



STRICTLY CONFIDENTIAL INDIVIDUAL RECRUITMENT REPORT

The purpose of this assessment report is to provide further information to assist with the recruitment and career development of:

Candidate A

On: Date

For: Company X

Prepared by:

Deakon Pty Ltd

Level 23 HWT Tower, 40 City Rd

Southgate, Victoria 3006, Australia

Please direct your queries to Dianna Seychell, Senior Psychologist

Confidentiality:

This confidential report is provided on the basis that confidentiality is recognised, accepted and maintained. The report should therefore be read by staff specifically involved with the recruitment of the person named, and stored securely with minimum access.

Objectives:

This document is a summary report on the candidate's aptitude, competencies and personality profile based on a variety of evaluation information. It is used to provide objective information on the **potential** strengths and areas for development of the candidate.

We recommend that the information contained in this report be supplemented with information obtained from other sources such as employer interviews and referee checks.

Evaluation Methodology

The following report is based on assessments of the candidate derived from the following sources:

- Telephone screening interview
- Aptitude tests – verbal and numerical
- Writing skills assessment
- Personality profile questionnaire
- Structured behavioural interview
- Role play activity
- Candidate's resume

The candidate's performance on verbal, numerical and personality assessments is compared with relevant population groups. The candidate's performance in interviews, the role play and the writing skills assessment is evaluated by trained assessors using objective evaluation criteria and standardised marking keys.

Rating Scale:

Superior Potential – the candidate performed to a superior level on all assessment and interview tasks for this particular competency. Indications are that this is a significant area of strength for the candidate.

Above Average Potential – the candidate performed to a high standard on assessment and interview tasks for this particular competency. Indications are that the candidate will perform well in this area.

Average Potential – the candidate generally performed well on assessment and interview tasks for this particular competency. Indications are that the candidate will perform adequately in this area, and has good potential for further improvement.

Below Average Potential – the indications are that this may not be an area of strength for the candidate. However there may be some potential for the candidate to be developed in this area.

Weak Potential – the candidate did not perform well on assessment and interview tasks for this particular competency. Indications are that this is a significant area of weakness for the candidate.

Assessed Competencies - Definitions

Fourteen areas of sales-related aptitude and competence were assessed. For ease of interpretation, aptitude and competency measures are divided into four generic 'clusters' which describe related traits:

General Ability	
<i>Written Communication</i>	Ability to communicate in writing. Written expression, grammar, spelling, punctuation and ability to organise thoughts, all contribute to this score.
<i>Verbal Reasoning</i>	Measures a person's understanding and reasoning ability using concepts framed in words.
<i>Numerical Reasoning</i>	Measures a person's understanding and reasoning ability using concepts framed in numbers.
Planning and Organising	
<i>Planning Skills / Time Mgt</i>	Ability to plan, organise, prioritise, schedule, monitor and control work in the short and long term, ensuring effective use of time, money and resources to meet goals or objectives.
<i>Persistence / Results focus</i>	The willingness and ability to do the job well and to deliver the results. Involves sticking at something until it is delivered and taking action to overcome the obstacles.
Interpersonal / Selling Skills	
<i>Customer Focus</i>	Working with customers to better understand and anticipate their needs. Includes providing a consistent service, giving high priority to customer satisfaction, and developing a customer-focused environment.
<i>Presentation Skills</i>	The ability to prepare and deliver effective presentations that are well organized and informative. It includes being able to convey and explain information, opinions and arguments fluently, coherently and confidently.
<i>Resilience to Stress</i>	The ability to cope with stressful situations with confidence. It includes the ability to make the most of challenging or unfamiliar environments. It is about responding well to pressure and 'thinking on your feet'.
<i>Influencing Skills</i>	Use of appropriate interpersonal styles and communication methods to gain an acceptance of an idea, plan, activity, service or product.
<i>Oral Communication</i>	Ability to articulate and explain information (to customers, peers and managers).
<i>Emotional Intelligence</i>	The ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions.
Cultural / Team 'Fit' (for Technical Sales)	
<i>Teamwork</i>	Working in a helpful and cooperative manner with team / work group to accomplish individual as well as team goals.
<i>Motivation (for B2B sales)</i>	The extent to which job activities and responsibilities, the organisation's mode of operation and values, and the community in which the individual will work, are consistent with the type of environment that provides personal satisfaction.
<i>Technical / Sales Background</i>	The extent to which qualifications, education, achievements and employment history are suited to technical sales

CANDIDATE SUMMARY FOR CANDIDATE A

COMPETENCIES SUMMARY

COMPETENCY	POTENTIAL				
	<i>Weak</i>	<i>Below Average</i>	<i>Average</i>	<i>Above Average</i>	<i>Superior</i>
General Ability					
Written Communication					
Verbal Reasoning					
Numerical Reasoning					
Planning & Organising					
Planning Skills / Time mgt					
Persistence / Results focus					
Interpersonal / Selling Skills					
Customer Focus					
Presentation Skills					
Resilience to Stress					
Influencing Skills					
Oral Communication					
Emotional Intelligence					
Cultural / Team 'Fit' (for Technical Sales)					
Teamwork					
Motivation (for B2B sales)					
Technical / Sales Background					

OVERALL SUMMARY

Candidate A brings with him an unusual but valuable background and work history which is not often seen for a technical sales role. He first worked full time in the hospitality industry as a waiter, where he developed a significant amount of customer service skills. When he left the hospitality industry he undertook an electrical apprenticeship and is now a qualified electrician. After completing his apprenticeship, he progressed from 'hands on' roles and through to project management roles within the electrical industry.

