



**OBJECTIVE
MANAGEMENT
GROUP, INC.**

Confidential Sales Candidate Screening

THE DAVE KURLAN SALES FORCE PROFILE™

Candidate: Ben Selling

Company: SALES COMPANY

Date: 14-Aug-08

HIRING RECOMMENDATION - Hirable

NOTE: This screening will indicate whether Ben Selling *will actually sell*, whether Ben Selling is trainable, can be coached and the kind of help you'll need to provide if you move forward and hire Benjamin. Please understand that while this is not a personality profile, sales aptitude test nor psychological test, those instruments can be useful for other positions.

This screening deals specifically with Benjamin's sales potential with your company, as well as industry compatibility. While this is a very important piece of the puzzle, it is only one piece. It does not measure intelligence, technical knowledge, self-presentation, appearance nor check references and all of those issues remain quite important. It does uncover what could have been hidden from view, even in a fairly comprehensive series of interviews. Therefore, our recommendations should be interpreted accordingly. For your convenience we have provided a simple summary on the last page. Explanations for most of the weaknesses you'll read about in this document can be found in our Corporate Recruiting System.

<u>SUMMARY OF FINDINGS</u>		
	Strength	Weakness
Crucial Elements		
Desire	✓	
Commitment	✓	
Responsibility		✓
Outlook	✓	
Major Weaknesses		
Need for Approval	✓	
Controls Emotions	✓	
Record Collection	✓	
Buy Cycle	✓	
Money Weaknesses	✓	
Recommendations		
Trainable	✓	
Compatible	✓	
Will Sell	✓	
Hirable		Yes
Potential For Growth		31%
Sales Quotient		142

OUR SUMMARY AND RECOMMENDATIONS

Is Ben Selling trainable?

Yes. Benjamin's strong desire indicates that a training program would definitely provide a meaningful avenue for growth.

Is Benjamin's specific sales experience compatible?

Yes. Ben Selling matches up in more than half of the areas you specified, indicating that Ben Selling will have a shorter ramp up time to Benjamin's level of capability.

Will Ben Selling sell?

Yes. With effective training and proper management, you should expect to see a short term impact on sales.

Do we believe you should hire Benjamin?

Yes. Benjamin's strengths suggest that hiring this person should result in a successful outcome in an upper income sales position. Ben Selling is also capable of performing at a higher level.

Conditions For Hiring:

None Before you hire Benjamin, you'll have to make sure that the problem with excuses has been acknowledged and Ben Selling has agreed to an action plan.

We also point out that your profile calls for a salesperson who could sell products/services in a highly competitive market and Ben Selling would likely have difficulty accomplishing that.

INTERVIEWING TIPS

- ✓ Ask why the candidate is leaving or left a recent job. Listen for excuses. This demonstrates excuse making.

IMPORTANT FINDINGS

Ten key attributes and certain combinations of them have an adverse and significant influence on the recommendations in this screening. Those that apply to this candidate are indicated below by an "Issue" in the respective column. Control + Click the "Issue" to read about the adverse impact of these findings. (A Web Browser and Internet connection is required.) Click [here](#) for an index of all key findings.

Desire	Commitment	Outlook	Excuses	Approval	Money	Emotions	Buy Cycle	Records	Incentive
			Issue						

Important combinations of the 10 key attributes are listed below. Click a topic to read about the impact of these issues.

[Shopper Finding](#)

SPECIAL SKILL SETS MASTERED

Special Skill Sets:

Please review the skill set detail on the page below to understand the relative strength of this candidate in each skill set.

The information on the next page presents the candidate's attributes for each skill set. Shaded attributes represent negative traits within each skill set.

