

ABC Company

Prevue Report

- **Selection**
Personal Development
Individual
Succession Planning
Working Characteristics

on

Mr. Daniel Sample

regarding the position of

Sales Representative

18/06/2003

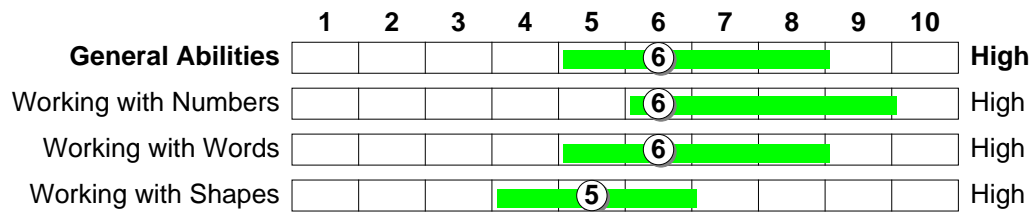
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Prevue Benchmark

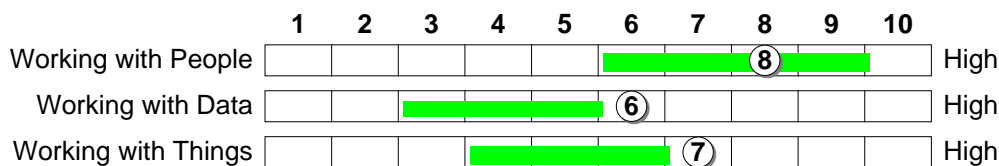
Daniel Sample

Sales Representative

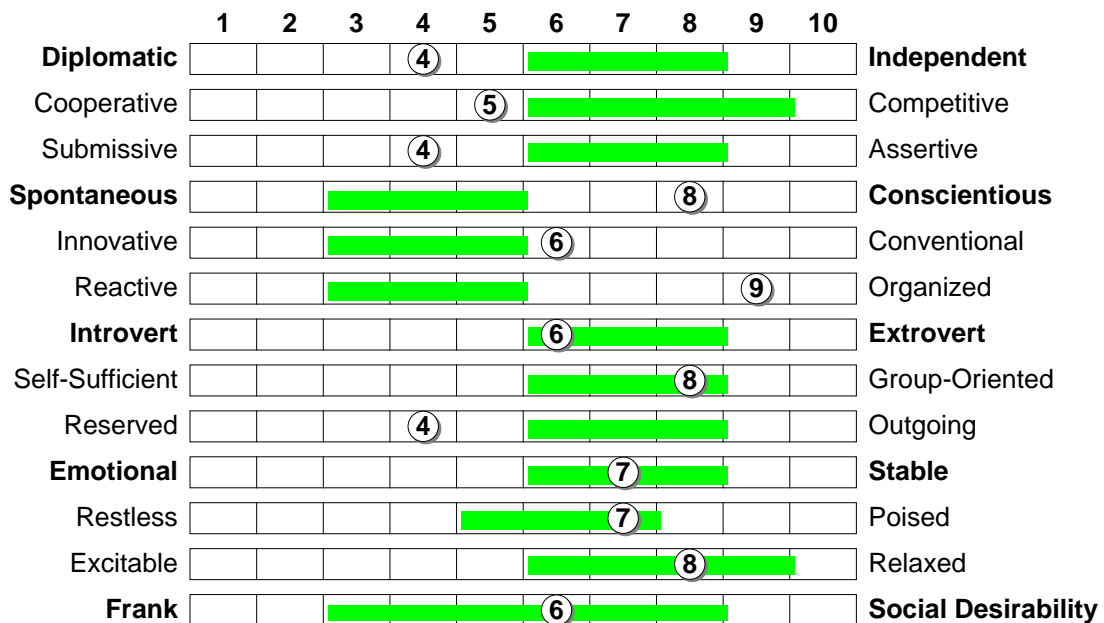
Abilities



Motivation/Interests



Personality



A Prevue benchmark illustrates the required characteristics for this job as decided by management. The shadowed areas above graphically represent the benchmark for this Sales Representative position. The number on each scale is Daniel Sample's actual score. The following percentage reflects the degree of suitability of his scores when compared to this benchmark.

