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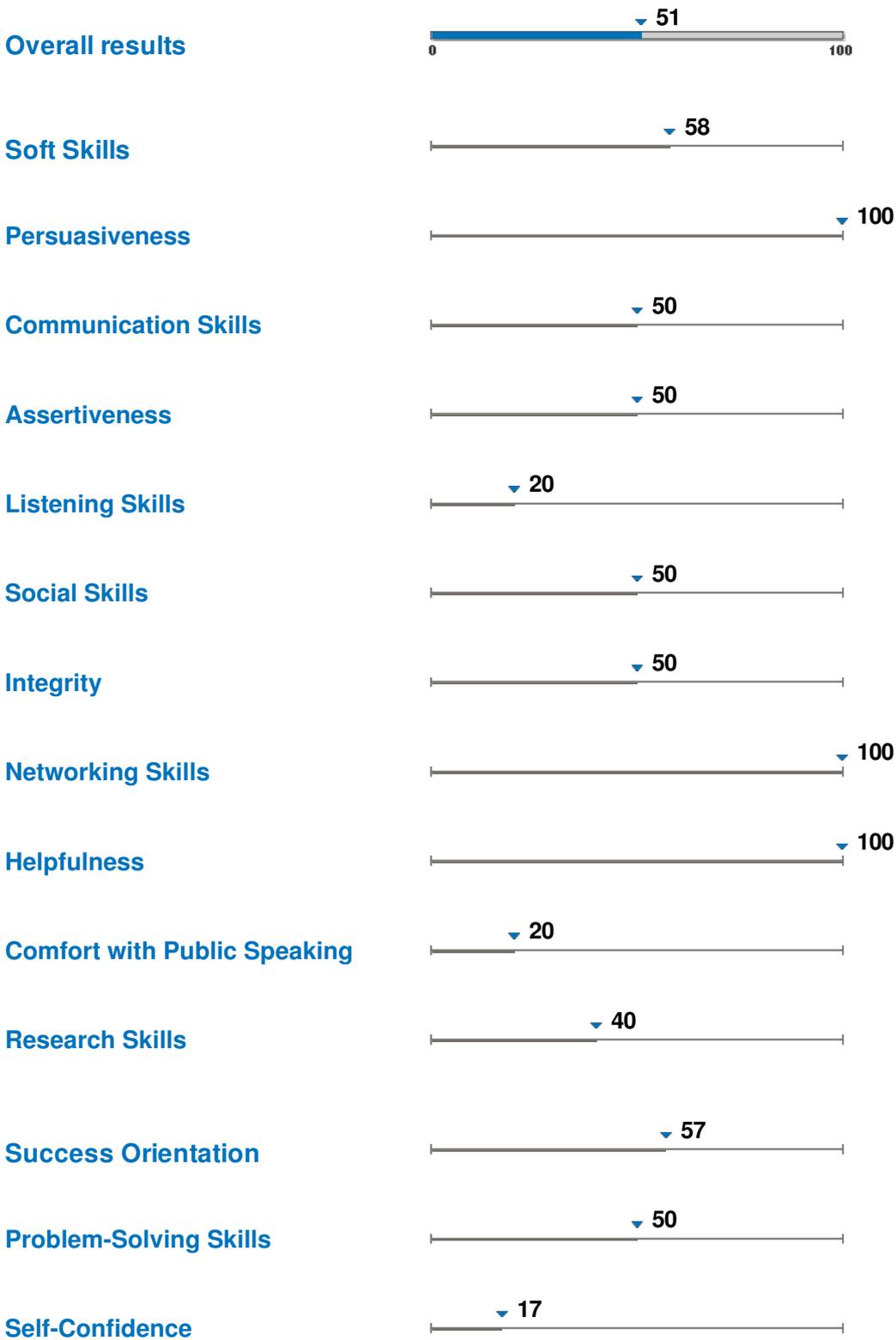
Sales Personality Assessment

Sample Assessment

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Graphs



Graphs





Details

Overall results (score 51)

user's score shows that although s/he is not a natural-born salesperson, s/he may be able to make a career of it. S/he possesses some, but not all of the characteristics and skills necessary to succeed in this industry. S/he would probably survive in the dog-eat-dog world of high-level sales, but getting to the top would be a challenge. By putting in a conscious effort to improve the skills s/he already has and working on the ones s/he doesn't, s/he could end up being a very successful salesperson. However, It would help to keep in mind that it isn't necessarily a bad thing if s/he doesn't have all that it takes; it simply means that his/her strengths lie elsewhere. The characteristics that would make him/her an average salesperson can give him/her a head start in another field. S/he would benefit from exploring all his/her options before embarking on such a career.