SPECIAL SKILL SETS DETAIL

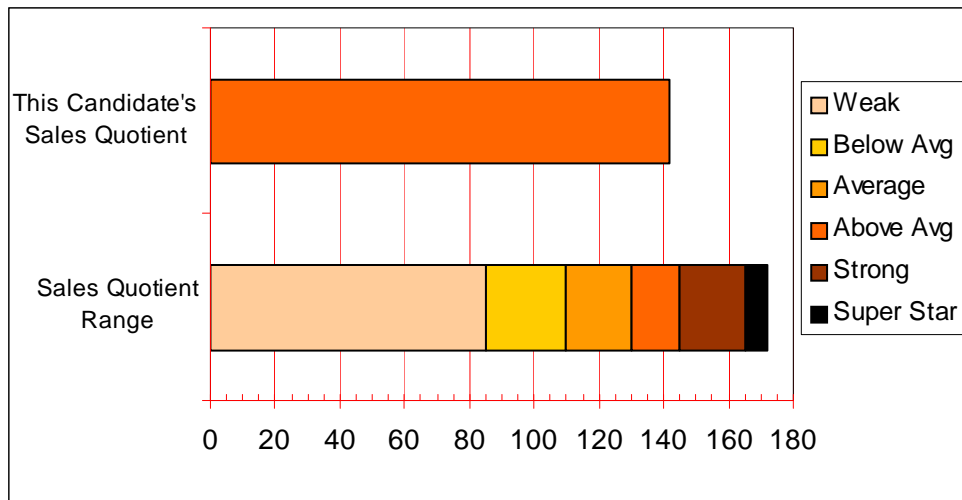
Hunter		Present	Account Manager		Present
Prospects Consistently		Yes	Develops Bonding and Rapport		Yes
Gets Past Secretaries		Yes	Gets To Decision Makers		Yes
Gets To Decision Makers		Yes	Uncovers Actual Budget		Yes
Gets Appointments When Prospecting		Yes	Knows How To Handle People		Yes
Receives Plenty of Introductions		Yes	Effective Time Management		Yes
Will Prospect		No	Lacks Killer Instinct		No
Has No Need For Approval		Yes	Has Need For Approval		No
Recovers From Rejection		Yes	Won't Prospect		No
	% of Traits	88%	Believes – "I should be their friend"		No
			Inappropriate Follow Up Calls		Yes
			% of Traits		60%
Closer			Intellectual		
Gets Prospect To Agree To Make Decision		No	Attempts To Close		No
Won't Make Inappropriate Quotes		No	Uncovers Budget		Yes
Gets to Decision Makers		Yes	Gets To Decision Makers		Yes
Attempts to Close		No	Learns Why Prospects Buy		No
Has Killer Instinct		No	Learns How Prospects Buy		Yes
Won't Accept PutOffs		Yes	Has At Least 10 Skills		Yes
Has Supportive Buy Cycle		Yes	Has Need For Approval		No
Has No Need For Approval		Yes	Has Non-Supportive Buy Cycle		No
Controls Emotions		Yes	Has Self Limiting Record Collection		No
	% of Traits	56%	Has Money Issues		No
			Has Difficulty Controlling Emotions		No
			% of Traits		36%
Qualifier			Ambassador		
Uncovers Actual Budget		Yes	Develops Bonding and Rapport (skill)		Yes
Gets To Decision Makers		Yes	Gets Referrals and Introductions (skill)		Yes
Learns Why Prospects Would Buy		No	Knows How To Handle People (skill)		Yes
Learns How Prospects Would Buy		Yes	Enjoys Selling		Yes
Does NOT Assume		No	Inappropriate Follow Up Calls		Yes
Comfortable Talking About Money		Yes	Wasting Time – Selling System		Yes
Has High Money Tolerance		Yes	Believes – "I should be their friend"		No
Has No Need For Approval		Yes	Skills Limited To Those 3 Above		No
Controls Emotions		Yes	% of Traits		75%
Has Supportive Record Collection		Yes			
	% of Traits	80%			
			Timid		
Farmer			Has Low Self Esteem		No
Has Killer Instinct		No	Has Need For Approval		No
Attempts To Close		No	Has Difficulty Recovering From Rejection		No
Controls Emotions		Yes	Uncomfortable Talking About Money		No
Won't Accept PutOffs		Yes	Has Outlook Problem		No
Has Supportive Buy Cycle		Yes	Is Not Money Motivated		Yes
Has Difficulty Recovering From Rejection		No	% of Traits		17%
Has Need For Approval		No			
Won't Prospect		No			
	% of Traits	38%			

