

# CANDIDATE ASSESSMENT & DEVELOPMENT REPORT

People Central  
Tara Dale

12 March 2022

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## Poppleton Allen Sales Aptitude Test (PASAT)

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NB: This is a CONFIDENTIAL report, containing personal information to be used under the guidance of a trained professional. It should be shown only to decision makers on a 'NEED-TO-KNOW' basis. If you are not authorised to read this report, please return it immediately to a qualified person. Your trained professional contact person is Steve Evans at People Central Ltd, who can be contacted on 06 833 6465

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# PASAT PROFILE

## TARA DALE

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### INTRODUCTION

This report is based only on the PASAT questionnaire results. Further feedback is available to both the client and candidate by phoning Steve Evans at People Central on 0508 736 753.

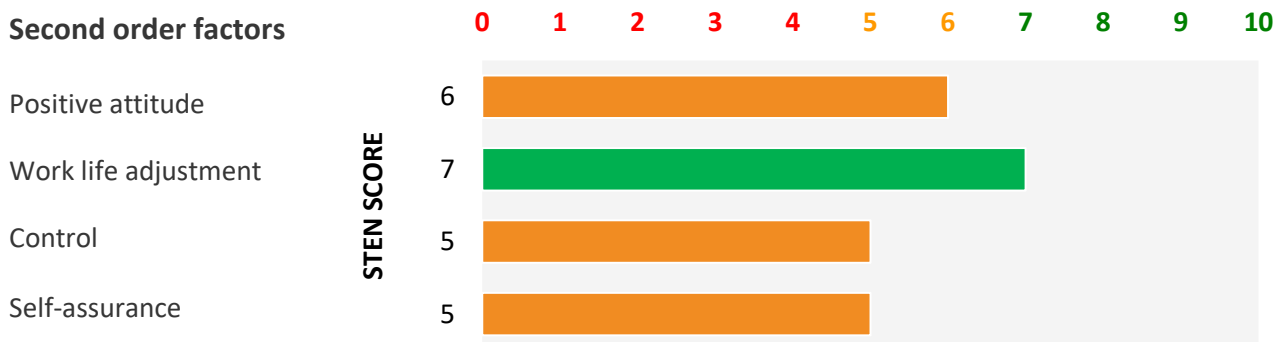
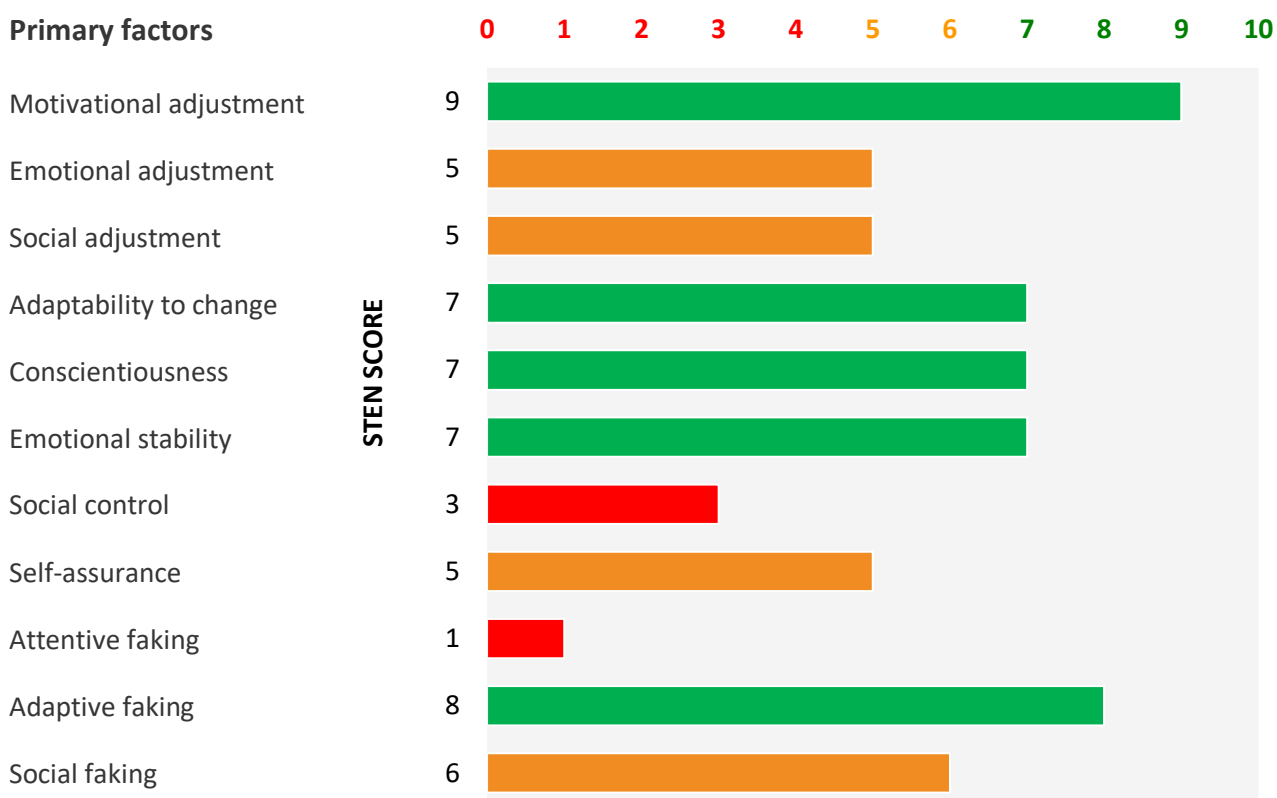
PASAT is a personality questionnaire designed specifically to measure strengths associated with success in sales orientated roles and is the result of rigorous research into what makes sales people effective in a variety of settings. Although each of us is unique, a sales environment requires particular combinations of personality, skills and behaviours. PASAT differentiates between those elements of behaviour and personality that are likely to be the most effective in a sales environment, and those which are generally less effective.

