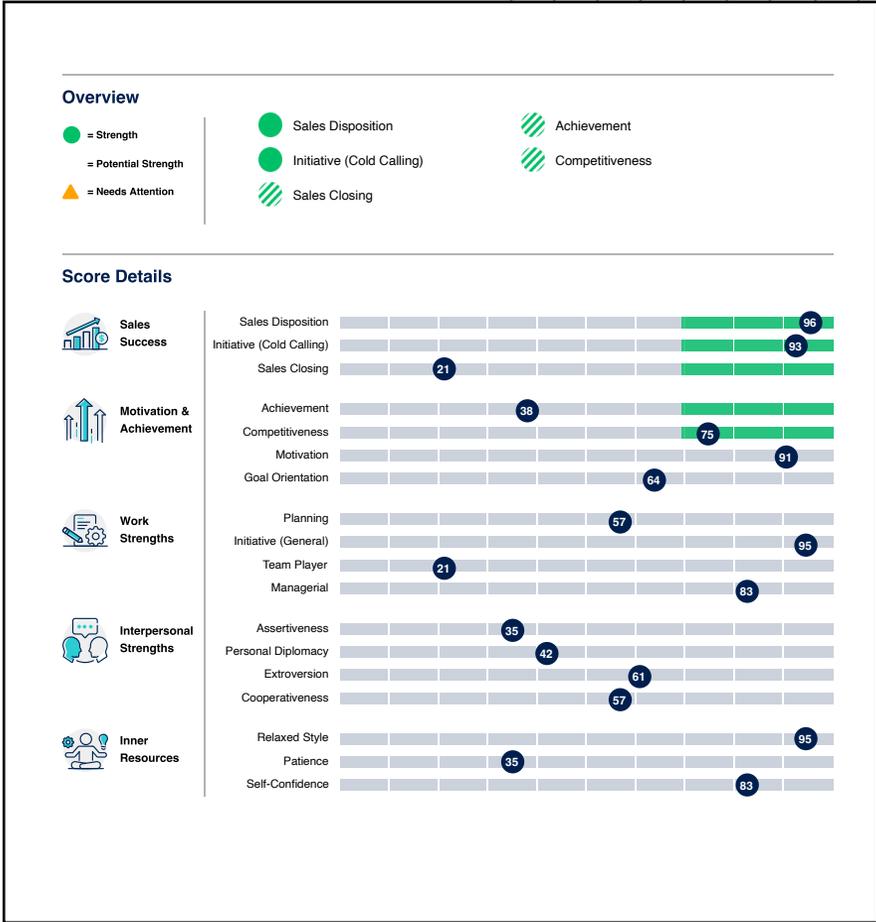
1. The top of the first page of every **SalesAP** score report displays the candidate's information, including the candidate's name, position applied for, the date the candidate took the assessment, and the Test Event ID.
2. The **SalesAP** also provides an overall sales recommendation in the Results Summary. The three possible results are **Highly Recommended**, **Recommended**, and **Not Recommended**. There is also a traits summary table listed below the overall recommendation, and the 18 personality traits measured by the **SalesAP** are explained in detail throughout the rest of the report.
3. The Test Event ID is given to candidates at the beginning of their assessment and is used if they encounter any issues during the test. They simply return to www.oda1.com, enter their Event ID, and then they can continue their assessment from where they left off.

Results Explanation

- Each trait is listed with the candidate’s percentile ranking, indicating how the candidate scored in comparison to our global norming group.
- Results highlighted in green indicate traits that are highly associated with success in sales and are weighted more heavily when creating the overall recommendation at the top of the report.
- None of the scores reflect “good” or “bad” scores or qualities about an individual. Instead, they indicate an individual’s “job fit” for a particular type of job.
- For a more detailed explanation of how to interpret the different trait scores on the **SalesAP** score report, please contact your Customer Success Manager.

The Overview chart provides a quick look at the traits associated with success in sales.

