



# SALES ACHIEVEMENT PREDICTOR

A personality test for sales positions.

- Measures:**
- Achievement
  - Cold Calling Initiative
  - Competitiveness
  - Sales Closing
  - Sales Disposition

**Estimated Time:** 15 minutes

The Sales Achievement Predictor (SalesAP) is a sales aptitude test that measures personality traits that are critical to success in sales and sales-related fields. The test assesses traits that are not apparent in an interview or resume, such as inhibitions about cold calling, reluctance to ask for a sale, and poor motivation to follow through once on the job. It provides an overall recommendation about a candidate's suitability for sales work – either Not Recommended, Recommended, or Highly Recommended.



## Greg Sample

Position: Sales Representative  
Test Date: Jan 15, 2016  
Test Event ID: CRI-6566-DRLK



### 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**

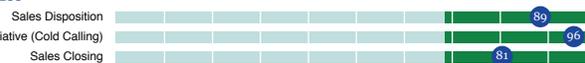
FOR A SALES ROLE

### Overview

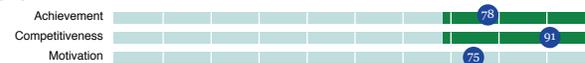
- = Strength
- = Potential Strength
- = Needs Attention
- Sales Disposition
- Initiative (Cold Calling)
- Sales Closing
- Achievement
- Competitiveness

### Score Details

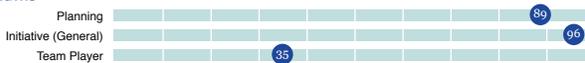
#### SALES SUCCESS



#### MOTIVATION & ACHIEVEMENT



#### WORK STRENGTHS



## SCORE REPORT DATA THAT HELPS YOU HIRE

Each report provides powerful information in an intuitive and easily understandable format.

What you'll find:

- 1 An overall recommendation for sales
- 2 Areas that are strengths, potential strengths, or in need of attention
- 3 Percentiles for a number of traits contributing to success in sales
- 4 Full explanations of each trait

Results are instant – view your candidates' score reports as soon as they finish the assessment.



CANDIDATES WITH A  
GOOD JOB FIT  
ARE MORE LIKELY TO  
**EXCEL,**  
RESULTING IN:

**HIGHER  
PRODUCTIVITY**

**LOWER  
TURNOVER**

**BETTER  
RETENTION**

**REDUCED  
HIRING COSTS**

### How Personality Tests Predict Success

Personality tests help to predict “job fit.” People who “fit” in their jobs are more at ease and therefore more likely to excel. This results in:

- ▶ Higher productivity
- ▶ Lower turnover/better retention
- ▶ Reduced hiring costs

### Scientifically Validated

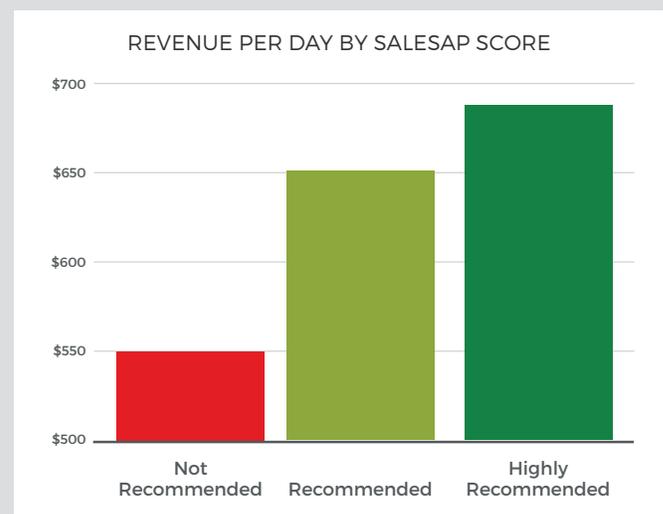
The SalesAP has been extensively validated against actual sales performance, demonstrating that the test is highly predictive of job performance for sales-related positions. SalesAP results have also been shown to be statistically reliable, meaning that the test measures traits that are generally stable across an individual’s life.

### No Right or Wrong Answers

There are no correct or incorrect answers on the SalesAP. All of the candidate’s responses come together to create a unique personality profile for that individual. Similarly, there are no “good” or “bad” traits - some traits and profiles are simply more associated with success for particular roles.

### CASE STUDY

One company used the SalesAP to increase revenue per day. Employees who were highly recommended by the test earned 25% more revenue per day than those who were not recommended for sales.



Using the SalesAP for the 750 person staff would result in a sales volume increase of \$4.8 million per year.