It is important to note that the PASAT report should not be considered in isolation and should be read in conjunction with other information about the candidate gained from CV's, interview, ability test scores, assessment exercises and references.

Data collected is analysed and presented in an occupational setting under the following headings:

- Overall sales orientation and positive attitude
- Higher order factors:
  - Motivation
  - Building effective relationships
  - Change management
  - Conscientiousness
  - Self-assurance
- Impression management
- Conclusion and recommendations
- Interview Questions
- Report Considerations
- Options to Assist Professional Development
- Development Planning
- Setting Objectives
- Action Plan

## PASAT Profile Chart – Tara Dale



Key:

- 1-4: Low
- 5-6: Average
- 7-10: High

## OVERALL SALES ORIENTATION AND POSITIVE ATTITUDE

SCORE:

6

A combination of the first eight factors on the above profile is produced to give a reliable indicator of Tara's likelihood to succeed in a sales orientated environment.

Tara's overall score suggests that she could perform as well as most sales people in a sales environment.

Strengths were identified from Tara's PASAT profile relating to her ability to set and strive for challenging targets, her adaptability to change, conscientiousness, emotional stability and her ability to adapt her behaviour to suit different situations and different people to a much greater extent than most sales people.

Potential areas of concern were identified from Tara's PASAT profile relating to their desire and ability to influence others and pay attention to the behaviour of other people as a cue for how to behave herself.

Whilst this overview is helpful, much closer attention needs to be paid to the detail in the following pages to gain a fuller picture of Tara's strengths and development areas in a sales environment.

## HIGHER ORDER FACTORS (WORK LIFE ADJUSTMENT)

SCORE:

7

From the information self-reported by Tara, an adjustment score slightly above average for sales orientated people was recorded.

