

PSA

# Profiles Sales Assessment™

## Quick Reference Guide

Profiles  International  
imagine great people®

Low	Thinking Scales	High
<p>Repetition and hands-on learning can be effective in training</p> <p>Achieves best through learning specific to the job</p>	<p><b>Learning Index</b> - an index of expected learning, reasoning, and problem solving potential. It is a composite of the scores for <i>Verbal Skill</i>, <i>Verbal Reasoning</i>, <i>Numerical Ability</i>, and <i>Numeric Reasoning</i>.</p> <p>The ability to respond efficiently in a training situation can typically be found in an individual with a high Learning Index. Such an individual can communicate complex ideas through data, words, or both in an effective manner.</p> <p>At the low end, an individual may be most comfortable with responsibilities which emphasize concrete thinking and routine tasks.</p>	<p>Strong capacity to adapt quickly in a learning situation</p> <p>Typically finds it easy to learn the requirements of a new job situation</p>
<p>May be slow and deliberate communicating ideas</p> <p>Communications are concrete and straightforward</p>	<p><b>Verbal Skill</b> - a measure of verbal skill through vocabulary.</p> <p>High Verbal Skill is often associated with confidence in vocabulary. However, the individual may occasionally communicate above the level of comprehension of others.</p> <p>Lower scorers do not demonstrate a strong command of vocabulary and may utilize vague or inaccurate expressions when they communicate. Such an individual may not ask for clarification when information is not understood.</p>	<p>Capable of precise communication even under strict time constraints</p> <p>Competent understanding of written and verbal information</p>
<p>May require more time to assimilate new information of a verbal or written nature</p> <p>May be less proficient in information gathering techniques</p>	<p><b>Verbal Reasoning</b> - relates to using words as a basis in reasoning and problem solving.</p> <p>High Verbal Reasoning suggests a strong potential for understanding verbal information both quickly and accurately. They may find concrete and routine problem solving tedious.</p> <p>A low scorer could overlook inferences in verbal or written data. This individual may be most comfortable with responsibilities which do not require abstract reasoning skills when working with words.</p>	<p>Strong information gathering ability</p> <p>Assimilates verbal information rapidly</p> <p>May abstract conclusions from verbal information more proficiently than others</p>

<p>Using mathematics may be challenging</p> <p>Figuring numerical problems may require the use of a calculator</p>	<p><b>Numerical Ability</b> - a measure of numeric calculation ability; how well an individual works with numbers.</p> <p>High Numerical Ability is often associated with being confident when calculating numerical data. Often, decisions may be made quickly based on such data, without having to refer to calculation tools since the work is often done mentally.</p> <p>Lower scorers will often rely on calculators or other aids to solve numerical problems. They may be most comfortable with positions which do not routinely utilize numerical calculations.</p>	<p>Able to quickly determine mathematical solutions to problems mentally</p> <p>Demonstrates a sound understanding of basic mathematical processes</p>
<p>May overlook the implications derived from a set of numerical data</p> <p>May be comfortable using simple calculations for problem solving</p>	<p><b>Numeric Reasoning</b> - this scale measures an individual's ability to use numbers as a basis in reasoning and analysis.</p> <p>Utilization of statistical inference is common among those with high Numeric Reasoning scores. The ability to visualize trends in a set of numerical data is likely to occur in such individuals.</p> <p>Lower scorers may be most comfortable with positions which rarely utilize numerical forms of data for reaching decisions.</p>	<p>Demonstrates little difficulty in assimilating new information of a numerical nature</p> <p>May process numerical data to reach conclusions or understand inferences</p>

Low	Behavioral Scales	High
<p>Patient Good with routine processes Methodical task focus</p>	<p><b>Energy Level</b> – tendency to display endurance and capacity for a fast pace. Demonstrates a tendency toward restlessness, activity, and drive. This scale deals with issues such as efficiency and time utilization.</p> <p>The potential for activity, restlessness, and seeking excitement and challenge can be found in an individual with a high Energy Level.</p> <p>At the low end, an individual provides the patience and calmness fundamental to sedentary kinds of work.</p>	<p>Self-starter Multi-tasker Self-motivated</p>
<p>Willing to accept a leader Diplomatic Low need to control others</p>	<p><b>Assertiveness</b> – tendency to take charge of people and situations. Leads more than follows. Identified as a measure of generalized influence. It is often associated with expressing confidence.</p> <p>High Assertiveness is often found with a focus on achievement and a seeking of leadership and the control of situations.</p> <p>Lower scores suggest a minimal need to control the actions of others. Such an individual may provide coworkers with an example of a compliant follower.</p>	<p>Comfortable with self-expression and leadership Competitive Achievement oriented</p>
<p>Avoids small talk Keeps to one’s self Is less likely to become frustrated by a lack of social contact</p>	<p><b>Sociability</b> – tendency to be outgoing, people-oriented, and participate with others. A strong measure of social presence. It directly relates to one’s desire for group associations. This trait relates to maintaining interpersonal contacts and group activities.</p> <p>High Sociability signifies a desire to work closely with others and accomplish goals in a group setting.</p> <p>A low scorer tends to focus on achieving goals through individual efforts and can work over longer periods without considerable interpersonal contact. This individual tends to “stick to business” and often will not demonstrate a need to collaborate on projects.</p>	<p>Conversational People oriented Comfortable working in a group setting</p>