Candidate A is now completing a Bachelor of Business Management degree, majoring in Marketing, and this is his incentive to move out of the electrical trades and into sales. The fact that he is undertaking these studies is testament to his strong motivation for a career change into technical sales.

Although his experience and exposure to sales is limited to 'up selling' while working in the hospitality industry, his interview performance and personality profile suggest that he has the necessary confidence, emotional intelligence, and persuasiveness skills to make the transition into a B2B role. Moreover, Candidate A's role play activity was very good, and an indication of some very good presentation and interpersonal skills.

RECOMMENDATIONS

Candidate A can demonstrate an excellent technical background in the electrical industry. Together with his background in hospitality, customer service, and his degree studies in Marketing, this makes him a very strong candidate for a career transition into technical sales. He requires training, backed up by on-the-job coaching and mentoring, to make this career transition a successful one.

GENERAL ABILITY

In this competency cluster the candidate's ability to think constructively is described. Two main areas are examined (i) verbal reasoning, which measures a person's understanding and reasoning using concepts framed in words, and (ii) numerical reasoning, which measures a person's understanding and reasoning using concepts framed in numbers. The candidate's written expression skills and academic background are also described.

Candidate A performed to about an average level in both the verbal reasoning and numerical reasoning assessments. This means that he will be equally capable of reasoning using concepts framed as either words or numbers, to about an average level of ability.

Candidate A's essay was well written. It had a good logical flow and he argued his case very well. There were no spelling, grammatical or punctuation errors.

Candidate A is educated to a Year 12 equivalent in New Zealand and is a qualified electrician. He is currently completing a Bachelor of Business Management degree via correspondence from New Zealand, and is majoring in Marketing. His academic transcripts were not sighted but he indicated that he is achieving results to about a "B" average.

PLANNING AND ORGANISING

This competency cluster describes a person's ability to plan, organise, prioritise and monitor his/her work. It also describes a person's determination to achieve results and to stick with a task until its successful conclusion.

While working as an electrician, Candidate A moved into managerial roles as he progressed within the company, and was also involved in project management. This involved co-ordinating staff and resources and keeping track of the progress of his projects. He appears to have gained a very good sense of time management and good planning / organising skills as a result of this project management exposure.

Candidate A also demonstrates a very good focus on results. While working as an electrician in a full time role, he was also concurrently undertaking a Bachelor of Business Management qualification. He appears to have coped well with these competing demands and is pursuing the completion of this degree via correspondence while he is in Australia.

Personality profiling concurs that Candidate A is a hard working, enthusiastic and conscientious individual. He has a work ethic in the higher end of the average range.

INTERPERSONAL / SELLING POTENTIAL

This competency cluster describes a person's interpersonal skills in relation to their potential ability to conduct an effective sales call. A number of key skills considered to be important in face-to-face sales are described, including the person's ability to (i) prepare and deliver effective presentations, (ii) cope with confidence while under pressure, (iii) use appropriate interpersonal skills to influence and gain acceptance of an idea, (iii) articulate and explain information fluently to customers.

While working in the hospitality industry, Candidate A worked as a head waiter and consequently has had a significant amount of exposure to customer service. He appears to have developed a very strong set of skills around dealing with customer requests and complaints, how to 'read' situations, and resolving customer issues that arise.

Candidate A's main exposure to sales situations has been through the hospitality industry, where he was required to 'up sell' alcohol to customers. In order to do so, he used a variety of techniques including building rapport with his customers and relating to their needs. Although his exposure to sales is limited, his interview answers indicated that he has a good understanding of how to develop relationships with customers in order to persuade them.

Candidate A did very well in the role play activity, in the 'above average' range. He was calm and collected during the activity, impressing as 'in control' from the very start. He introduced the activity very well, and clarified his customer's needs. He then proceeded to use the white board to illustrate his points. His conclusion however was a little 'flat', and it could have done with a little more fleshing out.

Personality profiling indicates that Candidate A is an extremely self confident individual who will experience little difficulty asserting himself, for example when dealing with customers or when pushing a sale through. He has extremely low anxiety levels, meaning that he will remain calm under pressure. Candidate A also has very high levels of emotional intelligence, meaning that he has a strong ability to understand and 'read' people, hence develop working relationships with them. Overall, this profile indicates that Candidate A is a very strong fit for a sales role.

CULTURAL / TEAM 'FIT' (FOR TECHNICAL SALES)

This competency cluster describes a person's orientation toward achievement in a technical sales environment. It takes into consideration the person's (i) motivation for a technical sales career, (ii) suitability for a technical sales role given his /her background, and (iii) ability and willingness to work in a team environment.

Candidate A's interest in pursuing a sales role stems primarily from his tertiary studies and having majored in Marketing. He has a preference for sales as apposed to marketing, as he perceives sales to involve more direct contact with customers, and marketing to be more office bound.

Candidate A is motivated to make a change from being an electrician while he is still junior enough in his career to do so. Also, with his recent move from New Zealand to Australia, he is ideally placed to make a fresh start in a new career. He feels that a technical sales career will 'bring together' his experience with customer service from the hospitality industry, along with his electrical / technical knowledge.

Personality profiling suggests that Candidate A is highly group orientated, and this is backed up by his interview answers, where he indicated that he enjoys working in teams and learning off others. However, profiling suggests that he is equally capable of working autonomously, if and when required to do so.