



Profiles Sales Assessment™ (PSA)

The **Profiles Sales Assessment™ (PSA)** measures how well a person fits specific sales jobs in your organisation. It is used primarily for selecting, on-boarding and managing sales people and account managers.

The “job modelling” feature of the PSA is unique and can be customised by company, sales position, department, manager, geography, or any combination of these factors. This enables you to evaluate an individual relative to the qualities required to perform successfully in a specific sales job in your organisation. It also predicts on-the-job performance in seven critical sales behaviours: prospecting, call reluctance, closing the sale, self-starting, teamwork, building and maintaining relationships, and compensation preference.



Why assess Sales people?

Many sales people are competitive and persuasive. Given the opportunity to land a new job or to be promoted, they may tell you what you want to hear instead of the truth. Additionally, so much of their success depends on the specific type of sales job and the organisation in which they would work. Success seldom transfers automatically. The cost of failure in a sales job is very high considering the hiring and ramp-up costs, low sales productivity, and disruption to existing customers.

The PSA gives you an objective inside look at the behaviours and motives of your sales people and sales managers to help you make better decisions.

How does the Profiles Sales Assessment work?

Prior to assessing candidates, our experts help you develop peak performance models for your jobs using questions to direct you in comparing job candidates. Once established, our clients deliver the PSA to their candidates over the Internet – hiring managers or an HR administrator simply forwards a link. The assessment does not need to be monitored, so the candidate can take it from any computer with Internet access. The system instantly scores the assessment and informs the hiring managers where they can access the results.

The hiring manager can use the results as a screening tool or to assist them in the interviewing, selection, and on-boarding process.

Did You Know?

- 50% of organisations are dissatisfied with new sales representatives they hire.
- 19% of sales representatives turnover voluntarily each year.
- 16% of sales representatives turnover involuntarily each year.





PURPOSE	Select and retain high performance salespeople
MEASURES	<p>Key qualities that make successful salespeople”</p> <ul style="list-style-type: none"> • 20 Performance Indicators • Seven Critical Sales Behaviours
TIME TO TAKE	<p>Less than 60 minutes</p> <p>No administrator or proctoring required</p>
CUSTOMISABLE	<p>Develops Peak Sales Performance Models by:</p> <ul style="list-style-type: none"> • Company • Sales Position • Manager • Geography
USED FOR	<ul style="list-style-type: none"> • Selection & hiring • Management • Promotion Fit/ Succession Planning
REPORTS	<ul style="list-style-type: none"> • Performance Model Comparison • Interview Guides • Strategic Workforce Planning • Candidate Matching • Individual Profile • Comparison Summary • Summary Graph • Individual Graph
VALIDATION STUDIES	1999, 2000, 2001, 2003, 2005, 2006, 2007, 2008, 2010
ADMINISTRATION	Internet or Paper/Pencil
SCORING	Internet

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