Prevue Job Suitability

The Prevue benchmark suitability should comprise not more than one-third of the selection decision process. The other aspects of the selection decision process, including the job interview, candidate history and background check, should be furnished by management.

Benchmark Suitability

77%

Planning the Interview

Your interview should be a formal meeting with the objective of assessing Mr. Sample qualifications for this Sales Representative position. Planning for the interview should begin with an examination of any areas of confusion or concern identified in the previous steps in the selection process, including your review of his resume or reference checks. This background information, in conjunction with this report, will assist you in determining this candidate's overall suitability for this position.

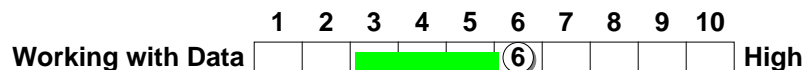
How to Use the Prevue Assessment in the Interview Process

Good hiring and promoting practices require that the personality traits, interests and abilities of job candidates should be matched to those required for the job for which the candidate is being considered. This can be accomplished by creating a Benchmark of the characteristics that your experience has confirmed are required for the job and that are evident in people who may have prior success in the job. The more closely Mr. Sample scores match the Benchmark, the higher is his suitability for that specific job. Scores that are off the Benchmark should provoke closer scrutiny.

Interview questions directed to specific on-the-job conduct will improve the selection process. In most cases you should customize these questions for this particular Sales Representative position. Mr. Sample responses should be clarified with further behavioral questions until you are comfortable you can make a proper decision on his overall job suitability.

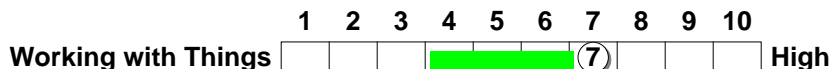
Areas Off the Benchmark

The following are areas where Mr. Sample did not match this Sales Representative benchmark. A brief explanation of the score result and Benchmark is followed by suggested behavioral interview questions.



Mr. Sample indicates he has an above average level of interest in working with data.

1. What system do you use to manage your contacts? Your appointments?
2. Explain, by example, how you learned the features and benefits of previous products or services.
3. What computer software do you use? How many hours a day do you typically work with computers?



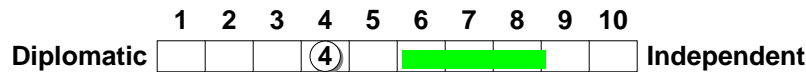
Mr. Sample expresses an average level of interest in work which deals with inanimate objects such as electronic devices, machinery, tools, and equipment.

1. How often did you use a computer at work? How many hours a day did you have to be on the computer?
2. What is the one piece of equipment you couldn't work without? Describe how you used it.
3. Describe the last piece of equipment that you demonstrated in a sale.

The Interview

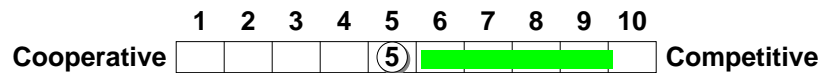
Daniel Sample

Sales Representative



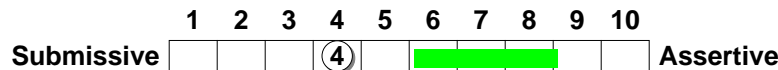
Daniel Sample has an interesting balance between a desire to compete and win on the one hand, and a wish to coordinate team goals on the other.

1. Tell me about the last time you dealt with an irate customer.
2. Illustrate the last situation in which you had to establish trust with a customer by phone.
3. Describe a method you have used to get your customer to listen to your point of view.
4. Describe the last sales situation in which you were part of a team. Is working with a team your preference?



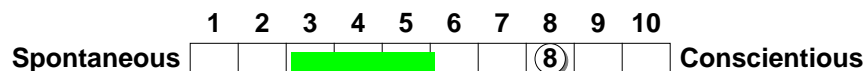
Mr. Sample can be best described as a Sales Representative who is an average competitor who will work well within a sales team environment.