Looking more closely at the factors making up this score, this is likely to manifest itself in an individual who is far more goal directed than most sales people. Tara is likely to set very challenging targets and then effectively strive to meet or exceed those targets, be particularly enthusiastic, optimistic, organised and achievement orientated. Tara is also likely to be seen to get on with things quickly, prioritise, enjoy work, check progress frequently, have long term goals, not need immediate gratification and see success as due to their own efforts.

Tara reported an 'average' degree of Emotional Adjustment and is likely to cope with difficulties and setbacks as well as most sales people.

Tara's average score in Social Adjustment suggests an ability to get on well with others by establishing and maintaining effective relationships to the same extent as most.

Tara is likely to be slightly more change orientated than most sales people and is likely to be adaptable, opportunistic, enthusiastic and enjoy change. Tara is likely to fit in well with new ways and methods, pick up on unplanned opportunities and generally embrace change.

To a slightly higher degree than most sales people, Tara reports to be concerned with planning, being organised, prepared, self disciplined, focused and generally conscientious. Tara is likely to keep up to speed with what needs to be known, admit when there is something unknown, carry out the plans made, pay attention to detail, be purposeful in conversation, take pride in performance & give their best.

## CONTROL

SCORE:

5

Tara recorded a slightly higher degree of emotional stability and is likely to be in control emotionally. Tara is also likely to be consistent when dealing with others, cope with rejection, not exhibit jealousy, relate well to a wide variety people, not let home life affect work life, remain calm under pressure and tend to look at what is positive in situations.

## CONTROL

SCORE:

5

Tara also reports a low score in Social Control, which is concerned with the desire and ability to influence and control others. Tara is likely to be seen by others as natural, easy-going and talkative. Tara may behave spontaneously to new situations, be prepared to compromise and go along with others and lack influence in sales situations.

**INTERVIEW QUESTIONS** Describe an occasion where you had to stretch your influencing skills to get a result. What did you do to overcome that clients concerns or objections to your proposal?

## SELF-ASSURANCE

SCORE:

5

Tara recorded an 'average' score in Self Assurance, which is essentially concerned with showing confidence in a broad range of situations. Tara is likely to relate to other people, show confidence in both group settings and their own abilities to an extent typical of most sales people.

## IMPRESSION MANAGEMENT

### Attentive faking

Tara recorded an extremely low score, suggesting this individual will pay little or no attention to the behaviour of other people as a cue for how to behave when compared to most sales people. Tara is likely to miss out on subtle buying signals and opportunities to adapt behaviour to present an image tailored to the person they are selling to, which will lessen effectiveness in establishing and maintaining effective relationships.

**INTERVIEW QUESTIONS** Talk me through what you pay attention to when meeting a prospect for the first time. What are you aiming discover at this first meeting?

### Adaptive faking

Tara also reports a high adaptive faking score and is likely to adapt their behaviour to suit different situations and different people to a much greater extent than most sales people. Tara is likely to put on a false front or image when it's appropriate, change communication styles, keep abreast with what is new and changing and be sensitive to the social needs of others and be prepared to compromise with others in order to achieve objectives.

### Social faking

Tara also reported an 'average' social faking score, suggesting Tara is likely to put as much effort as most sales people into presenting an attractive social image to others.

## CONCLUSION

An overall PASAT sten score of 6.0 places Tara firmly 'average' in the behaviours associated with success among sales orientated people.

On the strength of PASAT results alone, Tara could be recommended for appointment into a sales role, although there are two traits scoring below 5 that would need to be thoroughly addressed at interview. It should also be noted that Tara recorded 'average or below average' scores in six of the eleven traits

## CONCLUSION

measured by PASAT, suggesting that Tara is unlikely to exceed the average in sales performance, which may cause concerns for employers only seeking high performers.

## REPORT CONSIDERATIONS

### Confidentiality

This document is confidential and contains sensitive information on your candidate or staff. It is entrusted to you on the understanding that it will be kept secure.

