

Sales Achievement Predictor (SalesAP)

by S. Marcus, Ph.D., J. Friedland, Ph.D., and H. Mandel, Ph.D. Version 1.012

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12031 Wilshire Blvd., Los Angeles, California 90025-1251

Examinee I.D. Number: 123456789

Date Tested: 11/14/95

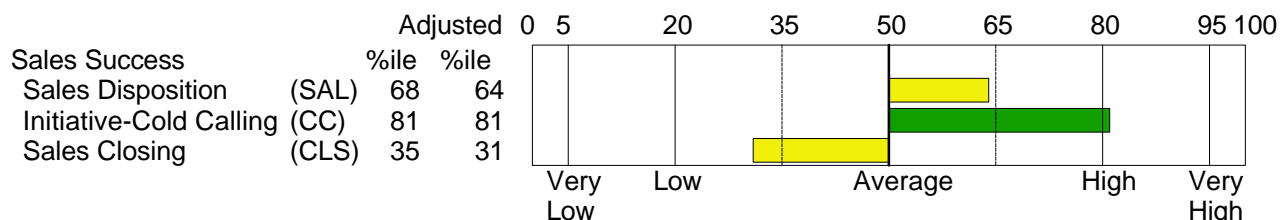
Examiner Name: Not Entered

■ = Low or Very Low

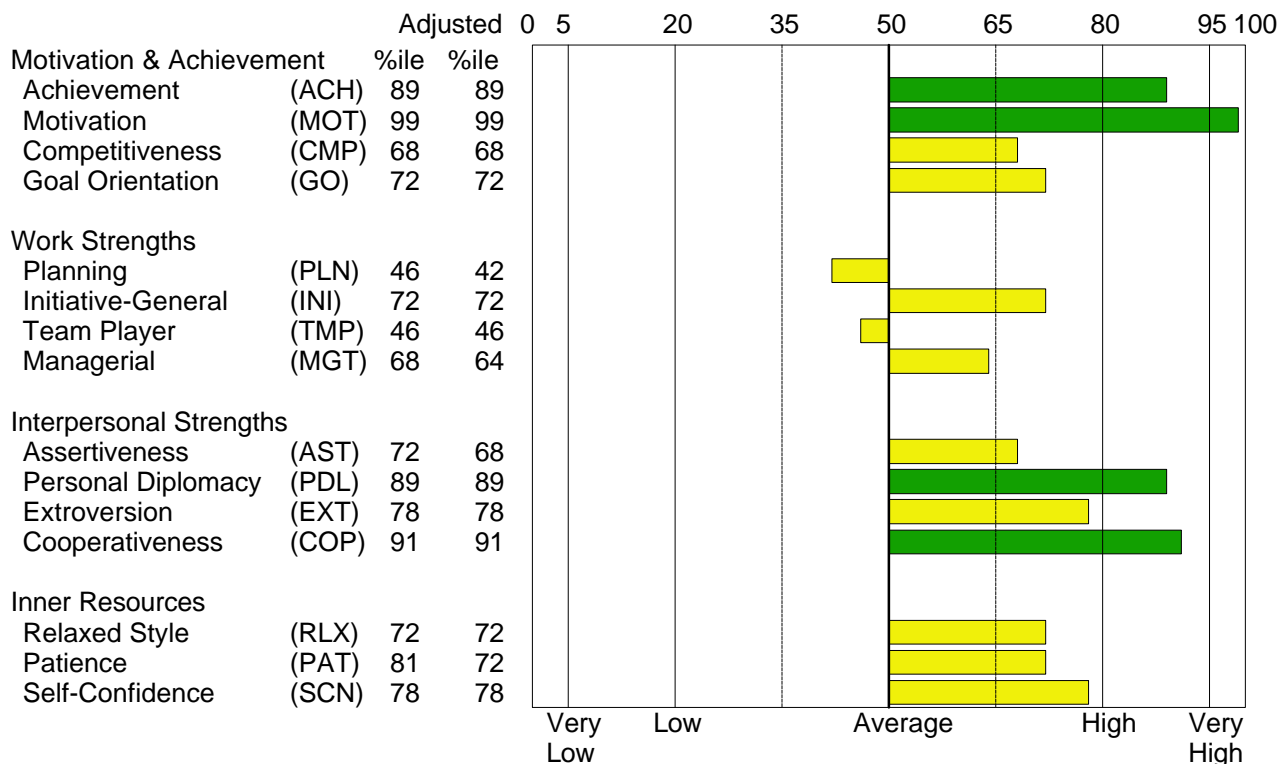
■ = Average

■ = High or Very High

BASICALLY RECOMMENDED FOR SALES, BUT WITH IMPORTANT AREAS THAT COULD BE IMPROVED. This person's basic sales strengths include the ability to make cold calls and persistence in completing tasks. He or she may, however, lack a strong sales disposition, may have difficulty closing sales, and may not be motivated to be competitive. More detailed information is provided in the body of this report.



