



**Call Center--Inbound**

***Confidential Report***

**on**

**David Sample**

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LMI's Center for Effective Organizations  
1506 Tiffany Park Circle, Suite 101  
Santa Maria, CA 93455  
1-800-808-6311 - 1-805-934-5956  
[www.assessments.biz](http://www.assessments.biz)

**Knowledge**

- Limited Understanding
- Requires More Training



Limited ←————→ Extensive

- Extensive Understanding
- Requires Less Training

**Assertiveness**

- Reserved
- Retiring
- Quiet



Low ←————→ High

- Persuasive
- Confident
- Outgoing

**Persistence**

- Wavers easily
- Undecided
- Sensitive to rejection



Low ←————→ High

- Persevering
- Unwavering
- Emotionally tough

**Empathy**

- Results-focused
- Task-oriented
- Goal specific



Low ←————→ High

- People-focused
- Relationship-oriented
- Empathic

**Drive**

- Low competitive
- Unassuming
- Wishes to please



Low ←————→ High

- High competitive
- Aggressive
- Opportunistic

**Organization**

- Disorganized
- Prefers variety
- Creative focus



Low ←————→ High

- Organized
- Conforms to procedures
- Routine-focused

**Maturity**

- Unconventional
- Impetuous
- Temperamental



Low ←————→ High

- Sound judgment
- Stable
- Tolerant

**Creativity**

- Structured
- Systematic
- Specific

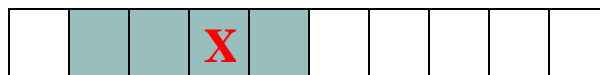


Low ←————→ High

- Inventive
- Unique
- Innovative

**Incentive**

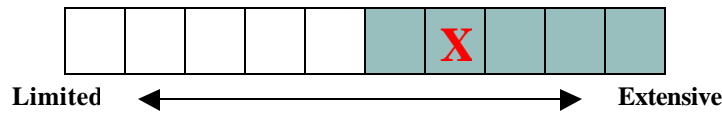
- Security
- Pragmatic
- Internal



Low ←————→ High

- Recognition
- Feedback
- External

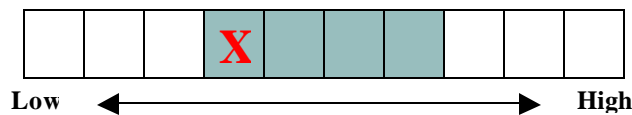
### Knowledge



He scored above average on the test of sales comprehension when compared with people in general and in the average range when compared with experienced salespeople. He demonstrates a fairly good understanding of how a salesperson handles public contact situations and appears to understand the kind of self-starting and disciplined effort which is part of a sales position. Likely to utilize this strong knowledge of sales principles when planning a sales approach, he has a strong sense of the “how to” in selling and an ability to structure a sales situation in order to promote positive results. He also has a strong understanding of sales principles used in both inside and outside sales.

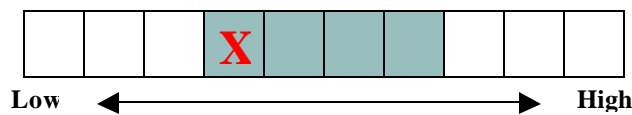
The results of the “SALES KNOWLEDGE” area are calculated by the number of correct answers in the SALES KNOWLEDGE section of the survey. For a list of questions that were answered incorrectly, refer to the back section of this report.

### Assertiveness



- He may be uncomfortable with cold-calling or taking a hard-sales approach.
- Successful using a "soft sell" approach.
- Listens to customers and forms responses when given time.

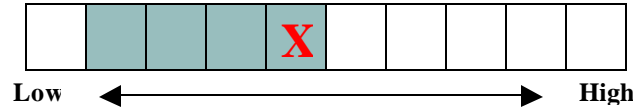
### Persistence



- He is apt to tailor customer contact using their concerns and needs.
- Changes ideas and sales approaches based on customer feedback.
- Balances a self-reliant approach to decision making with an interest in incorporating customer input.

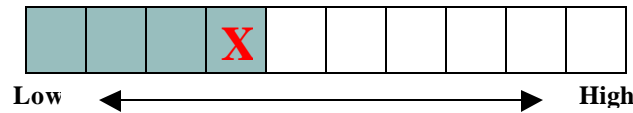
The shaded bars represent the range of characteristics typically found in the role of Call Center Representatives in your organization. The “X’s” indicate this individual’s scores.

### Empathy



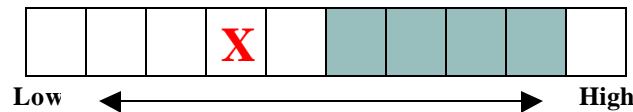
- Enjoys working with others, but the overriding concern on the job is meeting deadlines and getting the job done.
- He focuses on getting the job done, but takes the time to interact with the people involved.
- Prefers to be given the overall objective, then set own short term goals to achieve it.