Overall suitability for a career in sales.

Soft Skills (score 58)

user's score indicates that his/her soft skills are average overall, but there is definitely room for improvement. S/he may lack certain traits and abilities that will enable him/her to effectively interact with customers. Given that a career in sales will require him/her to come into contact and develop relationships with a diverse range of clients, it is essential that s/he take the steps necessary to improve these skills.

Refers to a person's ability to effectively relate to and deal with customers

Persuasiveness (score 100)

According to user's results, his/her powers of persuasion are excellent. S/he is quite capable of convincing people to see things his/her way or to take a particular action, and rarely, if ever, fails to sway others. Although successful salespeople use many different techniques to garner the interest of potential customers, they have to be able to convince clients of the viability and dependability of their products or services. Despite what some may believe, this trait does not require deception; it means building a strong and credible argument that not only proves the worth of what s/he is selling, but is also the first stepping stone to creating a trusting rapport with potential customers. As s/he likely knows, this skill is highly dependent upon how s/he himself/herself feels about the product or service; a salesperson who believes in what he or she is selling is going to be much more persuasive than someone who doesn't. In user's case, s/he has got this skill down pat.

The ability to convince others to take a certain course of action, or embrace a specific point of view.

Communication Skills (score 50)

According to user's score, his/her communication skills are average, leaving plenty of room for improvement. Some time and concentrated effort is needed to develop these abilities even further. Communication plays a large role in the sales field. Not only does it impact the impression s/he makes on others, but it can also influence his/her self-esteem, assertiveness, and social adjustment. If s/he wants to reach his/her full communicating potential, all it takes is a little know-how and effort. As with any skill, practice makes perfect - and s/he is halfway there.

Ability to communicate with others clearly and concisely.

Assertiveness (score 50)

user's responses indicate that s/he is relatively comfortable asserting himself/herself, but may occasionally hesitate to express his/her opinions or thoughts, especially if there's a good chance that a disagreement will ensue. It would help to keep in mind however, that in the sales field, s/he will be required to consistently assert himself/herself. Disagreement and rejection are common responses from potential clients, but s/he must not allow this to deter or dissuade him/her from expressing his/her thoughts. Experts in the sales field have mentioned time and again that those who assert themselves are more likely to get a sale than their less assertive counterparts. Even if there are times where s/he is assertive, it seems that s/he could definitely profit from improving this skill. There are a number of benefits to being assertive that should serve as incentive to improve: more respect from others, and, of course, an increase in the possibility that s/he will get that sale.

Ability to express thoughts, opinions and disagreement in a respectful and direct way.

Listening Skills (score 20)

user's results indicate that his/her listening skills need a fair amount of work. One of the most important steps in the sales process is to uncover what his/her potential customers' needs are. This will be nearly impossible if s/he is the one doing most of the talking, rather than listening. Practiced listening encompasses both verbal and non-verbal techniques. When s/he uses these techniques together, s/he can effectively show others that s/he is open to the messages they are conveying to him/her. Customers are more likely to trust salespeople who have the time and patience to listen to them. A good listener does a lot of things, including encouraging a speaker to talk, and not letting distractions get in the way. Without these essential skills, people may be less inclined to do business with him/her. S/he needs to remember that if s/he wants others to listen to him/her, s/he must be willing to attend to them as well.

Ability to actively attend to speakers.

Social Skills (score 50)

According to user's results, his/her social skills are generally good, but need some work. There are some occasions when s/he is uncomfortable socializing and as a result, may withdraw from others. S/he also sometimes have difficulty striking up a conversation with people, especially when s/he doesn't know them well. Individuals with good social skills are more likely to deal well with clients and coworkers, and find it easier to make friends and acquaintances, which are all important in the field of sales - turning a stranger into a friend opens up the possibility for a business venture. Although s/he seems to have what it takes to effectively interact in social situations, there may be a few essential skills that s/he is missing. The good news is that many social skills can be learned, improved and honed with a little know-how and practice.

Degree to which a person is outgoing and comfortable interacting with others.