COMPATIBILITY WITH YOUR PROFILE

Match	Key	Topic	Your Requirements	Candidate's Experience
YES		Primary Market	<ul style="list-style-type: none"> • Corporate/Industrial • Small Business companies/ Professional Office • Institutional 	<ul style="list-style-type: none"> • Corporate/Industrial • Residential • Small Business companies/ Professional Office • Institutional
YES		Prospects by Title	<ul style="list-style-type: none"> • President or Owner • VP or top administrator • Technical end user 	<ul style="list-style-type: none"> • President or Owner • VP or top administrator • Technical end user • Husband and wife
YES		Need vs Want	<ul style="list-style-type: none"> • Need and want • Need but don't want • Do not need but want 	<ul style="list-style-type: none"> • Need and want • Do not need but want
NO		Competition	<ul style="list-style-type: none"> • Three to five 	<ul style="list-style-type: none"> • More than five
YES		Pricing	<ul style="list-style-type: none"> • Higher than the competition • On par with the competition • Lower than the competition 	<ul style="list-style-type: none"> • On par with the competition
YES		Money	<ul style="list-style-type: none"> • Between \$25K and \$250K • Above \$250K 	<ul style="list-style-type: none"> • Between \$1K and \$25K • Above \$250K
YES		Product Sold	<ul style="list-style-type: none"> • Custom engineered solutions • Conceptual services • Products one can demonstrate • Commodities 	<ul style="list-style-type: none"> • Custom engineered solutions • Commodities
NO		Sell Cycle	<ul style="list-style-type: none"> • Three to six months • More than 6 months 	<ul style="list-style-type: none"> • A two to three call close
YES	*	Customer Development	<ul style="list-style-type: none"> • Sold them and renewed annually • Sold them and serviced them 	<ul style="list-style-type: none"> • Sold them and serviced them
YES	*	Priorities	<ul style="list-style-type: none"> • 80% new and 20% current 	<ul style="list-style-type: none"> • 80% new and 20% current
YES	*	Closing	<ul style="list-style-type: none"> • Salesperson closes • Salesperson planted seeds 	<ul style="list-style-type: none"> • Salesperson closes
YES		Presentations	<ul style="list-style-type: none"> • Present once to the decision maker • Present once to a group • Present several times to individuals • Present several times to a group 	<ul style="list-style-type: none"> • Present once to the decision maker • Present once to a group • Present several times to individuals
YES		Product Quality	<ul style="list-style-type: none"> • Top of the line • Different 	<ul style="list-style-type: none"> • Top of the line • Middle of the pack
YES		Pressure	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • High
YES	*	Supervision	<ul style="list-style-type: none"> • Micro Managed 	<ul style="list-style-type: none"> • Micro Managed
YES		Company	<ul style="list-style-type: none"> • Large business • Major corporation 	<ul style="list-style-type: none"> • Small professional firm • Major corporation
YES	*	Compensation	<ul style="list-style-type: none"> • All commission • Mostly commission 	<ul style="list-style-type: none"> • All salary • Mostly commission
YES		Environment	<ul style="list-style-type: none"> • Turbulent and changing • Rapid growth 	<ul style="list-style-type: none"> • Rapid growth

Ben Selling's compatible with 89 % of your company's additional criteria for an ideal salesperson. When the percentage of compatibility is high, the ramp up time is reduced considerably. While compatibility should not be confused with *whether* Ben Selling *will sell*, it will *impact* Benjamin's performance. (Items with an asterisk '*' are your key criteria.)

SALES QUOTIENT



How to Read the Sales Quotient: The Sales Quotient is derived from 21 Core Competencies, weighted according to impact on the selling process. A perfect score of 173 is seldom achieved. It is not an exact science and depending upon your company's profile, it's possible, in certain circumstances, to have a higher Sales Quotient for certain non-hirable candidates than for certain hirable candidates.

How to Use the Sales Quotient: We strongly recommend that you use the Sales Quotient as a guideline for ranking HIRABLE candidates only.

This candidate's Sales Quotient is 142.

STRENGTHS These Strengths Support Sales	WEAKNESSES These Weaknesses Can Neutralize Strengths and Skills
<ul style="list-style-type: none"> • Good Outlook • Strong Commitment • Strong Desire • High Money Tolerance • Decision Maker - Supports Closing! • Capable of Upholding Margins • Able to Talk About Money • Supportive Buy Cycle • No Need for Approval • Controls Emotions Effectively • Rejection Proof • Good Self Image • Has Written Personal Goals • Has a Plan for Reaching Goals • Has a System to Track Progress • Enjoys Selling • Supportive Record Collection 	<ul style="list-style-type: none"> • Makes Excuses for Lack of Results • Not Motivated To Earn More Money • Too Trusting of Prospects
<p>Ben Selling has 65% of the possible strengths for which we screen, 3 out of the 4 most crucial elements for success and all of the necessary 5 major strengths.</p>	<p>Ben Selling has 12% of the possible weaknesses for which we screen, none of the 5 major weaknesses from sections 3 and 5 and only lacks 1 of the 4 most crucial elements for success.</p>