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.



Users of this WPS Test Report should be familiar with the material presented in the SalesAP manual, WPS Product No. W-311B. 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 2 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 64th percentile. This indicates a style of self-presentation that is as positive as that of most people. Others are likely to describe this person's self-regard as positive. In addition, the Self-Critical (CRT) score in the 21st percentile suggests that this individual may be less likely than most to make statements that are highly self-critical or reflect weaknesses.

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 64th percentile suggests that this individual's SalesAP responses are not similar to those typical of strong sales performers. The Self-Confidence score in the 78th percentile suggests that he or she may be especially vulnerable to such sales problems as repeated rejection. This individual may not be strongly motivated by financial incentives.

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 81st 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 42nd percentile, however, is

typical of people who may lose interest or become bored with routine cold calling. With a Self-Confidence score in the 78th percentile, this person may not feel confident when making cold calls, even when performing well. He or she may be confident in some cold calling situations but not in others.

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 31st percentile for this person suggests that he or she may not have the characteristics necessary to effectively and consistently close 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 in the 89th 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 average level of attention or 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 areas other than sales. This person is likely to be successful in academic activities. The 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 in the 99th percentile indicates a person whose motivation or inner drive is exceptionally strong. His or her level of motivation is likely to be strongest in areas other than sales.

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 68th percentile suggests that he or she is likely to value competitiveness, but only in areas that are particularly important to him or her. He or she is likely to give a high priority to competitiveness in areas other than sales.

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 72nd percentile indicates that he or she is likely to have clear goals in areas that are important to him or her and to focus attention on goals and objectives to the same degree as 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 42nd percentile suggests that this individual may not make use of efficient planning and organizing skills or related work habits. He or she may not

develop or use specific plans and strategies for meeting deadlines or achieving goals and objectives. This person may consider details and strategies as less important than other aspects of a job or task and may even lose interest or become bored with routine planning activities.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score in the 72nd percentile suggests that this individual is likely to display a high level of initiative and is willing to be a self-starter, but primarily in areas other than sales.

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 46th 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 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 64th percentile suggests that his or her general characteristics are not similar to those for individuals who are in a sales management or supervisory role. This person is not likely to be seen as having good potential for managerial roles.

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 68th percentile indicates an individual who is moderately assertive. He or she may be assertive in some situations and not in others.

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 89th 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 78th 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 91st 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 in the 72nd 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 72nd 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 78th percentile suggests this person is moderately self-confident.

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.

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, primarily in areas other than sales.

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.

This individual is likely to have a relatively high level of interest in:

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

This person is likely to have a moderate level

of interest in:

- Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.
- Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.
- Conventional business areas such as accounting, banking, office work, and office management.

This individual's SalesAP responses indicate that he or she is not likely to have much interest in:

- Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.
- Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.

LISTING OF RECORDED INFORMATION

Examinee ID Number: 123456789
Examinee Name: Sample Client
Examiner Name: Not Entered
Date Tested: 11/14/95
Processing Date: 01/30/96
Examiner ID Number: 987654321
Company Name: Not Entered