Integrity (score 50)

According to his/her responses, user does consider integrity somewhat important, but doesn't always practice it in his/her everyday life. When s/he does something for others, his/her intentions are generally honorable, but s/he may have a slight case of the "What's in it for me" syndrome. There may be times when s/he will evaluate people or situations in terms of how they can benefit his/her own needs. As a result, his/her motivation in the sales field will likely stem from both an extrinsic and intrinsic source. Making a sale and money is likely important to him/her - but that doesn't mean s/he will put his/her credibility or reputation on the line. It would help to keep in mind that customers are more likely to continue to do business with someone whom they can trust and who truly wants to help fulfill their needs, rather than just make a sale. S/he might want to take this into consideration if s/he truly wants to get the most out of this field.

Assesses whether the test-taker is an honorable person, or simply does (or says) things when it's to his/her advantage.

Networking Skills (score 100)

user's responses indicate that his/her networking skills are excellent. S/he goes out of his/her way to seek out new contacts and maintain connections with people who can prove helpful in his/her social network. As a result, when s/he needs help personally or professionally, there are almost always people s/he can turn to. One of the main steps in the sales process is finding prospects to sell his/her products or services to. As any good salesperson knows, prospects can be found everywhere - this is why expanding his/her network is so important. A member of his/her network may not buy into what s/he is selling, but they might know someone else who would be interested. Networking skills are particularly important when attending business conventions. This skill will prove quite useful if s/he chooses to pursue a sales career.

Ability to find and make useful contacts.

Helpfulness (score 100)

user's results indicate that s/he tries to help others as often as possible and in every which way s/he can. S/he goes out of his/her way to help others, usually without being asked. S/he readily offers his/her aid, and takes a lot of pleasure in helping others. Despite what some people might think, being helpful is a necessary quality in sales; there's more to the job than simply making a sale. Going out of his/her way to help customers and make them happy not only helps build a relationship with them, but also keeps a loyal client coming back. This seems to be one of his/her main qualities, and one that will prove quite beneficial to his/her customers.

Willingness and desire to offer aid to others.

Comfort with Public Speaking (score 20)

According to user's results, s/he isn't very fond of public speaking. Standing in the spotlight and talking to an audience isn't something s/he is totally at ease with; in fact, s/he may get quite nervous. Being the center of attention in such a situation is not something s/he will readily volunteer for, and s/he likely wouldn't be very comfortable in a job that would require him/her to speak in front of others on a regular basis. Many salespeople are required to present their wares or talk about their service in front of an audience. The good news is that because this is such a common fear, there are plenty of ways to improve his/her public speaking skills. The key is learning how to calm his/her nerves, making sure to be well-prepared, and practicing in front of people s/he is comfortable with as often as possible.

Degree to which a person is at ease speaking to an audience.

Research Skills (score 40)

According to this test, user's research skills are generally good, but could use some improvement. S/he sometimes has trouble picking out the important pieces of information in a text, and is not always able to analyze the data in order to come to a logical conclusion. It appears as though s/he hasn't grasped all the tricks of the trade when it comes to researching information. These tricks include scanning a text for key words, picking out the important information and ignoring irrelevant details. Learning how to do this with ease will be particularly useful when networking and prospecting (zeroing in on important details about a potential client), and when presenting (knowing his/her products or services inside out). Brushing up on his/her research skills would definitely be worth the effort because it could save him/her a lot of time and energy.

The ability to uncover and analyze important information in a short period of time.

Success Orientation (score 57)

user's score on the Success Orientation scale is relatively good, but may need some improvement. It would help to keep in mind that without a willingness to succeed and do what it takes to close that deal, a career in sales will prove to be quite challenging.

Refers to a person's attitude and approach to success.

Problem-Solving Skills (score 50)

According to his/her responses, user's approach to problem-solving is generally flexible. There are times when s/he would rather use a practical and conventional approach, but s/he is not opposed to exploring other ideas. S/he won't always settle for solutions that have worked in the past, but s/he is not exactly the type who will let his/her imagination run wild either. S/he should try to be a little more flexible and open to exploring alternative ways to approach and solve a problem. Although a standard method may work sometimes (or even most of the time), s/he has to be even more open to other ways and ideas. S/he needs to remember that in the world of sales, each client is different. While a certain approach may work on some customers, it may not fly for all of them. S/he has to be able to adapt his/her sales method to different clients and situations, and this is why good problem-solving skills are important.

