



PSYCH PRESS
Talent Management Psychologists



INDIVIDUAL ASSESSMENT REPORT - STRICTLY CONFIDENTIAL

The purpose of the assessment has been to provide further information to assist with the recruitment of

Mr. Jane Sample

On Thursday, 9th April 2009

Prepared by

Psych Press - Talent Management Psychologists

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Confidentiality

This highly confidential document is provided to the client on the candidate named on the cover sheet on the basis that the need for this confidentiality is recognised, accepted and that such confidentiality will be strictly maintained.

It should therefore only be read by staff specifically involved with the selection, promotion or development of the person named, and stored securely with minimum access.

Should a report be required at a later date, it can be obtained without further cost, from Psych Press archives.

Objectives

The report on the candidate's capabilities has been done based on several assessment materials used to provide objective information about the competencies which might be required for the specific position.

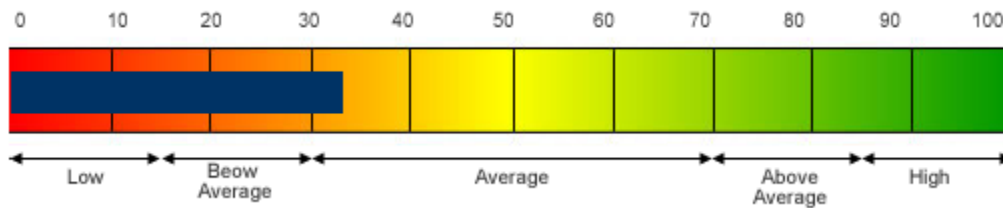
Cross validation of Outcomes

This report provides objective information on candidate's capabilities. We recommend supplementing it with other information obtained from other sources like interviews or other reports.

The following report has been based on a scientifically validated profile, providing elements of insight or understanding into Ms. Jane's sales related behavioural style. The profile is intended to provide you with a point of reference from which you can objectively assess her suitability for a sales role..

Ability	Percentile Result	Norm Group
Sales Attitude	33rd percentile	Sales People
Level of Confidence	69th percentile	Sales People

Sales Attitude: 33rd Percentile



SALES ATTITUDE PROFILE

The basis of success in sales is predominantly personality and attitudinally based.

Intelligence contributes, to a much lesser degree than what is commonly assumed, to achieving successful sales outcomes.

The Sales Attitude Survey is interested in comparing the candidate's attitude towards sales with the attitudes held by others. From early texts such as 'The Power of Positive Thinking', to more recent texts on sales success, optimism and career success, our attitudes have been shown to affect our behaviour.

Ms. Sample's performance on the measurement of sales attitude has placed her in the below average range compared to the Australian sales people sample. The result indicates that she has a less positive attitude toward sales than that of a typical sales person. As she has a more negative attitude toward sales than others, it is likely that she may have to work hard to experience success in this field, and it would be recommended that she carefully considers how she might develop her capabilities in this area. It is likely that her opinions and sales attitude will deter her from taking initiative when it comes to presenting an idea or a plan, or selling a product or service.

Ms. Sample's opinions and attitude may lead her to abandon the promotion of an idea or sales endeavour in her response to others' lack of interest and occasional rejections. It is anticipated that she is likely to require a stronger belief in herself, in the value of sales and influencing activities, and will need a more persistent, customer oriented approach to achieve sales success. It is possible that she may not find it as rewarding or satisfying as other career opportunities. She may not naturally find it easy to quickly build and effectively maintain rapport with other people, whether it is work colleagues or clients, for the purpose of identifying or pursuing sales opportunities.

Being less optimistic and likely to take sales failures to heart, Ms. Sample may find herself avoiding sales initiatives with potential customers or clients. She is likely to benefit by challenging the views and attitudes she has about sales, or in finding out how others opinions differ from her own.

General Information for Interpreting Report findings

Objective Information	This report provides objective information on the candidate's abilities.
Educated Decision Making	The candidate's performance is compared with a relevant population group to assist in achieving effective Human Capital decision making.
Interpreting Results	The results are presented in terms of a percentile (%) score for each test administered. A percentile is a score equal to or below which a certain percentage of the members of a selected sample group fall. Percentile scores can be misleading if small differences between individuals' scores are interpreted as implying significant differences in work performance.
Population Norms	Candidate's specific scores can be compared to a relevant Australian adult sample as a reference group or to a relevant sample from ones organisation.
Score Ranges	Psych Press uses a basic score range for ability percentile scores: 91st - 99th percentile – Superior performance 63rd - 90th percentile – Above Average performance 37th - 62nd percentile – Average performance 10th - 36th percentile – Below Average performance 1st - 9th percentile – Poor performance