1. Describe how you have previously prospected for new business.
2. Other than your supervisor, describe a situation where you would work with someone else when solving a customer problem.
3. There could be sales situations where you could strive for more business. Describe the importance you usually place on getting an order.



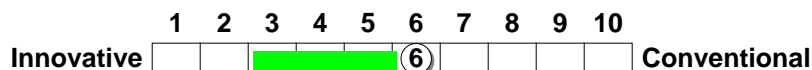
Mr. Sample is somewhat submissive and will rarely speak out on some issues.

1. Describe a sales call that was dragging on and it became necessary for you to exert yourself to get commitment.
2. Describe a sales situation when, contrary to what was said, you knew you were right and you had to convince your prospect of that.
3. Describe the role you took during a recent occasion when there was a heated discussion between members of the team.



Mr. Sample is likely to be extremely conscientious, well organized, tidy, and detail conscious.

1. Can you recall an unexpected situation which upset a prospect, and explain how you dealt with the situation?
2. Describe how you have handled a prospect whose expectations exceeded standard policy.
3. As a Sales Representative you will be allowed a certain amount of flexibility, and can expect sales calls where you will have to 'think on your feet'. Describe how you have accommodated these types of calls.



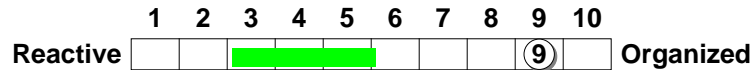
Mr. Sample sees himself as someone who is conscientious, with some understanding of change and innovation.

1. When do you feel a degree of flexibility is necessary in servicing your customers?
2. Describe how you reacted when work situations changed somewhat unpredictably from day to day.
3. Expand on the changes to customer service that you felt were necessary in your last position.

The Interview

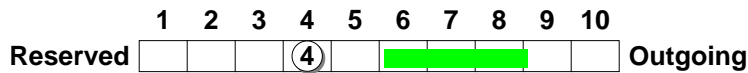
Daniel Sample

Sales Representative



Mr. Sample regards himself as being a very well organized Sales Representative who is tidy and works from a controlled and rational base.

1. Describe the results of one of those sales days when there were more appointments than time available.
2. Describe how you forecast the opportunities in your territory. How important is the reality compared to the forecast?
3. Explain how you make a sales presentation when you know you have not had enough time to prepare properly.



Mr. Sample describes himself as someone who is fairly quiet and reserved, preferring infrequent periods of social contact.

1. Please give me some examples of the techniques you use to establish rapport with a prospect during an initial sales call.
2. Describe the parts of new business prospecting that give you the most difficulty.
3. Describe the occasions where your coworkers would describe you as quiet and retiring.

Total Person

Daniel Sample

Sales Representative

Note:

The Total Person is a combination of all the elements Mr. Daniel Sample completed in his Prevue Assessment.

Mr. Daniel Sample has above average numeric skills, good verbal skills, and average spatial skills. He is well able to do challenging numeric assignments such as working with complex spreadsheets and data tables. Similarly, his above average level of ability with words means that moderately difficult paperwork and most writing assignments are well within his scope. Because he is reasonably proficient in tasks that require mental manipulation of shapes and objects, he will be able to follow routine diagrams, to estimate space requirements, and to read blueprints. He should learn most new tasks quickly and only work dependent on spatial reasoning will require extra effort. Mr. Sample has good skills and will perform best when his environment and work practices change slowly.

Mr. Sample is highly motivated to work with people, and particularly interested in working with data and tools or equipment. His strong preference for working with others means that he will do well as part of a team, or in any position requiring social skills and use of technology. Regarding office equipment, his overriding interest in people should make him an eager user of telephone equipment, electronic mail, the Internet, etc. Because of his marked interest in data, he would also enjoy working with spreadsheets, databases, or any detailed paperwork. For maximum performance, any long-term assignments for Daniel Sample should include contact with people. Having good motivation to work with all three major factors in the workplace, he should enjoy a wide range of occupations.