The ability to come up with various approaches and solutions to a problem.

Self-Confidence (score 17)

user's results indicate that his/her self-confidence is very low. S/he tends to doubt himself/herself and his/her abilities, and seems to believe that s/he doesn't possess the competency to tackle the tasks or challenges that come his/her way. S/he doesn't recognize his/her inner value, and s/he often feels inadequate. In order to be successful and survive as a salesperson, s/he must have faith in himself/herself and his/her skills. If s/he doesn't approach a sale with confidence, clients will see right through him/her. They will likely have a lot of difficulty trusting him/her and what s/he is selling. Self-confidence affects not only how others treat us, but also how we treat ourselves. By boosting his/her self-confidence, s/he will approach tasks and obstacles with much more determination, and will be able to get through tough sales times and rejections.

Whether user believes in himself/herself and his/her abilities.

Initiative (score 70)

According to user's results, s/he is generally willing to take action on his/her own. S/he seems to be fairly comfortable taking initiative, although s/he may be a little uneasy doing so on some occasions. For the most part however, s/he is likely not one to wait for others to take the lead or show him/her the way. While it's true that taking action can be risky, sitting around and doing nothing (or doing the minimum) won't get him/her far in sales. Potential customers won't come to him/her - s/he has to go out and get them. Salespeople take initiative everyday, when they pick up the phone, propose their products or services, or ask for a commitment. A proactive approach requires a lot of confidence and a certain level of comfort with assertiveness, and s/he seems to be capable of taking initiative when necessary.

Level of comfort with taking independent action.

Competitiveness (score 80)

According to his/her responses, it appears as though being number one is very important to user. S/he has an extremely competitive spirit, and will do whatever s/he can to outdo others. S/he rarely, if ever, settles with his/her current level of performance; s/he always has his/her sights set on that top spot. This attitude will prove quite advantageous, because in today's business world, competition is fierce. Customers can easily turn to competitors for their products or services. A competitive edge gives a salesperson that hunger to win - to go after a client, stick to a sale, and prove to the customers that doing business with his or her company is better than settling with the competition. Also, for salespeople who work on commission, being competitive not only helps bring the sales in, but may even differentiate them from their peers, placing them head and shoulders above the rest. user is very comfortable competing with others, and this will help him/her to become quite a force to be reckoned with in the dog-eat-dog world of sales.

The degree to which a person strives to be the best.

Goal-Orientation (score 80)

user's results indicate that s/he makes it a habit to set challenging goals for himself/herself, and also has the determination and dedication to achieve them. S/he is most likely not the type of person who will settle for the status quo, and is able to muster the motivation needed to push himself/herself to reach for that bar. Without direction and perseverance, being successful as a salesperson would be very difficult. A strong goal-orientation will not only motivate and push him/her to sell, but it will also get him/her through the ups and downs that are common in this line of work. S/he should continue to consistently set goals for himself/herself, and make sure to use more intrinsic motivators (like looking forward to the pride and satisfaction that comes with achieving his/her goals) and less extrinsic ones (like money or praise) to keep him/her going.

Extent to which a person sets goals and has the perseverance to follow through with their completion.

Energy (score 80)

When it comes to getting ready to tackle a new task or day, user rarely, if ever, has difficulty getting himself/herself going - s/he has an absolute "joie de vivre". No matter what s/he does, s/he always approaches it with a lot of excitement, passion and interest. Salespeople who are very energetic can really catch the attention of their customers. Not only do they enjoy the sales process, but their passion and enthusiasm can be infectious; they can really entertain and schmooze their clients, and is often quite effective at influencing customers to buy into what they're selling. An energetic approach can be very helpful during a presentation, and can give him/her that edge s/he needs to get through to a tough client. It is very important to love what s/he does for a living.

Assesses whether a person approaches situations with enthusiasm, interest and passion.

Cognitive Ability (score 30)

user scored poorly on the cognitive ability portion of this assessment. S/he may have difficulty learning the tasks relevant to the sales field.

Ability to learn quickly.

Mental Toughness (score 35)

user's results suggest that s/he often has difficulty coping with potentially taxing situations. As a result, when overwhelmed with stress or demanding tasks, s/he may end up buckling under the pressure. A career in sales inevitably has its ups and downs, so developing a bit of a "thick skin" is crucial.

Refers to the ability to cope with the ups and downs that are common in a sales career.