### Feedback of Results

It is People Central Ltd's policy to offer each person feedback on their assessment results. Should you have any questions relating to this report, please us on 0508 736 753 to discuss further.

### Use of Results

This report was requested for recruitment and/or developmental reasons in a sales or customer relationship role and has a recruitment and development focus purely on sales and customer relationship roles. Should you wish to use this information for a different purpose please contact People Central for guidance. It should also be appreciated that the results and information contained in this report are only valid for up to 2 years from the assessment date.

### Seek Confirming Information

Sales assessments provide valuable additional information often not available through other processes. We strongly recommend you use the information provided in this report to support not replace other sources of developmental information that are available to you. Where possible, this information should be verified through one-to-one discussion and feedback.

## OPTIONS TO ASSIST PROFESSIONAL DEVELOPMENT

We've listed some external resources & training courses that may aid your professional development. Consider whether any of the following suggestions may facilitate your ability to reach your development objectives.

### Training courses you may find beneficial:

#### Social Control

Attend a [Professional Selling](#) course – Attain NZ offer an extensive 2 day course where participants learn how considering each buyer's personality and modifying their selling style slightly to match each customer's personality will help them close more sales.

Contact Sharn Piper for more information 027 733 4333 or email: [hello@attainsales.co.nz](mailto:hello@attainsales.co.nz)

#### Videos to watch:

[How to Build a Healthier Mind, by Dr Tom Mulholland \(14 minutes\)](#)

[How to Influence People and Get what you Want by Tony Robbins \(57 minutes\)](#)

## OPTIONS TO ASSIST PROFESSIONAL DEVELOPMENT

[The Happy Secret to Better Work by Shawn Achor \(12 minutes\)](#)

[The Secret Structure of Great Talks by Nancy Duarte \(18 minutes\)](#)

### **Blogs/Books to read:**

[The Ultimate Guide to Objection Handling: 40 Common Sales Objections & How to Respond](#)

[How to Win Friends and Influence People](#) by Dale Carnegie

[The Little Red Book of Selling](#) by Jeffrey Gitomer

[Difficult Conversations](#) by Douglas Stone and Bruce Patton

[The 7 Habits of Highly Effective People](#) by Stephen Covey

[The Psychology of Selling](#) by Brian Tracy

[Six Thinking Hats](#) by Edward De Bono

[Who Moved My Cheese](#) by Spencer Johnson

## DEVELOPMENT PLANNING

What are the highs and lows in this report?

What results reflect issues that are under personal control?

Which results are the most significant for the current role?

Which results are the most significant for career development?

What development is going to be the easiest for me to tackle first?

What actions can I take in the future to address any developmental need?

What actions can I take in the future to maximise my strengths?

Who else needs to be involved in making this change and in what capacity?

How will I know that I have been successful?

## SETTING OBJECTIVES

The success of your development rests heavily on your willingness to translate the information provided in this report into actions and goals for moving forward. To achieve this end, you may find the following outline useful:

### **Identify your objectives**

An objective is an agreed target that must be reached. It is clearly stated and specific so that you know when you have achieved it.

### **Make your objectives specific and time bound**

Your objective must specify WHAT you will change, HOW MUCH, and BY WHEN this change will take place.

### **Link your objectives to appropriate, measurable results**

Specifying 'how well' you will do something can be difficult, yet it is important as it describes the standard to which you aim to make any change and the extent to which your objectives have been achieved.

### **Identify any external resource requirements**

Your action plan must specify what resource requirements, reference material and support (both internal and external) that you might need in order to reach your objectives. These will need to be agreed in advance with your Manager.



## ACTION PLAN

Objectives	Resources	Target Date	Measurable Results
What is my target behaviour? What do I want to accomplish?	How will I achieve the objective and what resources do I need?	When will I achieve this objective?	How will I know when I have achieved the objective?