


# HR Manager's Guide to Assessment Selection



Trying to decide on the right  
Assessments for your company?

## SALES PERSON ASSESSMENT

*Hiring, Selection, Performance Improvement*

## About the Company

Sales Person Assessment is a division of Sales Training Experts. Sales Training Experts is Canada's preeminent sales and service training company. We are providers of high quality, client focused services in the areas of sales consulting, coaching and training. These services are provided to both traditional and non-traditional sales organizations that strive to exceed client expectations through consultative client contact.

Sales Person Assessment is a licensed psychometric assessment company with expertise in the selection and retention of sales professionals. We offer a wide range of hiring assessments designed to match selling skills with specific sales positions. In addition, we offer unique sales coaching assessments to assist sales managers with the development of their sales and customer service staff. We have a unique approach to profiling your company's most successful sales leaders. These profiles are used to increase the hiring and training success of new candidates.



## Benefits of our Assessments

- Understand key insights about sales and service candidates
- Improve the quality of your new hires
- Reduce sales representative turnover
- Increase employee satisfaction and productivity
- Coach sales professionals to maximize their strengths
- Develop career paths for your sales leaders
- Determine your future sales leaders
- Improve your company's bottom line

Ask Us about Profiling Your Best Sales Leaders  
and Creating a Customized Profiling Assessment!

Select New Candidates Using Our Online Profiling  
Tool!

## Our Assessments

### Employee Reliability Index | Candidate Selection



Identify high risk candidates with the Employee Reliability Inventory. High risk employees can cost your business thousands of dollars. Reduce employee selection errors with this online assessment. The ERI will determine whether a candidate is low-risk or high-risk based on seven different scales.

### Sales Achievement Predictor | Candidate Selection & Coaching



The SalesAP is an objective measure of characteristics that are critical for success in sales. The test has separate measures for overall sales disposition, cold calling, and sales closing, in addition to many characteristics related to sales potential and performance such as assertiveness, personal diplomacy, and patience. In addition, the report includes recommendations for training and motivation.

### Customer Service AP | Candidate Selection & Coaching



The Customer Service AP evaluates the applicant in terms of: customer service strengths, potential strengths, and areas that need development. Validity scales identify applicants who have an unusually positive or unusually negative style of self-presentation—and the scores of those applicants are automatically adjusted. In addition, the report includes recommendations for training and motivation.

### Work Personality Index | Candidate Selection



The WPI provides a valid and dependable measure of personality that directly influences a sales representative's performance and effectiveness. Based on a model of 17 personality traits the WPI helps describe an individual's style in terms of sales related strengths and weaknesses. These custom designed reports provide valuable information to assist with personnel selection, succession planning, leadership development, and coaching.

### Stress Profile | Coaching Assessment



The Stress Profile quickly identifies individual characteristics and behaviors that protect against or contribute to stress. Use this tool within organizational settings as part of wellness, stress management, and health promotion programs. Because it is quick and easy to administer, the Stress Profile is ideal for routine use in sales organizations.

### Myers Briggs Type Indicator



The Myers-Briggs Type Indicator® (MBTI®) instrument and the dozens of expert resources that have been designed to enhance its effectiveness offer a practical yet powerful set of tools for lifelong growth and development. The MBTI family of tools help improve individual and team performance, nurture and retain top talent, develop leadership at every level of an organization, reduce workplace conflict, and explore the world of client and colleague relationships.

# Valued Clients



"Sales Person Assessment has provided a consistent and reliable approach to hiring and retaining excellent sales people. I would recommend their services to any organization looking to find and retain the best sales talent."

*Michelle Amiro*  
VP Sales and Marketing  
AML Communications  
National Rogers Wireless Dealer

"I found your sales assessment reporting a great source of information and insight on this particular individual. The breakdown allows me to easily focus my training efforts in legitimate areas of concern. Thanks for the help!"

*Adam Budden*  
Manager  
Auto Parts Network

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