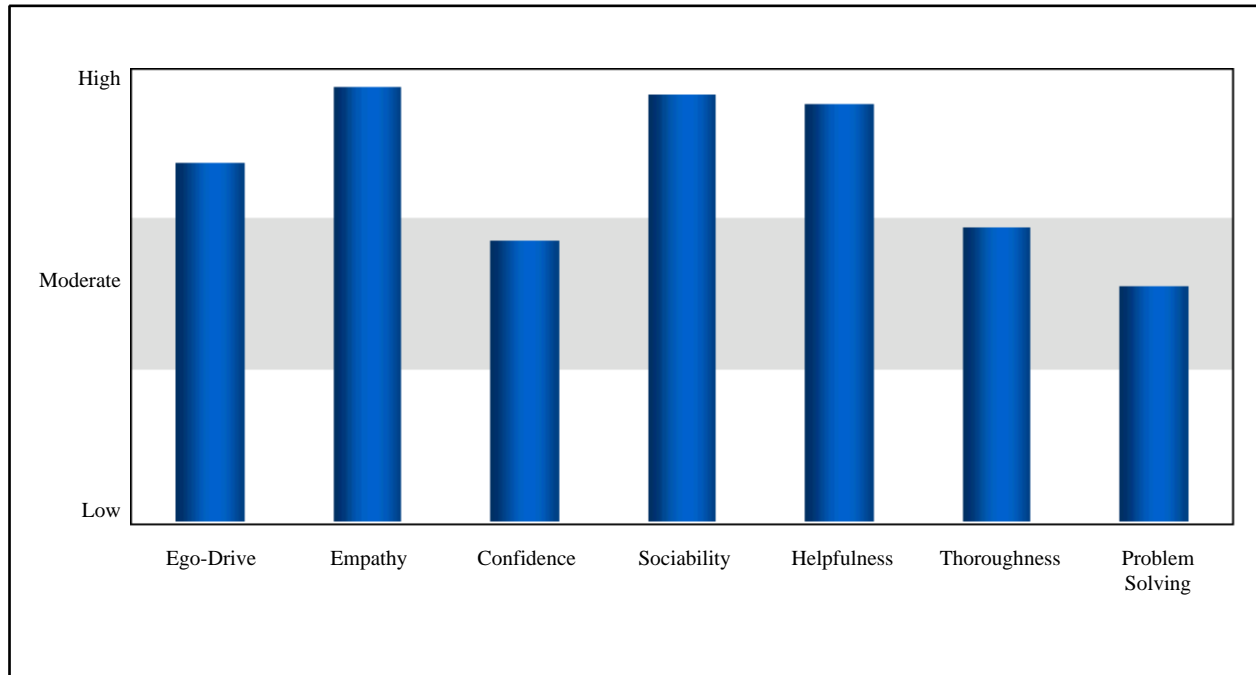


Mr. Gary Sales



The Caliper First Step for Sales measures a candidate's potential for success in a sales role. Each individual is rated on seven key attributes, and compared to top performing salespeople.

Ego-Drive

Having a high score for ego-drive, Mr. Sales is strongly oriented towards activities where persuasion is critical for success. As a result, he is likely to be motivated by opportunities to convince prospective buyers to make a favourable purchasing decision. In addition, he is likely to maintain his interest in developing new business for the firm.

Empathy

With his high level of empathy, Gary has the potential to identify accurately the nuances in others' reactions that can provide clues to their needs and motivations. Consequently, he should be able consistently to adjust his strategy or presentation to address the expectations of the prospective buyer or customer effectively.

Confidence

A moderate degree of confidence suggests that Gary is likely to feel comfortable working with interested prospective buyers. However, he may find it challenging to sustain high levels of energy and enthusiasm after experiencing frequent rejection or when dealing with a large number of contacts who are strongly resistant. In such cases, he may require supportive coaching and may need time to rebound.

Sociability

Gary has a high level of sociability. Therefore, he will generally pursue opportunities to interact with others. From a sales perspective, he is inclined to seek opportunities to develop relationships with both new contacts and existing customers. Being a sociable individual, he should derive great satisfaction from developing brand new sources of potential business.

Helpfulness

With his high level of helpfulness, Gary is inclined to be an accommodating individual who has a strong need to assist others. Having a high need for acceptance, he should be motivated to work hard to receive acknowledgement and recognition. However, this quality may be a limitation when it comes to maintaining a strong stance in a negotiation or asking for a difficult order. Having a high level of helpfulness is likely to be an asset in situations where providing a warm and friendly service is key to making the sale or sustaining the relationship.

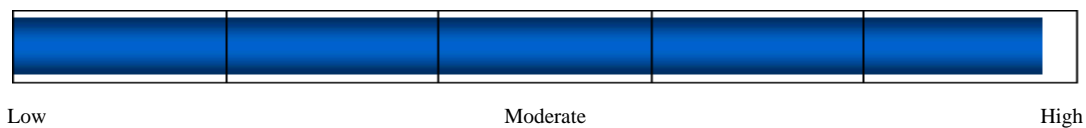
Thoroughness

A moderate degree of thoroughness suggests that Gary is capable of balancing the details of the role with a need to move tasks forward. However, he may become bored with a large number of routine tasks. In general he will be inclined to follow up on leads and assignments and effectively manage the administration of the after-sales process.

Problem Solving

Having a moderate score for problem solving, Mr. Sales should be able to understand most problems and issues he might face in the sales role. He has the capacity to formulate basic solutions to prospective buyers' problems. In working with concepts or concerns of a more complex nature, he may require additional time to assimilate the information. He may need some assistance addressing unusual problems and issues.

Sales Potential



Note: The Caliper First Step for Sales is an interpretation of potential behaviour and degree of job match based solely upon the measurement of personality and motivation. Candidates are compared to a benchmark sample of top performers. The results provided are intended to offer a description of how the candidate is likely to behave or act in a sales role or situation. It is important that results contained in this report be interpreted in light of other information which is available about the individual. Results of this assessment should never be used as the sole basis for making a hiring decision.