Comfort with Criticism/Rejection (score 17)

user's results indicate that s/he gets very defensive when criticized. S/he also seems to have a lot of difficulty coping with rejection, and as a result, it may take him/her more time than other people to get over it. When s/he receives feedback that isn't positive, it can hit him/her really hard. Working in sales requires a thick skin, because objections and rejections from customers will occur on a regular basis. Realize however, that even the best salespeople get turned down from time to time - they just learn to take it in stride. The good thing is that s/he can learn a lot from negative feedback, as it offers valuable information on what s/he can change and improve upon in the future. Also, it is important not to generalize criticism. It would help to keep in mind that customers are rejecting only what s/he offers, not him/her as a person.

The ability to handle rejection and negative feedback.

Emotional Control (score 20)

user's responses indicate that s/he doesn't have a lot of emotional control. S/he gets upset and frustrated fairly easily, and has difficulty keeping his/her feelings in check. Being unable to regulate his/her emotions will result in serious consequences; it can have a negative impact on his/her interactions with customers, as well as his/her emotional health. Individuals who lack emotional restraint are often aggressive, uncompromising, and insistent with others - and if there's anything that people hate, it's pushy salespeople! His/Her emotional outbursts could result in rejection from clients and a lot of unnecessary stress. They could also compromise his/her job. S/he would benefit from learning some techniques that can help calm him/her down, and trying not to get riled up over situations or people that s/he can't change. A job in sales has a lot of ups and downs, so s/he would be well served to learn to control his/her own emotional roller coaster.

The ability to regulate and manage hostility, anger and impatience.

Adaptability (score 40)

According to user's results, adapting to difficult situations is sometimes hard for him/her. Change, stress and adversity may occasionally take a toll on his/her peace of mind, and as a result, there are times when s/he has problems staying psychologically strong. When faced with challenges in his/her environment, it may sometimes take him/her longer than others to adapt and get through them. Most sales jobs tend to be very fast-paced and stressful. Each client and sale is different, so salespeople must be able to adapt quickly. In a career where rejection and slumps are common, it is necessary for individuals to be able to accommodate a constantly changing environment. S/he should try his/her best to be a little more flexible and open-minded. When dealing with difficult situations, s/he needs to remember that putting things in perspective can really help.

The ability to adapt to difficulty situations.

Comfort with Risk-Taking (score 60)

According to his/her responses, taking risks is something that user is generally at ease with. S/he is fairly comfortable dealing with ambiguous situations, and as a result, s/he rarely hesitates to take a chance or a risk. It is likely that s/he is not the type of person who requires reassurance when choosing to go out on a limb; s/he is generally willing to act on blind faith and deal with the possible consequences. Facing ambiguous situations is a common occurrence in sales. Getting clients or a deal isn't always a guarantee; not all customers will be receptive to what s/he is selling, and doing business with them may not prove to be profitable. Also, for those working only on commission, they have to be willing to deal with the potential for a slow sales month, and therefore, slim earnings. S/he may not be a natural-born risk-taker, but s/he will likely be able to handle the risk-taking aspect of this business fairly well.

Comfort with ambiguity, and willingness to take action despite uncertain outcomes.

Comfort with Decision-Making (score 40)

When it comes to the decision-making process, user's results indicate that s/he sometimes has problems. Making decisions appears to be somewhat difficult for him/her; there may be times when s/he suffers from misgivings and doubts after s/he makes his/her choice.

Whether it's due to a fear of making mistakes or an inability to narrow down his/her choices, making decisions is not something that s/he is entirely comfortable with.

Unfortunately, having his/her decisions made for him/her is not an option in sales. In such a dynamic and unpredictable environment, s/he may often be required to think on his/her feet and make on-the-spot decisions, like choosing the best way to present his/her products or services, and determining whether to pursue or drop a customer. Learning to deal with ambiguity and the potential for failure, and making sure to weigh the pros and cons of each option available to him/her (if time permits) are all ways to improve his/her comfort with the decision-making process.

Whether a person is capable of, and comfortable with, making decisions.

Organizational Skills (score 64)

user scored fairly well on this scale. It appears as though s/he does use several methods to keep his/her work and environment organized. Although organizational skills may not be the most important aptitudes to have in a sales career, they still prove to be quite useful, as staying organized can save him/her considerable precious time and energy.

