



# Profile Sales Assessment

The Profile Sales Assessment™ (PSA) measures how well a person fits specific sales jobs in your organisation. It is used primarily for selecting, on-boarding, and managing sales people and account managers. The “job modeling” feature of the PSA is unique and can be customised by company, sales position, department, manager, geography, or any combination of these factors

## Why Assess Employees?

Many sales people are competitive and persuasive. Given the opportunity to land a new job or to be promoted, they may tell you what you want to hear instead of the truth. Additionally, so much of their success depends on the specific type of sales job and the organisation in which they would work. Success seldom transfers automatically. The cost of failure in a sales job is very high considering the hiring and ramp-up costs, low sales productivity, and disruption to existing customers.

The PSA gives you an objective inside look at the behaviours and motives of your sales people and sales managers to help you make better decisions.

## How does the Profile Sales Assessment work?

Prior to assessing candidates, our experts help you develop peak performance models for your jobs using questions to direct you in comparing job candidates. Once established, our clients deliver the PSA to their candidates over the Internet—hiring managers or an HR administrator simply forwards a link. The assessment does not need to be monitored, so the candidate can take it from any computer with Internet access. The system instantly scores the assessment and informs the hiring managers where they can access the results.

The hiring manager can use the results as a screening tool or to assist them in the interviewing, selection and onboarding process.

We are the people  
development people.

Further info and bookings  
call or visit—

[www.lma.edu.au](http://www.lma.edu.au)  
1800 333 270

# Profile Sales Assessment

Purpose	Select and train high performance sales people
Measures	Key qualities that make successful sales people: <ul style="list-style-type: none"> <li>• 20 Performance Indicators</li> <li>• Seven Critical Sales Behaviours</li> </ul>
Time To Take	Less than 60 Minutes No administrator or proctoring required
Customisable	Develop Peak Job Performance Models by: <ul style="list-style-type: none"> <li>• Company</li> <li>• Sales Position</li> <li>• Manager</li> <li>• Geography</li> </ul>
Used for	<ul style="list-style-type: none"> <li>• Selection &amp; Hiring</li> <li>• Management</li> <li>• Promotion Fit/Succession Planning</li> </ul>
Reports	<ul style="list-style-type: none"> <li>• Performance Model Comparison</li> <li>• Interview Guides</li> <li>• Strategic Workforce Planning</li> <li>• Candidate Matching</li> <li>• Individual Profile</li> <li>• Comparison Summary</li> <li>• Summary Graph</li> <li>• Individual Graph</li> </ul>
Validation Studies	Yes
Administration	Internet
Scoring	Internet

## Did you Know?

- 50% of organisations are dissatisfied with new sales representatives they hire
- 19% of sales representatives turnover voluntarily each year
- 16% of sales representatives turnover involuntarily each year

## The Profile Sales Assessment helps you:

- Motivate and increase performance of your sales force
- Evaluate an individual relative to the qualities required to perform successfully in a specific sales role
- Predict on-the-job performance in seven critical sales behaviours

