

CANDIDATE ASSESSMENT & DEVELOPMENT REPORT

People Central
Tara Dale

12 March 2022

Poppleton Allen Sales Aptitude Test (PASAT)

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

PASAT PROFILE

TARA DALE

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.

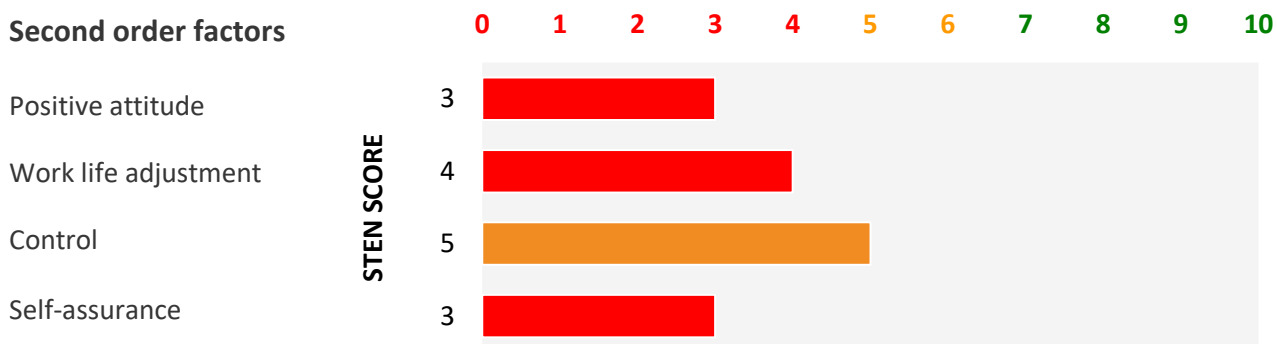
PASAT is a personality questionnaire designed specifically to measure strengths associated with success in sales orientated roles and is the result of rigorous research into what makes sales people effective in a variety of settings. Although each of us is unique, a sales environment requires particular 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:

3

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 they could perform less well than most sales people in a sales environment.

Strengths were identified from Tara's PASAT profile relating to their ability to adapt their behaviour to suit or compliment the behaviour of others.

Potential areas of concern were identified from Tara's PASAT profile relating to her motivational & emotional adjustment, conscientiousness & emotional stability, self-assurance, the amount of attention she pays to others as a cue for how to behave herself & her desire & ability to portray a positive self-image.

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:

4

From the information self-reported by Tara, an adjustment score below 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 slightly less likely to be concerned with sales achievements, setting challenging goals and enjoying challenges than most sales people. Tara may see sales tasks as too difficult, only check progress infrequently, not setting specific targets or place importance on sales targets set by the employer.

INTERVIEW QUESTIONS

Describe the sales performance targets set for you in your current job. Do you think they are reasonable and achievable?

What personal targets do you set for yourself over and above those set by your manager?

How have you performed against these targets?

Tara reports to be less likely than most sales people to cope with the difficulties and setbacks associated with sales roles and is likely to become demoralised through a lesser degree of resilience. This may also manifest itself in being less open to criticism, avoiding difficult situations and taking a long time to 'bounce back' after facing rejection by prospects or losing a client.

INTERVIEW QUESTIONS Describe an occasion where you lost a big sale to a competitor. How did you motivate yourself to get back into the market-place the next day? What did you learn from the experience?

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.

When faced with change, Tara is likely to be as adaptable as most sales people to new ideas and situations. This may result in missing out on unplanned opportunities and not buy into change until the case for making that change is made clear.

Tara reported a slightly lower degree of Conscientiousness and may pay less attention to planning, organising and carrying out tasks conscientiously than most sales people.