Refers to the structure of an individual's work approach and the ability to maintain a neat work environment.

Neatness (score 80)

user's results indicate that s/he tends to keep a very neat environment. S/he rarely, if ever, has difficulty finding things because they're almost always in their right places. Keeping his/her workspace tidy likely allows him/her to work quickly and efficiently. Although

neatness is not characteristic that one would think is important in the sales field, it does play a major role. The first step to preparing for a sales presentation is making sure that s/he has everything s/he needs - all the information, files, and paperwork required (this is particularly important when doing sales over the phone).

Having to search for the materials s/he needs not only wastes time, but it can also give potential clients a bad impression.

Ability to maintain an orderly environment.

Time Management Skills (score 80)

user's responses indicate that s/he is very skilled at managing his/her time efficiently. S/he uses many strategies to help him/her save time and work more productively, and as a result, s/he rarely ends up leaving tasks undone. Time management plays an important role during sales presentations; if s/he is not organized, s/he may find himself/herself rushing through his/her pitch, omitting details or, worse yet, running late and wasting his/her client's time. This could not only result in a sloppy presentation, but it can also frustrate prospects and cost him/her a sale. Also, a lack of time management could prevent him/her from making as many sales calls as s/he should, leading to decreased productivity. His/Her time management skills will likely be an asset in a sales position.

Ability to use time available effectively and efficiently.

Memory Skills (score 17)

user's memory skills as measured by this test are below par. His/Her performance indicates that s/he had a lot of difficulty memorizing and recalling information that was presented to him/her. A good memory can serve him/her well in sales, particularly when networking. Recalling people's faces, names, and what they do for a living may prove useful when trying to find prospects to sell his/her products or services to. Although this is not a trait that is absolutely crucial to a job in sales, it can definitely come in handy.

Ability to recall information.

Meticulousness (score 80)

According to user's results, s/he is very detail-oriented. S/he rarely ignores the small stuff, and isn't the type to just let details slide by; s/he is willing to put in the time and effort needed to be meticulous. This is a crucial skill to have because in sales, details are very important. Salespeople need to know their products or services inside out in order to best serve their customers. Also, when uncovering the needs of his/her clients, paying close attention to what they're saying (as well as what they're not saying) can offer him/her important tidbits of information that can help increase his/her chances of making a sale. Letting those little details go might seem harmless, but it they can end up costing a lot in the long-run.

Ability to pay close attention to detail.

Sales Ability (score 43)

Overall, user has an adequate amount of knowledge of the sales process. However, s/he will need to further familiarize himself/herself with the different practices and procedures involved before tackling a sales career. If s/he already works in the field, s/he may require some supplementary training in a few areas.

Sales Ability takes into account knowledge of the sales process.

Prospecting (score 38)

According to his/her responses, user's knowledge of prospecting is rather limited. S/he is generally unfamiliar with the process of finding and getting in touch with clients, and is not well-informed as to how to deal with common situations that arise in this part of the sales process. Prospecting is one of the most important steps - s/he can't sell his/her products/services if s/he has no one to sell them to. Therefore, it is essential to inform and familiarize himself/herself with what is required of him/her. S/he will require a fair amount of training in this area.

Assesses knowledge of the prospecting step (finding and contacting potential clients) in the sales process.

Presenting (score 50)

According to user's responses, s/he possesses basic knowledge of the presentation aspect of sales. S/he is relatively familiar with how to identify customers' needs, provide possible solutions, and present his/her product or service in a proper manner. The presentation aspect of sales is the key to developing a rapport with clients. S/he will require a moderate amount of training in this area.

Knowledge of the presentation aspect of sales process.

Closing (score 25)

According to his/her responses, user's knowledge of the closing aspect of sales is rather limited. S/he is generally unfamiliar with how to finalize a sale and deal with client objections and concerns. Closing requires a lot of skill, because a salesperson must ensure that all the customer's needs and doubts are addressed. S/he will require a fair amount training in this area.

Assesses knowledge of the closing step (finalizing a sale) in the sales process.

Customer Relationship Management (score 60)

According to user's responses, his/her knowledge of Customer Relationship Management is fairly extensive. Although not all companies adopt this over-arching approach of putting the customer's needs and wants as a top priority, it would still be worth learning about what it involves, as well as its benefits. The good news is that s/he can find a wealth of knowledge of this topic on the Internet.

Knowledge of the technologies and methods used to manage relationships with clients.