### Drive



- An accommodating, friendly, and agreeable person who will do almost anything to help someone.
- Creates systems to get things done, when none exist.
- Will attempt to negotiate for mutual gain rather than fight for a personal win.

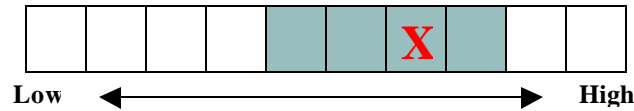
### Organization



- Able to demonstrate follow-through when expectations are clearly defined.
- He enjoys some variability in job duties as opposed to purely routine job functions.
- With strong direction or supervision, he can be expected to follow through on most jobs.

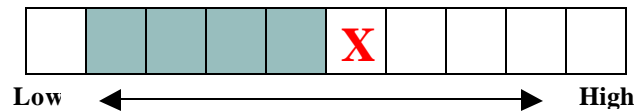
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### Maturity



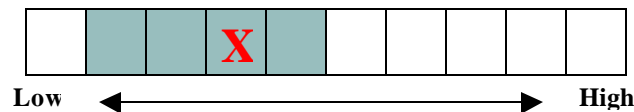
- He has a typical level of patience when dealing with others, and feels comfortable making rapid decisions or waiting for more information.
- He generally takes a measured approach to professional associations, rarely becoming abrupt when under pressure.
- He is tolerant of paperwork and the routine of some tasks.

### Creativity



- He may at times be overzealous in attempts to be innovative at work
- Very idealistic, preferring to think about how things could be rather than accepting the way they are.
- A nonconformist who can create new methods for accomplishing work.

### Incentive



- Values practical rewards, such as salary increases and upward mobility, over status and recognition.
- Does not need recognition and prestige to the same extent as a chance for financial improvement and job security.
- He understands the profit incentive and will work toward contributing to it.

The shaded bars represent the range of characteristics typically found in the role of Call Center Representatives in your organization. The “X’s” indicate this individual’s scores.

## **SUITABILITY RATINGS**

Mr. SampleSample's overall suitability match to the **Call Center--Inbound** pattern is **89%**.

### **TO THE CLIENT:**

The decision to hire or promote an individual should be made on the basis of a complete employee selection system comprising many factors. The Profiles International, Inc. evaluation component (this report) should be used as a decision support tool in the context of the selection system appropriate for your organization. The rating system is designed to provide a comparison between the candidate's results and the pool of Profiles' reference data. In order to maximize the effectiveness of this evaluation, the report should always be used in the broader context of identifying this individual's training, management, and development needs. When using this report for decision-making, its contents should only be used as the basis for one-third of any decision. Profiles is only responsible for the contents of this report and is not liable for any unauthorized disclosure or misuse of the information contained herein.

## INCORRECT ANSWERS

The following is a list of the questions that were answered incorrectly in the **SALES KNOWLEDGE** section of this survey. The correct T/F answer is located immediately following each question in ().

4. In any sales situation, one's personal attitude (e.g., enthusiasm) is far more important than any technical information which may be shared with a potential buyer. (F)
9. When making a sales call, it is a good strategy to start out by asking a lot of questions (F)
12. Specifics about a product or service are not nearly as important as the sales person's client rapport. (F)
14. A big part of sales is to identify the most qualified buyers, and to systematically rule out those who are less determined or able to buy. (T)
20. When handling an account regarding a sales proposition that may involve a major commitment of funds, it is important to make inroads by approaching middle management rather than top management. (F)
22. To close a corporate sale, one need only satisfy the expectations of the individual who approves the release of funds. (F)
26. Product knowledge is necessary and sufficient in making and closing sales. (F)
32. Don't offer names of references too early, wait until last or until the buyer asks. (T)
35. When determining a potential client's unsatisfied needs, it is best to ask direct questions about what they don't like about a product. (F)
36. Coming right out and asking for the order is one of the least effective closing techniques because it's too direct. (F)
37. A casual confidence is appropriate in most sales situations. (T)
43. Try to avoid recognizing a weakness or limitation about your product or service. (F)
44. After making a pitch to the president of a company, branch managers become unimportant to the sale. (F)
54. Mimic the buyer's body language in subtle ways - this establishes rapport. (T)
58. It is useful to support the client's own reasoning about the product or service he or she is seeking. (T)
60. Showing a personal interest in the client is unnecessary and is likely to be interpreted as "cozying up." (F)
68. Promoting (advertising) is not as important as individual efforts to sell. (F)
70. When selling computer software, one should begin the product training with the very first call. (T)
74. When using anecdotes to help sell, practice two or three good ones so that you can use them regularly. (T)
76. In speaking to a buyer, it is good to raise one's voice as the meeting proceeds since that imparts confidence in the product. (F)