Mr. Sample is moderately assertive and he also enjoys working with others. He has well-balanced desires to compete and to cooperate. He will balance his own need for achievement against the need to maintain good relations with others. His working strategy will be to strive unobtrusively for his own goals while remaining a useful member of the team. In disputes, Daniel Sample is able to alternate between the roles of peacemaker and decision-maker, but his reluctance to speak out on controversial issues will more often lead him to mediate.

Daniel Sample is meticulous with details, preferring to have a well-thought-out plan before beginning any project. He values punctuality, and may resent tardiness in others or unexpected changes in the schedule. Dealing with spontaneous events will be frustrating for him. He prefers working with proven procedures and established policies. He tends to be uncomfortable in unstructured situations, although he will strive to bring order out of chaos. Mr. Sample can deal with procedural changes if they are carefully explained and justified.

Daniel Sample enjoys the attention of others in a lively environment. As a team member, he will contribute readily but he needs time alone to reflect on his efforts and plan his offerings. He enjoys meeting new people and exploring new ideas. He often acts impulsively and long-term assignments must include variety or else he will lose interest. Mr. Sample will not tolerate a great deal of monotony and he will thrive on challenging assignments, particularly if these contain an element of risk.

Daniel Sample is generally positive, rational, and calm. He takes criticism well and he strives to be objective. He is usually able to shrug off rejection and continue with his work. He is so relaxed and copes so well with pressure that some might misinterpret his lack of excitability as indifference. Less scrupulous people may attempt to exploit his easy trust and remarkable patience. Ideally, he should work on demanding, high pressure, long-term projects that require dealing with people openly and objectively. Whether he is required to give a fast response to a crisis or methodical attention to a routine task, Mr. Sample will work effectively under pressure.

Individual Traits

Daniel Sample

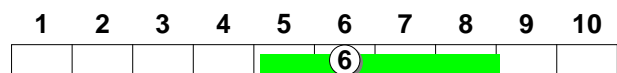
Sales Representative

NOTE:

The individual traits on the following pages are descriptions of Mr. Sample's characteristics as determined by the Prevue Assessment. The 1 - 10 scoring scale used throughout the Prevue Assessment is called a sten scale. Sten simply means the standard tenth of a normal bell curve. Approximately 16% of the population would have sten scores in the 1 - 3, and 16% in the 8 - 10 ranges. The other 68% of the population will score in the middle ranges 4 - 7.

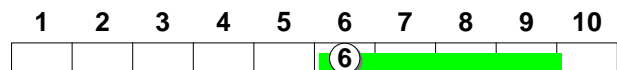
General Abilities

Daniel Sample has a level of speed and accuracy in reasoning and problem solving that indicates he is as able as most other adult workers. He can learn and absorb new information without too much difficulty. He is efficient working in an environment that makes reasonable demands, however, under high levels of mental work load, he may find it difficult to cope.



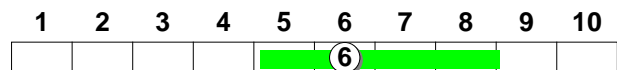
Working with Numbers

Mr. Sample has an average capacity for numerical reasoning. This indicates that he is as able as most adult workers to deal with information derived from simple numbers.



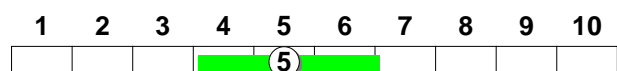
Working with Words

This indicates an average capacity for working with written language when compared to other workers. He is capable in speed and accuracy when using authored material.



Working with Shapes

Mr. Sample's speed and accuracy in using spatial material indicates that he is as able as most adult workers in dealing with information that involves manipulating shapes and objects.



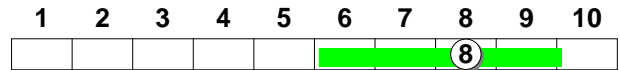
Individual Traits

Daniel Sample

Sales Representative

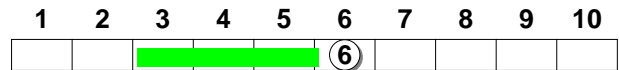
Working with People

Mr. Sample is likely to be very interested in work that involves considerable contact with people. This may be at a complex level rather than just making contact. People with scores in this range are unlikely to feel satisfied in jobs in which interaction with people does not play a significant role.



