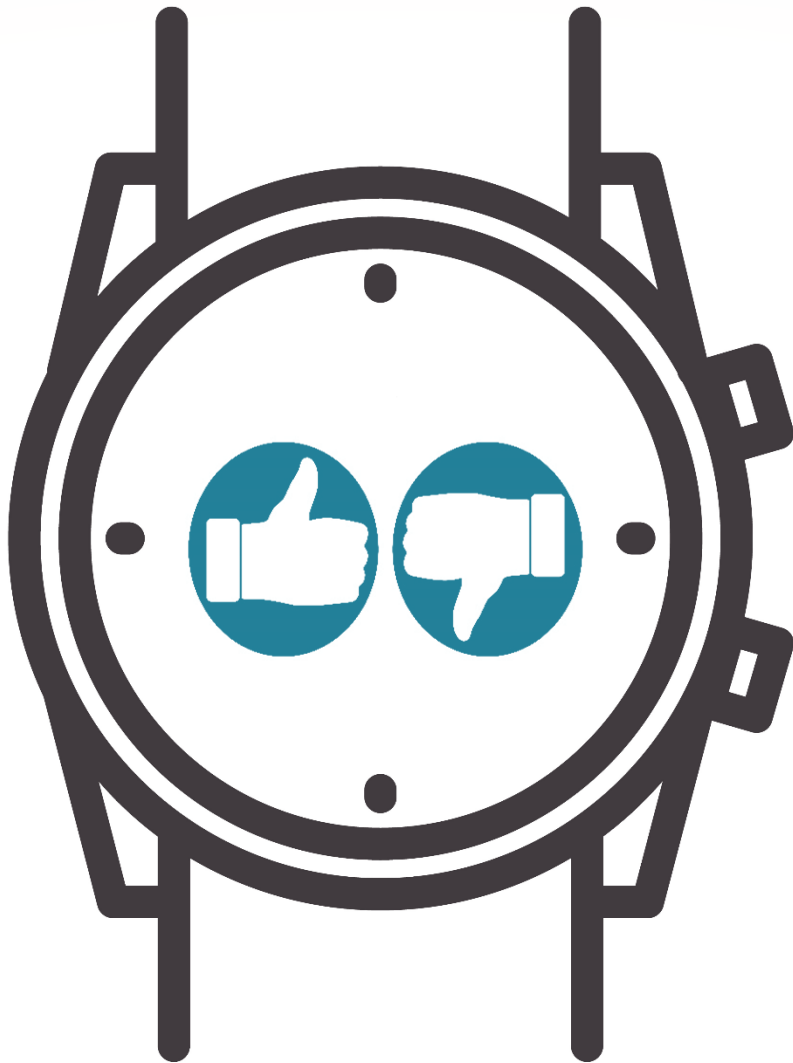# RIGHT*choice* SYSTEM

The Difference Between
SuccessPredictor
and
SalesPersona

LIMRA®

The Difference Between SuccessPredictor and SalesPersona

SuccessPredictor is a
bio-data assessment
that measures a candidate's potential success in this industry *at this point in time.*

2

The Difference Between SuccessPredictor and SalesPersona

Success is based on bio-data info such as:

⭐ Financial situation and goals

⭐ Career experience and satisfaction

⭐ Exposure to the industry

The Difference Between SuccessPredictor and SalesPersona

Bio-data assessments look at a candidate's recent background information.

The information gathered is objective, measurable and quantifiable.

The Difference Between SuccessPredictor and SalesPersona

The theory behind bio-data is the best predictor of what someone will do in the future is **what they have done in the past.**

5

The Difference Between SuccessPredictor and SalesPersona
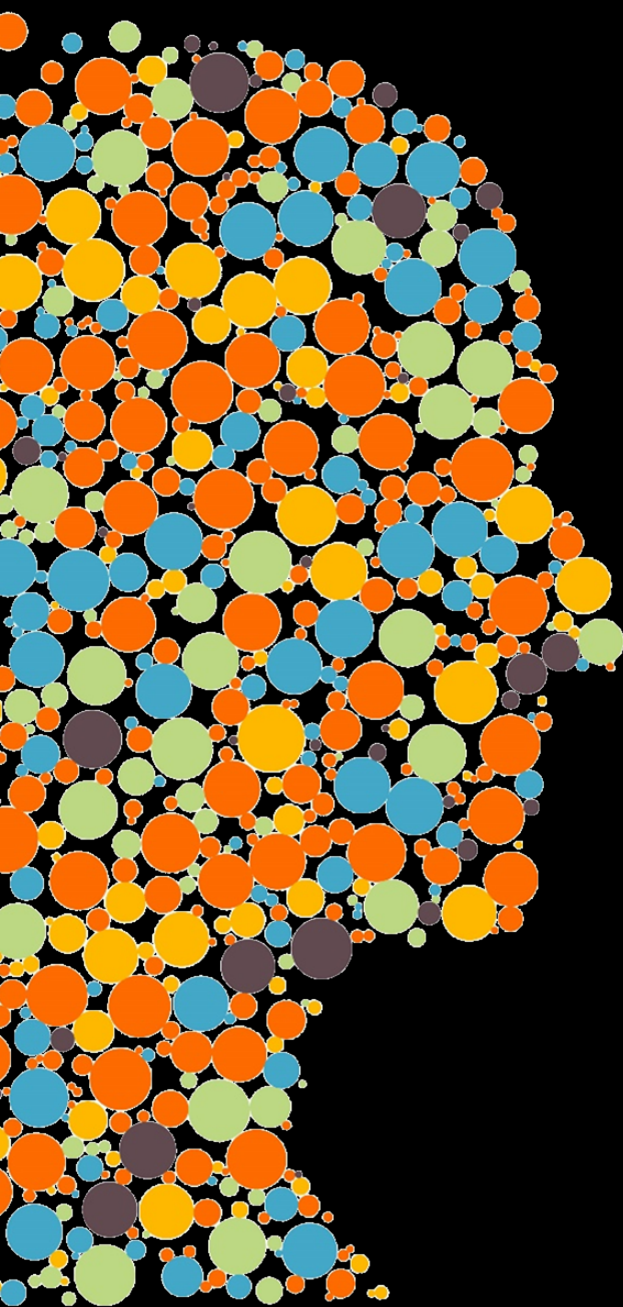
SalesPersona is a

