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Name: Gina Sample  
 ID: 399166



## Retail Sales Summary

### General Reasoning (Cognitive)

Slower Processing  
 Accepts Simple & Repetitive Work



Faster Processing  
 Needs Intellectual Challenge

- Gina learns new information very quickly
- Better suited for Retail sales situations that require a complex solution rather than those that require a simple approach
- Gina may be seen as arrogant by others
- Can easily become bored if the product or service does not require continual learning and complex problem solving

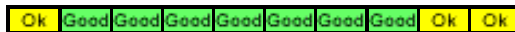
**Question:** Describe a period when you found your work frustrating because you had to deal with customers who asked questions about things that had obvious answers. How did you deal with this?

### Conscientious (Organization)

Carefree  
 Impulsive



Detail Oriented  
 Dependable



- Easy going nature may cause Gina to overlook details
- Gina is typically better at dealing with interruptions which can be beneficial in many retail environments
- Better suited to retail situations that call for reaction and handling situations as they arise
- Important to have processes that automatically ensure that Gina fills out forms or computer screens in order to capture critical details

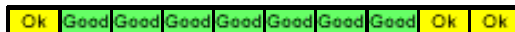
**Question:** Give me an example of a time when you forgot to handle some details with an order and it caused a problem. What did you do?

### Tough Minded

Cooperative  
 Agreeable



Direct  
 Determined



- Customers may view Gina as pushy at times due to Gina's direct and assertive nature
- Tends to be tough minded and will typically be comfortable up selling customers and closing new sales
- Given the preference to be in control, Gina may not take direction well

**Question:** Describe a time when you were too abrupt with a customer because you had become

impatient. What happened?

## Conventional (Rules)

Open to New Experience  
Flexible



Consistent  
Structured

- Balanced sense of need for structure and for variety
- Gina can be consistent and follow procedures, but also able to make exceptions when necessary
- Important to make sure that Gina knows which store policies can be flexible and which cannot

**Question:** Can you tell me about a time when your creative thinking assisted in the sale to a customer?

## Extroversion

Reserved  
Listener



Outgoing  
Talker

- Usually will greet the customers in a friendly manner
- Has a good balance between talking and listening to the customer and their needs
- Gina's moderate need for people interaction will mean that a retail environment that has moderate levels of traffic will be better than those with a high level of traffic from customers during the day

**Question:** How have you kept a positive attitude with customers on a daily basis?

## Stable

Sensitive  
Anxious



Calm  
Stress Resistant

- Gina usually handles pressure well unless it is extreme
- Typically has a balanced sense of urgency with customers
- Able to handle most difficult customers unless these situations are highly stressful and frequent

**Question:** Tell me about a customer who was particularly difficult to deal with. How do you handle them?

## Team

Individualistic  
Competitive

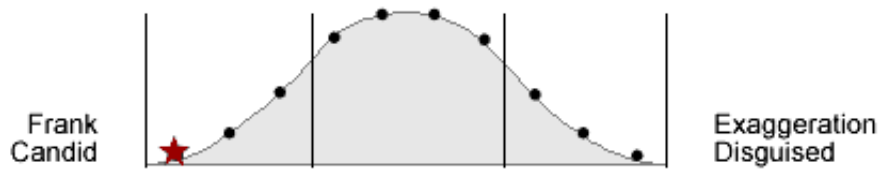


Collaborative  
Win-Win

- Gina is typically self-motivated and very competitive
- May have difficulty working within a team particularly if the incentives are based on team objectives
- Will be motivated by commission based sales environments
- May not be collaborative with internal team or co-workers

**Question:** Tell me about a sale that was lost when another sales associate assisted the customer and didn't handle it like you would have. What happened?

## Good Impression (Social Desirability)



- Gina's responses have been frank and open

Overall  
**93%**

**Note: This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.**