HIGHER ORDER FACTORS (WORK LIFE ADJUSTMENT)	SCORE:	4
<p>INTERVIEW QUESTIONS Give me an example from your job that demonstrates your meticulous attention to detail, planning and organising skills. Find another example of how you have prepared for a sales meeting or presentation for a big client.</p>		
CONTROL	SCORE:	5
<p>Tara reports a slightly lower level of Emotional Stability than most sales people. This may result in Tara being slightly more moody, inconsistent when dealing with others, struggling to cope and remain calm when under pressure or facing rejection by clients or prospects.</p> <p>INTERVIEW QUESTIONS</p> <p>Describe an occasion where you experienced extended peaks in workloads, uncertainty or similar stressful situations at work. How did you retain your motivation and resilience during that time?</p> <p>What did you learn from the experience?</p> <p>What do you do avoid stress from building up and affecting your wellbeing at home and at work?</p> <p>Give me another example that demonstrates your ability to remain consistent in your dealings with people no matter what is going on in the background.</p> <p>Tara also reports an ‘average score’ in Social Control, which is concerned with the desire and ability to influence and control others. Tara is likely to be able to control situations and influence people to the same extent as most sales people.</p>		
SELF-ASSURANCE	SCORE:	3
<p>Tara reported a lower degree of self-assurance than most sales people, which may result in a lack of confidence in challenging sales settings and avoidance of responsibility for giving advice or making decisions that affect others. Tara may struggle if suddenly put on the spot by challenging clients or asked to deliver something when unprepared.</p> <p>INTERVIEW QUESTIONS</p> <p>Describe an occasion where you felt ‘out of your depth’ in your sales job. What did you do to overcome that situation?</p> <p>Find another example of where you have been asked to meet important clients at very short notice. Take me through the steps you took to prepare and deliver to this client.</p>		

IMPRESSION MANAGEMENT

Attentive faking

Tara recorded a slightly lower score, suggesting they may pay slightly less attention to the behaviour of other people as a cue for how to behave when compared to most sales people. Tara may miss out on subtle buying signals and opportunities to adapt behaviour to present an image tailored to the person they are selling to, which may 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 slightly higher adaptive faking score and is likely to be willing to adapt their behaviour to suit different situations and different people to a slightly 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.

Social faking

Tara reports a slightly lower score in social faking score, suggesting this individual may put in slightly less effort than most sales people into presenting an attractive social image to others, which could affect sales effectiveness in establishing and maintaining professional relationships with clients, prospects and networks.

INTERVIEW QUESTIONS

Talk me through what you do to maintain consistently strong working relationships with your clients.

How would your 'average clients' describe their working relationship with you?

Tell me about a time when you let a customer down.

How did you become aware of their dissatisfaction?

What did you do to address the issue?

How do you know it was successful & what did you learn from the experience?

CONCLUSION

An overall PASAT sten score of 3.0 places Tara below average in the behaviours associated with success among sales orientated people.

On the strength of PASAT results alone, Tara would not be recommended for appointment into a sales role, given the predominance of low scores in traits strongly associated with success in a sales environment. This suggests that Tara is unlikely to exceed the average in sales performance.

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.

REPORT CONSIDERATIONS

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:

Motivational Adjustment

Attend a Motivation course. [Attain NZ](#) offer a ½ day mini course.

Contact Sharn Piper for more information 027 733 4333 or email: hello@attainsales.co.nz

Emotional Adjustment

Attend a Resilience workshop or work with a coach to develop strategies for coping with stress and to achieve more optimal levels of performance. Offered by [Attain NZ](#).

Conscientiousness

Attend a [Time Management Workshop](#) – [Attain NZ](#) offer a 1 day course which equips participants with what they need to be in control of their time rather than being in the control of other people, events and interruptions.

Contact Sharn Piper for more information 027 733 4333 or email: hello@attainsales.co.nz

Emotional Stability

Attend a Resilience workshop or work with a coach to develop strategies for coping with stress and to achieve more optimal levels of performance. Offered by [Attain NZ](#).

Self-Assurance

Attend a Self-Esteem workshop to build confidence and interpersonal competence.

OPTIONS TO ASSIST PROFESSIONAL DEVELOPMENT

Attentive Distortion

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.

Social Distortion

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.

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 \(57 minutes\)](#)

[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?

DEVELOPMENT PLANNING

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?