

DriveTest™

Bill Test

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Interpretation Guidelines

This report is generated from information gathered through a self-report questionnaire. Users must recognize the limitations of any assessment instrument in their interpretation of this data. **This profile is not intended to be used as the sole basis for a hiring decision.**

The core competencies in this report have been shown to predict sales performance in most sales positions. Results are normed against a large comparison group of sales professionals in various industries. Use and interpretation of the DriveTest is limited to personnel who have been trained to do so.

It is recommended that the candidate's competencies be fully probed in a competency-based behavioral interview and thorough reference checks.

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For questions, please contact ccroner@salesdrive.info or call 312-212-4373.

Color Key

If Fit is **Green**: This salesperson shows potential to perform well in most sales positions. You should verify this potential with reference checks and in-depth interviews.

If Fit is **Yellow**: This salesperson has one or more aspects of their personality that could compromise sales performance. You should carefully probe low-fit areas with thorough reference checks and interviews. A professional assessment may be necessary.

If Fit is **Red**: This salesperson is likely to perform below standards in most sales positions.

Key

1 – Poor Fit	2 – Weak Fit	3 – Average Fit	4 - Good Fit	5 - Excellent Fit
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		Fit				
Drive	Total level of Drive: Weighted combination of Need for Achievement, Competitiveness, and Optimism.	1	2	3	4	5
Elements of Drive	Description	Fit				
Need for Achievement	Sets high personal goals. Is ambitious. Prepared to work long and hard in the pursuit of excellence and promotion.	1	2	3	4	5
Competitiveness	Needs to compete and win. Determined to be the top producer. Never says “die” once a challenge has been accepted.	1	2	3	4	5
Optimism	Expects to succeed. Remains resilient in the face of rejection.	1	2	3	4	5

Other Core Skills	Description	Fit				
Confidence	Is unfazed by rejection. Not easily offended. Will persist despite setbacks. Feels self-assured. Freely expresses opinions or concerns.	1	2	3	4	5
Persuasion	Builds a good case, taking customer needs into account. Closes compellingly. Enjoys selling and winning people over to their point of view. Stays calm under pressure.	1	2	3	4	5
Relationship	Easily establishes and maintains relationships with prospects and customers. Likes to be around people. Comfortable at social events.	1	2	3	4	5
Organization	Is disciplined and methodical. Focuses on detail. Works to keep paperwork in order. Checks thoroughly to avoid mistakes. Tracks opportunities and contacts. Task-oriented. Follows up.	1	2	3	4	5

Sales Roles	Description	Fit				
Hunter	Develops leads and new business opportunities. Closes new accounts.	1	2	3	4	5
Farmer	Develops and resells existing opportunities. Follows up diligently. Grows business steadily.	1	2	3	4	5

Testing Consistency	The candidate responded consistently across the questionnaire, showing appropriate motivation and understanding of the items.
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Use these interview questions to probe candidate skills, focusing first on those rated as **Poor** or **Average** fit. Highest accuracy will be obtained by experienced or trained interviewers. For interview training, please contact ccroner@salesdrive.info

Drive	Look For
<ol style="list-style-type: none"> 1. How would your manager rank your competitiveness compared to peers? Why? 2. When was the last time you were competitive? 3. Tell me about your last success at work. 4. What is the biggest effort you ever made to succeed at work? 5. Tell me about the worst customer problem you ever faced. How did you recover? 6. Tell me about a time when your persistence won a sale. Another time? 	<ol style="list-style-type: none"> 1. Manager ranks them as most competitive 2. Has a recent example (work, home, or sports) 3. Strong need for accomplishment 4. Willingness to sacrifice as much as necessary to win 5. Optimism – can come back strong after tough times 6. A history of substantial effort to secure a new customer
<p>Notes:</p>	
Confidence	Look For
<ol style="list-style-type: none"> 1. When was the last time a customer got under your skin? 2. What gets you through a day full of rejections? 3. When was the last time you held your ground with a difficult customer? 4. When is your confidence strongest? Weakest? 5. Tell me about your cold calling experience. 	<ol style="list-style-type: none"> 1. <u>Rarely</u> gets upset by customers 2. Can persist all day; sees opportunity in every call 3. Not afraid to speak their mind when necessary 4. Limited number of weak areas 5. Substantial experience, relaxed approach
<p>Notes:</p>	
Persuasion	Look For
<ol style="list-style-type: none"> 1. What is your most effective method of closing a sale? 2. Tell me about the best case you have ever made for a customer to buy from you. 3. Talk about the most stubborn prospect you have ever turned into a customer. How did you finally do it? 4. Tell me about a time when you persuaded a difficult customer to your way of thinking. 5. When did you last run across someone who couldn't be sold? What did you try? 	<ol style="list-style-type: none"> 1. Tailors approach to the customer; personal bonding 2. An airtight case, tailored to customer's buying style 3. Convinces with patience, persistence, and a strong close 4. Patience and tact; tailors to customer's buying style 5. Creativity and persistence
<p>Notes:</p>	

Relationship	Look For
<ol style="list-style-type: none"> 1. How do you move customers from prospects to long-term relationships? 2. How do you bond with difficult customers? 3. How do you keep long-term customers? 4. What has challenged you most in establishing a customer relationship? 5. Talk about your most frustrated or disappointed customer recently. 	<ol style="list-style-type: none"> 1. Bonds closely with customers in little time 2. Uses patience and finds things in common 3. Regular meetings, visits, consistently adds value 4. Delays not related to salesperson's behavior 5. Disappointment not related to salesperson's behavior
<p>Notes:</p>	
Organization	Look For
<ol style="list-style-type: none"> 1. How do your organizational skills compare with coworkers? 2. Tell me about a time when your organization skills were noticed by a manager 3. How do you avoid getting overwhelmed with daily hassles? What techniques work? 4. How did you get ready for your most recent sales call? 	<ol style="list-style-type: none"> 1. Stronger organization skills than average 2. Recognized by manager for organization 3. Uses day planner, laptop, notebooks, etc 4. Prepares thoroughly, studies company
<p>Notes:</p>	