SKILLS Learned Skills	PERFORMANCE ISSUES Likely Problems the Candidate will Experience
<ul style="list-style-type: none"> • Asks for the Business • Good Time and Organizational Ability • Questions (if asked) Will Be Effective • Learns How Prospects Will Reach Buying Decision • Prospects Consistently • Develops Bonding and Rapport Early in the Process • Consistently Uncover the Real Budget • Gets to Decision-Makers • Gets Past Secretaries • Gets Appointments When Prospecting • Knows How to Handle People • Receives Plenty of Introductions • Won't Waste Much Time on Unqualified Prospects 	<ul style="list-style-type: none"> • Likely to be Ineffective With Prospects That Wish To Comparison Shop • Making Unqualified Presentations • Too Much Talking And Not Enough Questions • Wastes Time By Not Executing His/Her Selling System • Not Getting Prospects to Agree to Make a Decision • Inappropriate Follow Up • Too Many Unqualified Quotes or Proposals
<p>Ben Selling has 62% of the possible skills for which we screen.</p>	<p>Ben Selling will likely have 27% of the possible problems for which we screen.</p>

Record Collection (Self-Limiting Beliefs That Will Influence Outcomes)

- It's OK if my prospect shops around
- I must educate the prospect
- I don't like making cold calls
- Prospects are honest
- Prospects that think it over will eventually buy from me
- Any lack of results are due to the economy or marketplace

Ben Selling has 17% of the possible self-limiting records for which we screen.

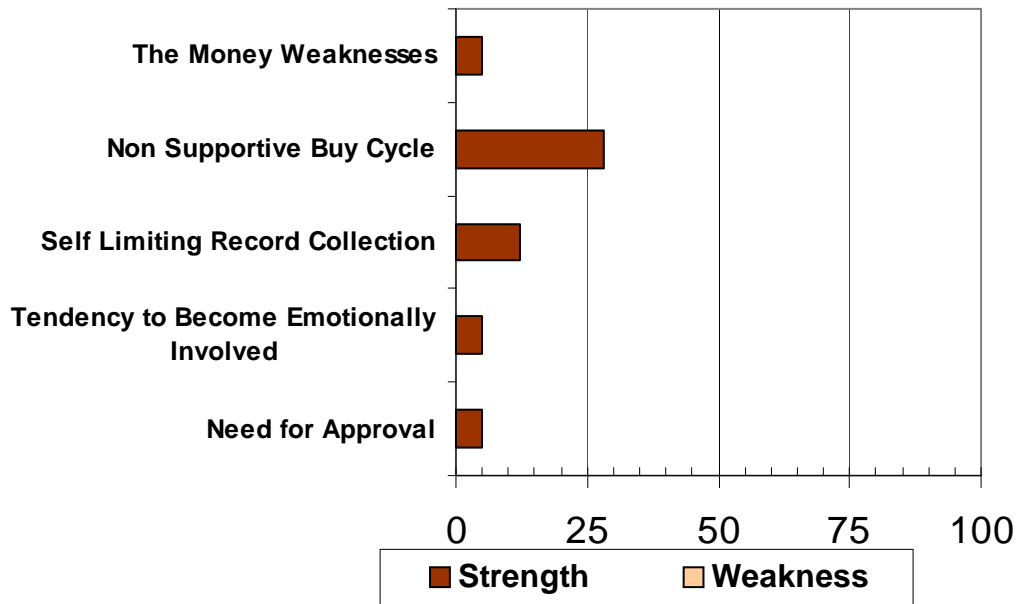
**HIRABLE RANGE FOR Benjamin
(\$50K - \$99K)**

This chart shows the ideal range for hiring your candidate, based on the projected income for the position. WHITE is the only acceptable color for an ideal candidate. A Checkmark in the Gray region indicates a **Less Than Ideal** hirable candidate, usually because of either lack of commitment or the possession of five major weaknesses.

LEGEND

✓	Candidate Recommended for Hire					
✘	Candidate Not Recommended					
Likelihood of Change (in %)	Number of Major Weaknesses (0-5)					
	0	1	2	3	4	5
10						
20						
30						
40						
50						
60						
70						
80						
90						
100	✓					

Severity of Five Major Weaknesses For Ben Selling



Express Screen Provided by Anthony Cole Training
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