Detailed Breakdown of Traits



Validity and Response Style

The **SalesAP** contains internal measures that detect when an applicant's response style indicates that the applicant is either not paying adequate attention to the meaning of the prompts or may be attempting to "game the test" by answering more favorably.

Based on the extent of self-enhancing and critical responses, adjustments may be made to different scores to more accurately reflect how they are likely to interact with customers or coworkers.

The **SalesAP** features 3 different measures for evaluating the validity of the test results based on a candidate's response style.

1. The **SalesAP** keeps track of **Inconsistent Responses**. High inconsistent response scores may suggest that the candidate wasn't reading the prompts correctly or was just racing through the test, both of which would prevent the assessment from getting an accurate reading of the candidate.
2. The **Self-Enhancing** score evaluates whether or not a candidate tends to exaggerate "positive" qualities and deemphasize "negative" qualities.
3. The **Self-Critical** score evaluates when an individual may be inaccurately downplaying "positive" qualities while exaggerating more "negative" qualities.

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-Enhancing Score (ENH)

99

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.

Self-Critical Score (CRT)

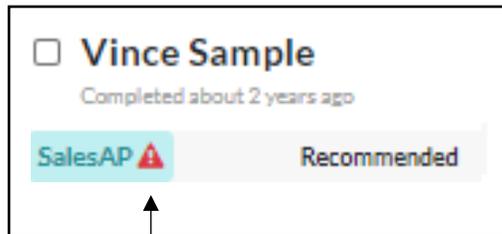
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In addition, the Self-Critical (CRT) score in the 1st percentile suggests that this individual may be less likely than most to make statements that are highly self-critical or reflect weaknesses. The two scores in combination are characteristic of 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 83rd percentile suggest a person who will confidently give the best possible self-presentation and leave others with a favorable impression.

How to Identify an Invalid Result

The **SalesAP** has a built-in validity check based on the consistency of responses. If a candidate receives a score of 3 or higher on the Inconsistent Responding scale, the score report will display several messages indicating that the results are invalid. These messages may appear differently depending on whether you view the results on the PDF or online within the platform.

In the platform:



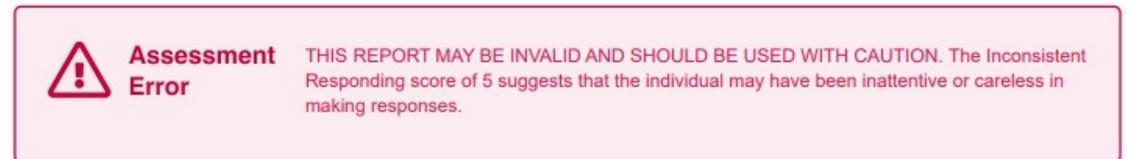
When viewing tests within the platform, in the Results section of your account, you will be able to see if the test results have been flagged as invalid by our validity check system – the test will appear with a red triangle symbol to signify an invalid responding style.

In the PDF:



← The Results Summary on the first page of the score report will provide a warning of the invalid result.

The Validity and Response Style box on the second page will indicate the invalid score with the following message:



Sales Characteristics

- The second page of the report contains a detailed explanation of the main traits that make up the overall suitability recommendation.
- The descriptions contain the candidate's score, a definition of each trait, and the relationship between the trait and sales positions.
- These descriptions also explain potential interactions between the traits. For example, this candidate's Cold Calling and Self-Confidence scores are both fairly high, so the report indicates that not only is this individual likely to be consistently effective at making cold calls, but also that he or she will also feel self-confident and self-assured while making these calls.



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 **96th percentile** suggests that this individual's SalesAP responses are very similar to those of strong sales performers. He or she may not be as highly motivated by financial incentives as are most salespeople. The obtained **Relaxed Style score** in the **95th percentile** suggests that this person is likely to be especially effective in handling stress in sales situations. The **Self-Confidence score** in the **83rd percentile** is typical of a person who will project self-confidence in a sales situation.