<p>Can be cautious with authority figures</p> <p>Prefers individual freedom</p> <p>Willing to question the rules when not in agreement</p>	<p><b>Manageability</b> – tendency to follow policies, accept external controls and supervision, and work within the rules. Suggests a strong relationship to social responsibility and stability. It is a measure of how one reacts to the limits placed by authority and the acceptance of established procedures.</p> <p>High Manageability is often associated with being comfortable with authority and rules, applying procedures to one’s responsibilities, conformity, and being conventional.</p> <p>Lower scores reflect a working style that emphasizes individualized thinking and a willingness to question inefficient practice. This kind of person is not usually willing to blindly do the accepted thing.</p>	<p>Compliant with procedures</p> <p>Works within the rules</p> <p>Comfortable with authority</p>
<p>Sometimes skeptical</p> <p>Can be critical of others</p> <p>Often vigilant</p>	<p><b>Attitude</b> – tendency to have a positive attitude regarding people and outcomes. Measures the degree to which one is willing to trust others. It relates to the tendency to suspend judgments about others.</p> <p>A positive and accepting outlook regarding people and outcomes is common among those with high Attitude scores.</p> <p>Lower scorers are willing to question the intentions of others and the feasibility of outcomes. They tend to avoid appearing naïve.</p>	<p>Optimistic</p> <p>Trusting</p> <p>Hopeful outlook</p>
<p>Not typically impulsive</p> <p>Prefers a methodical approach</p> <p>Analyses before making a decision</p>	<p><b>Decisiveness</b> – uses available information to make decisions quickly. Reflects how confident someone is for accepting the risk of making a decision in a timely fashion using what information is available at the time.</p> <p>A person with a high Decisiveness score will make decisions with the information currently available so processes do not become too mired in deliberation. This also reflects their willingness to risk failure or misjudgment for the sake of timeliness.</p> <p>A person with a low Decisiveness score requires as much information as possible before making a decision.</p>	<p>Moves quickly when making decisions</p> <p>Accepts risk in most situations</p>

<p>May seem contradictory</p> <p>May be disagreeable on occasion</p> <p>Will not typically follow the group just to get along with others</p>	<p><b>Accommodating</b> – tendency to be friendly, cooperative, and agreeable. To be a team person. Often associated with concern for group accountability. A willingness to consider the needs and ideas of others is typical.</p> <p>The high Accommodating person holds group harmony and compromise as important guidelines for behavior.</p> <p>On the other hand, the low Accommodating individual is willing to express disagreement and defend priorities without compromise when necessary.</p>	<p>Cooperative</p> <p>Harmonious</p> <p>Likeable and agreeable</p>
<p>May seek support</p> <p>Dependent on structure</p> <p>Accepts supervision easily</p>	<p><b>Independence</b> – tendency to be self-reliant, self-directed, to take independent action and make own decisions. Defines the manner in which an individual prefers to be directed by others and one’s potential to accomplish tasks with minimal supervision.</p> <p>A person with high Independence prefers to take responsibility for accomplishing goals autonomously.</p> <p>Someone with low Independence prefers to turn to others to guide their performance. This may reflect acknowledgment of the organizational chain of command.</p>	<p>Adventurous</p> <p>Slow to seek guidance</p> <p>Likes to set own direction</p>
<p>Intuitive</p> <p>Will follow a hunch</p> <p>Not overly bound by systematic thinking</p>	<p><b>Objective Judgment</b> – the ability to think clearly and be objective in decision making. Reflects the willingness to use either observable information or intuition in decision making. This is often referred to as the balance between thinking through the details of a situation and going with one’s feelings and intuition.</p> <p>High scores describe an individual who will trust observable facts in their problem-solving processes.</p> <p>Low Objective Judgment describes a person who is willing to follow a hunch or listen to their intuition before acting.</p>	<p>Comfortable with a logical approach</p> <p>Unemotional thinking</p>

Interests Scales
<b>Enterprising</b> - indicates an interest in activities in which one uses persuasiveness and enjoys presenting ideas and leading others.
<b>Financial/Administrative</b> - indicates interest in activities that involve the organization or coordination of information, the administration of business procedures, the processing of financial data, conventional office routines etc.
<b>People Service</b> - indicates interest in activities that involve helping people, tending to the welfare of others, reaching compromises, working with others, etc.
<b>Technical</b> - indicates interest in activities that center on scientific and technical activities, research, and intellectual skills.
<b>Mechanical</b> - indicates interest in activities that involve applied vocations with tools and machinery as well as work that involves various trades or the outdoors.
<b>Creative</b> - indicates interest in activities where one may be imaginative, original, and artistic.

Critical Sales Behaviors	Description
Prospecting	Highlights the preferred approach to engaging prospects for sales presentations. For example, those who are not easily deterred from a task may prefer the freedom to be original in their approach, while another could prefer the structure that results from having others set their schedule for them.
Closing the Sale	Describes the approach one prefers to move a prospect to buy, whether quickly with an aggressive level of confidence or by taking a step-by-step, more diplomatic approach.
Call Reluctance	Explains an individual's need for support to overcome hesitance in making calls. While some take an independent and self-motivated approach, others may prefer the added incentive and support a supervisor or team may provide.
Compensation Preference	Focuses on the effectiveness of various kinds of rewards that serve to motivate the salesperson. While some seek security with a guaranteed, fixed income, others may prefer the opportunity to expand their income with commissions.
Working with a Team	Emphasizes the level of openness an individual may have to cooperative and/or competitive participation in a team environment. While some make excellent leaders, demonstrating competitiveness and authority, others are best in the role of supporters and associates.
Self-starting	Illustrates the preferred approach a salesperson may utilize to initiate activity; describes his or her preferred tempo when conducting business. Some individuals are prone to progress without being prompted and others tend to move forward best when a supervisor provides the momentum to get underway.
Building and Maintaining Relationships	Illustrates the style by which a salesperson establishes and maintains relations with clients whether in a structured and somewhat modest manner or rapidly, in an open and outgoing way.