

Career Profile China Candidate Report

For Wen Sun (9876)

Test Company

Test Number: 43137

Manager: Jianrong Han (45678)

Test Date: 2008-01-05

Career Profile Rating: 9

Across all Career Profile users in insurance companies in China, approximately 17 out of 100 candidates who rate 9 are expected to be successful.

Compared with the average insurance candidate in China, this candidate has a 45 percent better than average chance of being a successful salesperson.

A "successful" salesperson is one who

- is still under contract after one year on the job, and
- produces in the top half of all first-year surviving salespeople in the company.

The Career Profile rating is a combination of two predictors: first-year survival and first-year production. The chart below shows how this candidate rated in these two areas:

	Below-Average Production	Average Production	Above-Average Production
Below-Average Survival			
Average Survival			
Above-Average Survival			

Career Profile China Candidate Report

For Wen Sun (9876)

Attitudes Toward Financial Services Industry

Research shows that successful salespeople have a strong belief in the product or service they sell. The chart below shows how this candidate responded to questions regarding the financial services industry and your company. Follow up with the candidate on any negative attitudes or misunderstandings shown here. (Some possible follow-up questions are included in the Interview Guide section of this report.)

	Strongly Disagree	Disagree	Agree	Strongly Agree	Don't Know/No Answer
The financial services industry provides a valuable service to people					
The financial services industry often preys on people's fears					
The financial services industry helps people who may not know a lot about financial issues make informed decisions					
This company has a good reputation as a financial services company					
This company treats its agents well					
This company's agents are honest and ethical					
A life insurance sales career will bring me higher income than my current career					
I will tell people about the kind of work I do if I become employed as a life insurance agent					

Career Profile China Candidate Report

For Wen Sun (9876)

Prospecting Potential

The chart below shows how the candidate responded to questions regarding his or her natural market and typical level of social activity. This type of information will help you evaluate the candidate's prospecting potential. (Some possible follow-up questions are included in the Interview Guide section of this report.)

Number of relatives living within 20 kilometers of candidate	11 to 15
Number of different groups in which candidate is active	2
Number of people candidate could list who might buy insurance	300 or more
Number of weekday evenings the candidate spends outside of the home in social or recreational activities	5
How comfortable is the candidate when introducing himself or herself to people?	Totally at ease
Does the candidate prefer spending free time with other people or alone?	Somewhat prefers spending free time with other people
How likely would the candidate's friends be to describe him or her as very outgoing and sociable?	Very unlikely
When given a chance to introduce himself or herself, the candidate is most likely to...	Say hello and wait for the other person to begin a conversation
The candidate enjoys meeting new people...	Some

Career Profile China Candidate Report

For Wen Sun (9876)

Interview Guide

Those candidates who meet your company's minimum qualifications should continue through the rest of your selection process. A structured interview is an excellent method of gathering information about a candidate's background, qualifications, and motivation.

Use the next section of this report as a preliminary interview guide, which highlights some important areas for your interview to cover. In asking these questions and others that you choose to add, be sure to record your feelings about the candidate as you go through the interview.

Work History

Individuals who have had a stable and successful work history are more likely to succeed in financial services sales. Ask the candidate to describe his or her recent work history and the reasons for changing jobs.

1. Please describe your current (or most recent) position.
 - What were your responsibilities?
 - How long did you remain in this position?
2. How do you feel about your current (or most recent) position?
 - Why are you considering leaving (or did you leave) that position?
3. What about the position you held before?
 - How long did you remain in that position?
 - Why did you leave?
4. What do you hope to gain in moving from your last position to this one?

How stable is the candidate's recent work history?

1
Not at all stable

2
Somewhat stable

3
Very stable

Career Profile China Candidate Report

For Wen Sun (9876)

Previous Success

The best indicator of future success is past success. Ask the candidate to describe how he or she has been successful in previous endeavors.

1. How would your most recent supervisor evaluate your performance?
2. Tell me about a situation (at work or school) in which you excelled.
3. Tell me about a situation (at work or school) in which you had problems meeting performance expectations.

To what extent has the candidate been successful in the past?

1	2	3
Not at all successful	Somewhat successful	Very Successful

Achievement Orientation

Individuals who set challenging goals for themselves and try hard to meet them are more likely to succeed in insurance sales. Ask the candidate to describe how he or she has demonstrated a desire to achieve in previous situations.

1. Tell me about a time you set a major goal and were able to achieve it.
2. Tell me about a time you were unable to meet a goal.
3. Tell me about a situation in which you were directly competing with someone else.

Has the candidate demonstrated a strong achievement orientation in other settings?

1	2	3
No	Maybe	Yes

Career Profile China Candidate Report

For Wen Sun (9876)

Belief in Financial Services Products

Research shows that successful salespeople have a strong belief in the product or service they sell. Review the candidate's responses presented on page 2 of this report and identify any negative attitudes toward the financial services industry shown there. Consider asking questions such as the following to clarify the candidate's feelings:

1. What has your personal experience been with the financial services industry?
 - Has your experience been generally positive or negative?
 - Why is that?
2. Do you have any concerns about joining the financial services industry?
 - What are they?
 - Do you feel you can get past these concerns?
3. What information can I provide to help ease your concerns?

How likely is it that the candidate will be able to develop a strong belief in the value of your products and services?

1
Very Unlikely

2
Uncertain

3
Very Likely

Career Profile China Candidate Report

For Wen Sun (9876)

Prospecting Potential

Use the information contained in the chart on page 3 of this report to evaluate the strength of the candidate's likely natural market. Do any of the responses indicate this might be an area of concern? Consider asking questions such as the following to gather additional information.

1. Selling financial services products requires talking to a lot of different people. Can you describe a time when you had to ask people you knew to help you achieve a goal?

- How did you feel about doing this?
- Were you successful?

2. It is not always easy to get to know people when you are in unfamiliar surroundings - for example, when you move to a new neighborhood or start a new job. Can you describe a time when you were in such a position?

- How did you go about meeting new people?
- How comfortable were you in this situation?

What is your evaluation of the candidate's prospecting potential?

1
Weak

2
Uncertain

3
Strong

Preliminary Selection Decision

_____ Proceed with candidate

_____ Proceed with caution

_____ Stop selection process