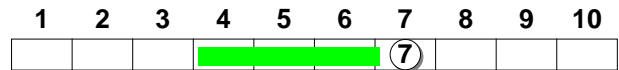
Working with Data

Mr. Sample has some interest in working with data. Such a person will be able to relate and balance this limited interest in data to those tasks in the job that require working with people or working with machinery and equipment. He would not necessarily feel the need to work with data to form the major part of his job.



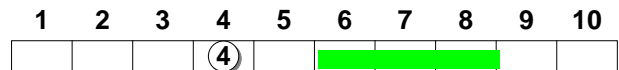
Working with Things

Daniel Sample expresses an above average level of interest in work that deals with inanimate objects such as machinery, tools or equipment. Such people are likely to be interested in a hands-on approach to designing, managing or working with things.



Diplomatic / Independent

Daniel Sample is a diplomat who will seek to further personal relationships within a team. He is capable of getting his own way, although he typically is a considerate and cooperative person.



Cooperative / Competitive

He describes himself as a person who is both competitive and team-minded. He can work quite well motivating himself, while building team spirit and cooperation. He compromises his need to achieve with the need to maintain relationships.



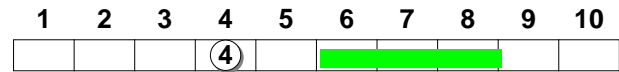
Individual Traits

Daniel Sample

Sales Representative

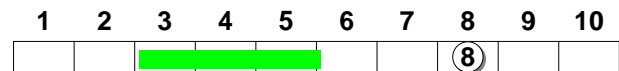
Submissive / Assertive

Daniel Sample may be submissive, and avoids speaking out on issues. He seldom seeks leadership roles. In disputes, he will be willing to compromise.



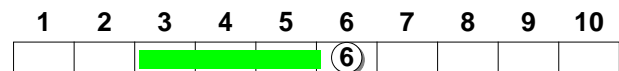
Spontaneous / Conscientious

This individual has a strong moral code plus an adherence to traditional methods and values. Thus, he is careful to obey rules. A Sales Representative of this type is very dependable, and often meticulous in his attention to detail. Preferring to be well prepared, he is likely to be a good adapter, rather than an innovator.



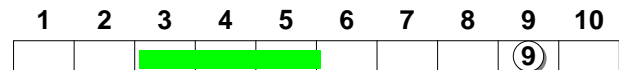
Innovative / Conventional

Daniel Sample sees himself as someone who is reasonably conventional and has a balanced approach to change and innovation. He will prefer not to change for change's sake, however, when necessary, Mr. Sample can cope with adjustments that have to be made.



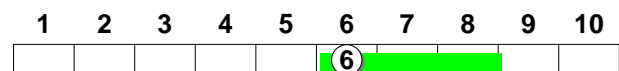
Reactive / Organized

This individual is well organized and meticulous, preferring to plan ahead while thinking through all possibilities before acting. A Sales Representative like this expects everything in its place.



Introvert / Extrovert

Individuals like Mr. Sample show moderate levels of enthusiasm and liveliness, contributing to social interaction without drawing undue attention to themselves.



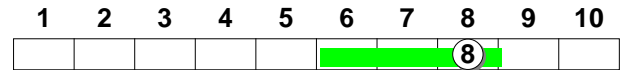
Individual Traits

Daniel Sample

Sales Representative

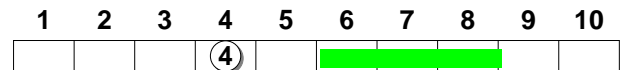
Self-Sufficient / Group-Oriented

He is a sociable person who desires to be supported by others in a lively environment. A quiet time alone to reflect and recover is the exception rather than the rule. He is also happiest in work situations where he has considerable contact with others.