ITEM RESPONSES

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

1.	3	2.	3	3.	1	4.	4	5.	2	6.	2	7.	3	8.	4	9.	2	10.	4
11.	1	12.	2	13.	4	14.	3	15.	2	16.	3	17.	2	18.	4	19.	2	20.	1
21.	1	22.	3	23.	5	24.	5	25.	4	26.	2	27.	2	28.	3	29.	2	30.	2
31.	1	32.	4	33.	1	34.	4	35.	1	36.	2	37.	3	38.	2	39.	3	40.	4
41.	5	42.	4	43.	1	44.	1	45.	2	46.	1	47.	3	48.	4	49.	2	50.	4
51.	3	52.	2	53.	1	54.	2	55.	4	56.	2	57.	4	58.	2	59.	3	60.	3
61.	2	62.	4	63.	2	64.	2	65.	3	66.	3	67.	2	68.	3	69.	3	70.	2
71.	1	72.	2	73.	1	74.	2	75.	5	76.	3	77.	4	78.	3	79.	4	80.	5
81.	2	82.	2	83.	2	84.	3	85.	3	86.	2	87.	2	88.	3	89.	4	90.	3
91.	4	92.	1	93.	2	94.	2	95.	2	96.	4	97.	4	98.	3	99.	2	100.	2
101.	4	102.	2	103.	2	104.	1	105.	1	106.	3	107.	2	108.	2	109.	3	110.	3
111.	4	112.	3	113.	5	114.	3	115.	4	116.	5	117.	4	118.	1	119.	5	120.	3
121.	4	122.	2	123.	2	124.	2	125.	1	126.	3	127.	3	128.	3	129.	1	130.	1
131.	1	132.	2	133.	3	134.	3	135.	2	136.	3	137.	4	138.	2	139.	2	140.	2

Response Key

1 = Always True

2 = Mostly True

3 = Sometimes True and Sometimes False

4 = Mostly False

5 = Always False

- = Invalid response

End of Report

This report was generated based on WPS TEST REPORT Micro Computer Data Entry.

The following report may be shared with the examinee.

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

It may be helpful to determine whether money motivation really is a major sales goal for you.

Your interest in sales may be inhibited because you know that you are not quick to try to influence the decisions of others and may be especially concerned with letting others express themselves before you do. In general, you may find that expressing your own opinion sooner or offering helpful information earlier can save you and others time and help both you and others recognize how valuable your contribution to any decision-making effort can be. With some practice reacting more quickly you may find yourself more attracted to sales activities.

Often people whose interest in a sales career is limited do not have much practice asserting themselves consistently or effectively. Many excellent assertiveness training programs are available that present effective ways to assert yourself that you can practice in a variety of life situations. As you master these skills, you may find yourself becoming more interested in sales activities.

You may not feel that your self-management abilities are sufficient to carry you to success in a sales career. Remember that you can change your work habits to make them more effective. Seek out self-management and time-management techniques that are different from the ones you usually use. You are likely to find at least one or two things that will improve your effectiveness in these areas and may make you more optimistic about successfully pursuing sales activities.

You may feel that your level of competitiveness is below that which is required to succeed in sales. Identify successful sales persons you admire and observe their way of competing. Also, observe those whom you would like to surpass as well as those whom you do not like. You are likely to find that your own competitive energy is heightened by an interest in joining the ranks of kind of sales person you admire.

Sales people must often take an independent stand in asking for the sale, a step that may appear risky to you. It is risky, but with practice you will usually discover it is a risk well worth taking. At best, you will hear a “yes” that you might not otherwise have heard. At worst you will hear a “no”. Of course, you can always ask again.

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.

You may need to find a unique motivator other than your general interest level or enthusiasm to help you generate energy for those aspects of making cold calls that require planning, scheduling, and following through.

Sales Closing

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.

One of the greatest difficulties in asserting

oneself in a sales closing situation is simply to ask for the sale. Take the assertive step of doing so. Ask yourself what terrible thing would happen if you asked directly for the sale and it was refused by the prospect. Many assertiveness training programs are available that can help you learn to ask for the sale firmly and directly without turning off your prospective customer.

You may discover that your interest in closing sales quickly flags if you use only one approach. This will interfere with your ability to close sales consistently. You should learn to experiment and try different approaches toward sales closing. This will not only keep your own interest and energy up, but will allow you to bring a wider variety of closing situations to a successful conclusion.

You will close sales more consistently if you keep in mind a successful sales person you respect who is a superior sales closer. Carry that image into the closing situation, along with a promise to equal or outperform that person.

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.

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.

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.

Your sales performance will benefit if you make priority lists of important and/or time-consuming sales goals. Number or rank these goals in order of importance. Choose an important goal and make a list of the specific activities, tasks, or interim accomplishments necessary to achieve this goal. Note the time and resources needed for each. Then number these items in order, either from most important to least important or in the order in which they need to be accomplished. Make use of to-do lists, reminders, and other methods for planning and scheduling sales time and activities.

Interpersonal Strengths

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

Inner Resources

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

Goal Orientation

Remember to keep your sales priorities and

objectives in mind in ALL situations, not just formal sales situations.

END OF SALES ACHIEVEMENT RECOMMENDATIONS