

H I G H M R K

Assessments Compared

Assessments are available in several varieties: Psychological, Personality, Behavioral, as well as, Aptitude. Most of them accurately report their findings but are better **suited for general employment testing rather than specific sales testing**. We have described the various tests and their virtues in the following table:

Psychological Test	This test shows the complete psychological make-up of the candidate. It is useful for determining whether the individual is emotionally stable . However, that does not have an impact on whether the candidate will sell.
Personality Test	This test can tell you how the individual fits in with the rest of your organization or culture . A warm, outgoing, extroverted, amiable, social and friendly type of personality is considered ideal. While these people will undoubtedly make friends and develop a relationship; that does not necessarily translate into making <i>sales</i> . In recent months, the legality of a personality test in a skill specific job has been challenged, making the use of this test for sales candidates a legal risk as well.
Behavioral Styles Test	This test can point out your candidate's attention to detail, follow up, timeliness and organizational ability . While it won't tell you who will <i>succeed</i> , it may help you to manage this candidate more effectively.
Aptitude Test	This test is often included as a part of the other tests. While this tool is usually sales specific, it only measures a candidate's knowledge of sales , failing to indicate whether the individual <i>will</i> actually execute what they know.
Highmark Solutions <u>Sales</u> Profile	This powerful assessment accurately predicts sales success in your specific business . A unique sliding scale toughens the hiring criteria as the projected income for our client's position is increased.

The assessment used by Highmark Solutions has assessed 250,000 salespeople and evaluated more than 7,000 sales forces since 1990.

Highmark Solutions
Birmingham, AL
www.highmarksolutions.com

"Recruiting Sales Talent that WILL Sell"

© Copyright 2005 OMG, Inc.