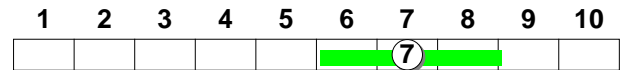
Reserved / Outgoing

Although he is comfortable in the company of others, he does not seek their attention. An individual like this can be talkative and outgoing in limited job situations.



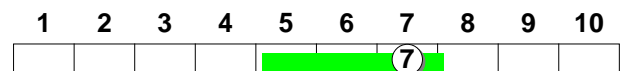
Emotional / Stable

As a relaxed and easygoing person, he is able to face most setbacks with calmness and ease. He rarely gets irritable or upset, as he is fairly secure in himself, and self-assured even under normal stress.



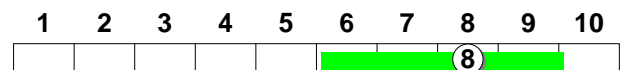
Restless / Poised

Daniel Sample is fairly calm and unruffled. A Sales Representative like this will remain objective in all but the most difficult work related situations.



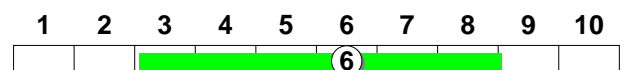
Excitable / Relaxed

He is a relaxed, easygoing individual who copes well with most work related pressures. He is likely to be accepting of most people and to be generally trusting. For the most part, people like Mr. Sample are able to keep their troubles in proportion and not worry unduly.



Social Desirability

Daniel Sample describes himself as someone who is usually considerate. Such individuals are aware of social rules and expectations.



VALIDITY INTRODUCTION:

- The rules for identifying patterns of responses in the Personality Section of the Prevue Assessment which might be "invalid" include systematic, but non-meaningful response patterns, omissions and excessive use of the "B" answer option. Systematic, but non-meaningful response patterns occur when the distribution of the responses differ from the norm and are considered unusual. The omission rule occurs if more than three responses are omitted in a given scale, making the results appear more average than they are. The "B" answer rule is affected by the total number of "B" responses selected. The candidate had the choice of an "A", "B", or "C" for every question in the Personality Section of the Prevue Assessment. The second option, the "B" choice, is always an unsure or in-between answer.

VALIDITY COMMENTARY:

- The total number of "B" responses chosen by the candidate in the course of completing the Prevue Assessment Questionnaire, including questions that were not answered, was 8.
- This number of "B" choices is within acceptable levels and the results of the Personality section of this report had meaningful response patterns. Therefore the data presented in this Prevue Assessment can be considered accurate and reliable.

BEST PRACTICE RECOMMENDATIONS:

- **Assessment Administration:** Best practice protocol recommends that assessments be administered to candidates in a controlled environment under the supervision of a proctor to ensure that:
 - The person who completes the Assessment is in fact the candidate;
 - A candidate's responses to the Assessment questions are not affected by collusion with others or by other actions that would invalidate the Assessment;
 - The supervisor is able to address unexpected conditions or problems affecting a candidate and to provide reasonable accommodation for candidates where required;

Where an Assessment is administered without the recommended supervision, the accuracy of the report cannot be guaranteed. If the report is a significant consideration in any final selection or other high stakes decision, you might wish to have the candidate retake the Prevue Assessment in a controlled environment;

For more information on the administration of the Prevue Assessment, please see "Administering the Prevue Assessment" in the Prevue User Guide posted at www.prevuesystem.com.

- **Assessment weighting:** The weight given to the Prevue Assessment in any human resource selection or other high stakes decision should not exceed one-third of the total process. The remainder of the process, including the candidate's work history, interview, background checks, etc., should be considered in association with the results of this report.

- **Ensure fairness:** When properly administered, the use of the Prevue Assessment will help to ensure that applicants are treated fairly without regard to race, colour, religion, sex or national origin. The Prevue Assessment was designed and developed to conform with the human rights legislative and best practice requirements prevailing in the various countries where the Prevue Assessment is distributed. This includes the EEOC Guidelines, the Americans for Disabilities Act and the standards for test development and administration published by the American Psychological Association, the British Psychological Society and the Association of Test Publishers.



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