



## Confidential Report For Sample Candidate

Test Version: Career Choice  
Test ID 2391



This report is designed to help recruiters and managers determine how best to recruit this candidate and how much time to invest in interviewing the candidate for a financial services sales career.

## Recruiting Tips

This candidate indicated that the following aspects of a new job are most important to him or her:

- Income is directly related to effort
- Earning the respect of other people, especially friends and relatives
- High income-earning potential

As you recruit this candidate, you should match the candidate's job preferences with the opportunity you have to offer. Emphasize the similarities with the candidate, but also be sure to discuss any differences to ensure that realistic expectations are created.

## Recommendation for Sample Candidate: Actively Recruit

Recruit With  
Caution

Recruit

Actively  
Recruit



This Actively Recruit recommendation indicates that this candidate possesses many of the characteristics that typically lead to success in a sales career. We recommend that you encourage the candidate to pursue his or her interest in this career by continuing in your recruiting process. If your next step is an interview, we suggest that you use the interview questions provided later in this report to learn more about the candidate.

## Sales Characteristics

This section rates the candidate's sales strengths. Use this information as you continue with the candidate in your process — and as a guide for coaching and development if he or she accepts this opportunity with your organization. Consider the “+,” “++,” and “+++” ratings to mean:

- + Can Be Improved
- ++ Acceptable
- +++ Favorable

Productivity  
Potential:



The result above is designed to help you determine the strength of the candidate's productivity potential in sales.



Prospecting  
Courage:



The candidate's responses indicate that behavior in this area should be favorable.

Closing  
Confidence:



The candidate's responses indicate that behavior in this area should be favorable.

Entrepreneurial  
Spirit:



The candidate's responses indicate that behavior in this area should be favorable.



## The Candidate's Current Situation and Career Search Activities

If you decide to conduct a follow-up interview with this candidate, the information below can guide you in developing interview questions.

### Current Situation

Employment status: Self-employed  
Current or most recent employer: LL Global, Inc.  
Years with current or most recent employer: 2 to 3 years  
Job title: Senior Research Analyst  
Education: College degree  
Number of full-time employers in the past five years: Two

### Career Search

Time spent looking for a new job: 2 to 4 months  
Reason candidate is looking for a new job: Not enough money  
How candidate learned about this position: Was contacted by someone else who works in the organization  
Familiarity with the financial services industry: Knows several people who are financial services advisors, one of them fairly well



## Suggested Interview Questions

A well-conducted interview can give you many insights that will help guide your decision-making process. You may use these suggested interview questions to increase your understanding of the candidate's career concerns, natural market, and sales characteristics.

### Career Concerns

What do you like most about your current or most recent job? What do you like least? What is missing?

**Listen For:** Drive to succeed; desire for more independence; specific and carefully thought-out financial goals

### Natural Market

Tell me about a group of friends or acquaintances with whom you are actively involved. How did you first get involved? How long have you been involved? What roles have you played? How would you describe the group's membership?

**Listen For:** Ability to network; social initiative; leadership skills; ability to influence others

### Sales Characteristics

Describe a time when you had to convince someone to do something. What was the situation? Were you successful in getting the person to do what you wanted? Why or why not? How did the whole experience make you feel?

**Listen For:** Courage; ability to look at things positively; ability to focus on the other person's objections and effectively deal with them; ability to persevere until the desired outcome is achieved