Consultative Selling (score 46)

According to user's score, s/he has some the skills required for personalized selling, but there's still plenty of room for improvement. Consultative sellers have a knack for assessing a client's needs and helping them find the product/service that would best serve them. This involves exceptional knowledge of the products/services available, as well as good relationship building skills, among other abilities. The good news is that with experience, s/he will likely become comfortable with this particular facet of sales.

Assesses the ability to help customers find a product/service that best suits their needs.

Relationship Building (score 60)

Relationship building is a key factor in the success of a sales organization. After all, it is much more profitable to improve business with existing clients than it is to develop opportunities with new prospects. user's skills are relatively good in this area, but they can still be further developed. Individuals who are strong relationship builders not only have excellent interpersonal skills, but they also have a real knack for connecting with clients. It would be well worth the effort to improve in this area.

Assesses the ability to build a rapport with clients and maintain a business relationship.

Resolving Objections (score 51)

It appears that user will likely have a little difficulty dealing with and answering to client objections. If a prospect presents an argument against purchasing his/her product/service, s/he may sometimes find himself/herself at a loss for how to convince them of the benefits of what s/he has to offer. Sales representatives must be "quick on their feet" and possess good problem-solving skills in order to deal with these types of situations. Self-assurance and flexibility are also key factors, among others. Although learning to resolve client objections takes time and experience, it would probably help if s/he prepared himself/herself ahead of time for potential arguments a client may put forward.

Refers to the ability to deal with and assuage client objections.

Negotiating (score 54)

user's results indicate that his/her negotiation skills are satisfactory, but still need some work. Not all clients will easily buy into what s/he has to offer, and running into objections will likely occur often. The ability to negotiate effectively is essential in the sales field. It is essential to recognize when s/he needs to sacrifice a little on his/her part to make a client happy, and when to stick to his/her guns (obviously, this also depends on the type of business s/he is in as well). Working on further improving his/her negotiating skills will definitely serve him/her well.

Ability to settle differences and disagreements, and obtain the best possible outcome for both parties.

Questioning Skills (score 47)

In the sales process, the objective is to find out what a client's needs are, and how they can be fulfilled. This is where good questioning skills come in. user seems to have a basic grasp of how to do this, but still need to further develop his/her abilities. Knowing the right questions to ask and how to ask them is a crucial aspect of the sales process, so it is highly advised that s/he work on brushing up in this area.

Use of questioning strategies in order to obtain key information about a client's needs and resolve objections.

Positioning (score 56)

Knowing what position and approach to take in the sales process is crucial. For instance, clients who are tentative and unsure about a product/service probably would appreciate a salesperson who empathizes with them and helps resolve their doubts. A more straightforward, no-nonsense client would likely prefer someone who's a little more hard line and gets straight to the point. The point is, positioning is one of the most important aspects of the sales process and can mean the difference between getting or losing a sale. Since user's score is in the mid-range in this area, there is still a lot of room for improvement.

Takes into account the ability to identify and adopt the most efficient way of dealing with a client.

Getting Referrals (score 54)

user's results indicate that getting referrals will likely prove to be somewhat of a challenge for him/her but overall, s/he seems to have what it takes to handle this aspect of the job. Taking advantage of opportunities to obtain prospects is key to success. Naturally, some sales representatives, especially those who are just starting out, aren't entirely comfortable with this part of their job. It requires a certain degree of assertiveness, persuasiveness, initiative and good communication skills, among other things. Perhaps his/her skill base is centered a little more on the maintenance of business relationships with existing clients. Nevertheless, learning how to obtain good business referrals is one of those tricks of the trade that would certainly be a good addition to his/her skills repertoire.

Ability to find and take advantage of prospect opportunities.

Impression Management (score 20)

This scale assesses to what degree the results on this test are distorted or manipulated, and whether such attempts were conscious or subconscious. Many people will try to present themselves in a better light, especially if the stakes are high.

user's answers are compared to responses obtained from a large sample of the general population. When someone systematically selects socially desirable responses that are rarely endorsed by others, there is a good reason to believe that a positive self-presentation bias is at play. A score that is suspiciously high may indicate that s/he was lying, which may invalidate the whole test.

Assesses whether the test-taker responded to questions in a socially-desirable manner.

There was little or no indication in user's results to suggest that s/he was lying or trying to present himself/herself in a favorable light.