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. The **Planning score** in the **57th percentile**, however, is typical of people who may lose interest or become bored with routine cold calling. With a **Self-Confidence score** in the **83rd percentile**, this person is likely to feel self-confident and self-assured when making cold calls.

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 **21st 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 about as diplomatic as most people 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 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.

Additional Traits

- The last two pages of the score report provide detailed descriptions of the more general traits scored by the **SalesAP**.
- Traits are organized by the same groupings listed on the first page of the score report.
- Each description contains the relationship between the trait and work performance, as well as the candidate's score and how to interpret the score for that particular trait.

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 **95th percentile** describes a person who is generally relaxed.

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 **38th percentile** for this person indicates his or her achievement level may be average, but he or she will perform at a higher level in areas of high interest. He is likely to perform at least at an average level in areas including sales, and has at least an average level of energy available for intellectual reasoning and work. This person's achievement in academic areas may be low to moderate. At work or in a career, he may be at an average level, but he or she will perform in work or career areas of high interest.

The **Assertiveness (CMP) score** is closely related to overall performance. It reflects the need to win, to perform better than others, or to surpass standards of performance. This individual's CMP score in the **35th percentile** suggests that he or she is likely to value achievement, but only in areas that are particularly important to him or her. He or she may give a high priority to achievement in some sales situations and not in others.

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 **57th 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 **21st percentile** suggests this person may prefer an independent sales role rather than working as part of a sales team or 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 **35th percentile** indicates an individual who is relatively unassertive.

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 **42nd percentile** suggests that he or she may be blunt and to the point in communicating with others. This individual may often be seen by others as undiplomatic.

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 **61st 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 **57th 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.

Relationship to the Customer Service Aptitude Profile (CSAP)

The **SalesAP** and the **Customer Service Aptitude Profile (CSAP)** are based on the same set of prompts. The difference between the two assessments lies in how they weigh the candidate's responses.

An individual who is **Highly Recommended** by the **SalesAP** may be **Not Recommended** on the **CSAP**. This is because the traits related to success for the two positions vary. For example, the **SalesAP** scores a high level of competitiveness favorably, due to the competitive nature of sales. Conversely, the **CSAP** scores this trait less favorably because customer service relies more on cooperation than competition.

The screenshot displays the 'Vince Sample' assessment interface. At the top, it shows the user's email 'vince.sample@critera.com' and the date 'Date Applied: Jul 16, 2020'. Below this is a navigation bar with 'Move', 'Star', 'Share', 'Download', 'Email', and 'More' options. The main content area is divided into 'Tests', 'Attachments', and 'Notes & History'. Under 'Tests', there are tabs for 'Summary' and 'SalesAP'. A 'Download this Report' button is visible in the top right. The central focus is the 'PERSONALITY TEST Sales Achievement Predictor'. A description states: '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 inhibition about cold calling, reluctance to ask for a sale, and motivation to follow through.' To the right, a 'Results Summary' box indicates the candidate is 'Highly Recommended For a Sales Role'. Below this, an 'Overview' section lists traits: Strength (green dot), Potential Strength (green dot with checkmark), Needs Attention (orange triangle), Sales Disposition (green dot), Initiative (Cold Calling) (green dot), Sales Closing (green dot), Achievement (green dot), and Competitiveness (green dot).



This relationship between the two tests allows you to take one candidate's responses and look at them from both perspectives. In the platform you can click on this link to rescore a **SalesAP** assessment as a **CSAP**, and vice versa.

Clicking on this link will rescore the assessment for the duration of your time on that page. When you return to the results page, the assessment will revert to the score results of the test you originally administered to the candidate.

For Further Information

If you have any questions or would like more detailed information regarding a particular score report, please contact your Customer Success Manager. Their contact information is available in the lower left corner of your account in Criteria's platform, but you can also reach out to the general support line at (877) 909-8378, or support@criteriacorp.com.

