



## 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 X**

*On: Date*

*For: Company Name*

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:

|  |   |
|--|---|
| <b>General Ability</b>                             |   |
| <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.   |
| <b>Planning and Organising</b>                     |   |
| <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.  |
| <b>Interpersonal / Selling Skills</b>              |   |
| <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.   |
| <b>Cultural / Team 'Fit' (for Technical Sales)</b> |   |
| <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 X**

**COMPETENCIES SUMMARY**

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

## **OVERALL SUMMARY**

Candidate X's motivation for this role arises out of his previous exposure to B2B sales, which he appears to have both succeeded in and enjoyed. He is keen on making a long term career out of professional B2B sales and eventually move into management level sales positions.

Candidate X's interview presentation and personality profiling indicate that he is a self disciplined, composed and hard working individual. He demonstrates good communication skills and a strong ability to relate to people.

Candidate X demonstrates a particular strength in his professional and business minded approach to his work, with strong academic achievements to back this up. Although not academically qualified in a technical area, he has worked extensively in technical areas, either in a consultancy/ advisory or marketing capacity. He has previously worked in a marketing capacity in the retail industry in Germany, where he developed a comprehensive level of knowledge in the niche area of supermarket automation.

Hence Candidate X demonstrates the potential to become a successful B2B salesperson in technical sales on several levels, most notably, he has a combined business and IT background, and he has previously coped well in demanding sales roles under limited direction.

## **RECOMMENDATIONS**

Candidate X is a capable individual who presents with considerable work experience and achievements in several technical and /or sales areas. Whilst he will require mentoring and support to 'get going' in a B2B sales role, he has the potential to become independent fairly quickly. His employer will need to take these factors into consideration when developing Candidate X's induction and training plan.

## **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 are also described.*

Candidate X performed to a 'low average' level in the verbal reasoning aptitude test. He performed more strongly, to a 'high average' level, in the numerical reasoning test. When interpreting these results, consideration should be made to the fact that English is a second language for Candidate X, and test results may not be entirely reflective of his ability to reason with words and numbers.

Nonetheless, the results do suggest that Candidate X will be competent, to an average level, when dealing with information presented as words, but he will be stronger when dealing with information presented as numbers.

Written expression skills were assessed as slightly above average, with Candidate X's essay being predominantly free of spelling, punctuation and grammatical errors. His essay was logically organised, with his intended concepts and ideas being clearly articulated and easily understood by the reader.

## **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.*

Candidate X can demonstrate considerable experience in a variety of work settings where he has successfully planned, organised and prioritized his work. In the interview he described good examples from his time in the transport industry, when he has had to juggle competing customer demands and arrange appointments to ensure their needs were met.

Having held demanding corporate level roles, Candidate X described very good examples of his commitment to getting his work done in a timely fashion. Whilst in project management roles at Accenture he would often work well into the evenings to meet customer deadlines.

Candidate X's personality profile indicates that he is a very pragmatic and concrete thinker. He is very conscientious in his approach to his work and demonstrates a positive work attitude.

## **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.*

Candidate X's conscientious nature lends well to his dealings with customers, in that he approaches customer interactions with a diligent approach and a commitment to meeting their needs in a timely fashion. In the interview he described very good techniques which he has used in his past dealings with customers, including very good listening and relationship building skills.

Personality profiling indicates that Candidate X has very strong emotional intelligence. Further to this, in the interview it became apparent that he genuinely enjoys working around people. This is consistent with his stated ambition to one day become a sales or business manager.

Candidate X is extremely capable of remaining calm under pressure. Personality profiling suggests he is a composed individual who will cope well with stressful situations.

In the presentation role play activity Candidate X was able to articulate his thoughts clearly. He demonstrated good interpersonal skills and his presentation was well prepared and well thought through.

## **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.*

Personality profiling indicates that while Candidate X is adequately group orientated and will easily fit in with a team environment, he is equally capable of working independently.

Candidate X has two business degrees from Germany, at Bachelors and Masters levels. Whilst his degrees are business orientated, he can demonstrate an interest and background in IT fields. Several of his previous jobs have been in technical areas, including Accenture (IT consultancy), ANZ (IT help desk) and Metro Group Future Store in Germany (marketing role in retail technology / automation).

Candidate X is strongly motivated for business to business sales, having briefly held roles previously in these areas, where he was exposed to cold calling. Aspects of sales that he enjoys are meeting people and being able to help them, and also the potential to be rewarded with high commissions.