



**Identify effective salespersons.....
before you make expensive personnel decisions.**

Sales Achievement Predictor (SalesAP)

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You no longer have to wait to find out whether a new hire *will* succeed. The SalesAP measures traits critical to sales success and it predicts achievement in customer service, inside sales, management, marketing, and other areas.

Not everything is evident in an interview or a resume -- for example motivation to follow through once on the job, inhibitions about cold calling, or reluctance to ask for the sale. The *SalesAP* is designed to identify these factors.

Validated against actual sales performance, the *SalesAP* helps sales managers, human resource professionals, business owners, and industrial psychologists predict sales achievement, as well as select, place, and train salespeople. And it meets EEOC guidelines. Companies using the *SalesAP* include the Epic/Savage Realty, ADT, Boston Market, and many others.

The *SalesAP* is composed of 140 items and written for at least a 6th-grade reading level. Individuals respond using a simple 5-point rating scale. Because test items are contemporary and free of psychological and sales jargon, most people find the *SalesAP* appealing and engaging. It can be given to individuals or groups, in a paper-and-pencil format or on a computer. It generates an interpretive report with specific descriptions of the individual's fit with sales work and recommendations for improvement.

The original version of the *SalesAP* was standardized on a sample of 1,375 individuals (48% male, 52% female), most ranging in age from early 20's to mid-60's. At the time they were tested, many of these people were being evaluated for job selection, placement, promotion, or career counseling. Others were working individuals asked to participate in research studies. Additional studies included a group of 745 managers, salespeople, and mid-level to upper-level professionals, all of whom took the final version of the test.

The *SalesAP* Manual documents a strong relationship between 1) *SalesAP* sales scores and supervisor ratings of actual sales achievement, and 2) *SalesAP* scores of sales applicants and their subsequent on-the-job performance.

The *SalesAP* computerized report begins with one of 3 overall summary recommendations: 1) **Highly recommended for sales**, 2) **Basically Recommended, but with areas that could be improved**, or 3) **Not recommended for sales**

This is followed by sales strengths and weaknesses. This summary also identifies those who may not succeed in outside sales, but who will perform well in customer service or inside sales.

The report shows the individual's percentile rank (adjusted for an overly positive or overly self-critical profile) on the following scales:

**Achievement
Assertiveness
Cold-Calling
Competitiveness**

**Managerial Personality
Motivation
Personal Diplomacy
Personality**

**Cooperativeness
Extroversion
Goal Orientation
Initiative**

**Planning
Relaxation Level
Sales Closing
Teamwork**

The narrative section of the report 1) interprets the respondent's scores in terms of characteristics, behaviors, and interests, and 2) provides recommendations for improvement tailored to the needs of the individual. Supervisors can use these recommendations to improve sales motivation and performance.

In addition, our tailored sales training uses individual *SalesAP* results. This training is not generic. Each participant receives individualized methods for improvement.

The *SalesAP* can be scored and a report generated and mailed, faxed, or emailed to you in the same day. The fee is \$60 per report (plus faxing, e-mailing, or other shipping).

New additional analysis based on SalesAP scores - the *SQ (Sales Quotient)*- measures CALL AVOIDANCE, SOCIAL AGGRESSIVENESS, AND PROBABILITY OF TURNOVER

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