personality assessment

that rates a candidate on 3 personality dimensions that are calibrated for financial sales – *Drive, Adaptability and Self-awareness.*

Personality describes what "makes" individuals who they are.

6

The Difference Between SuccessPredictor and SalesPersona

Personality tests help measure how well an individual will perform based on:

interpersonal skills

motivation & inspiration

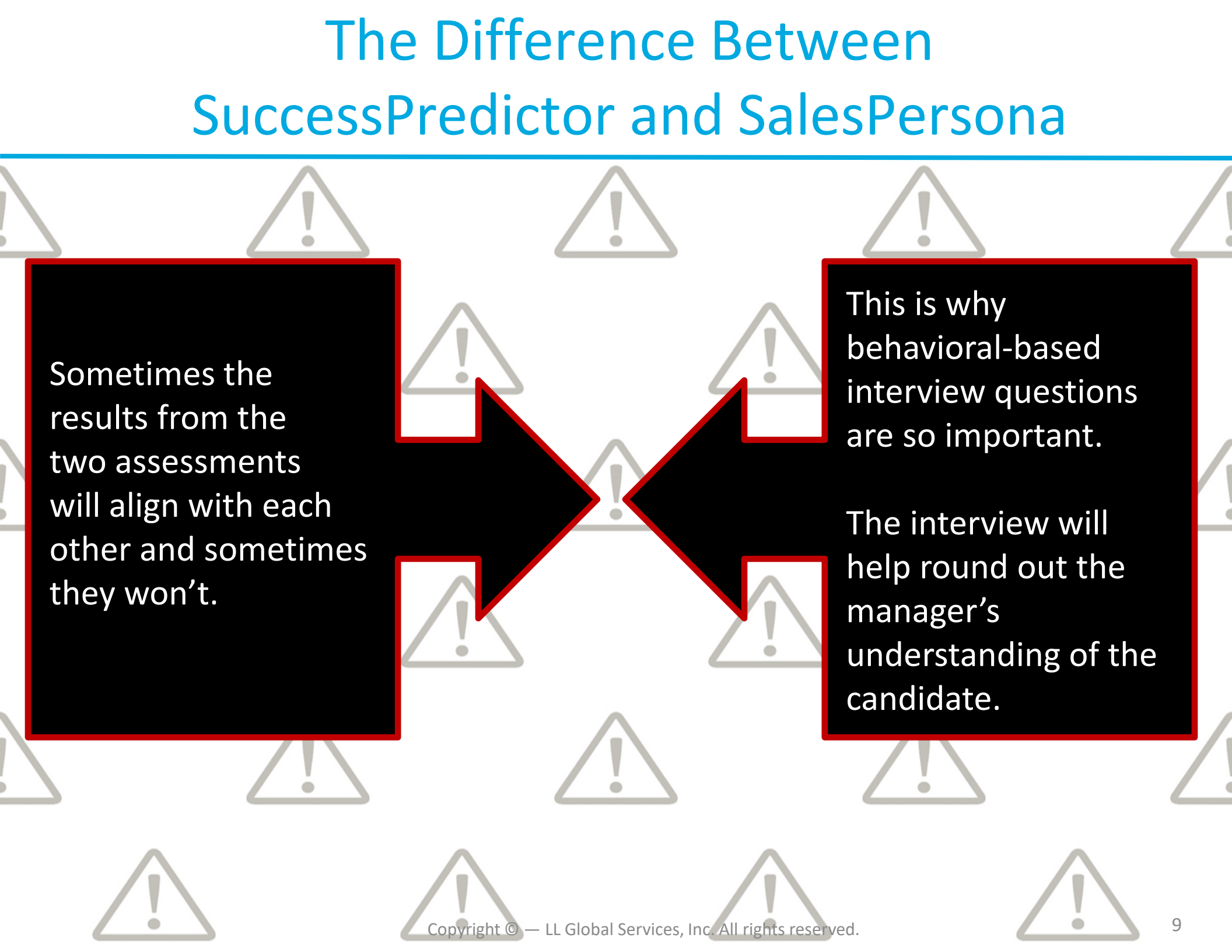the role they can excel in due to their behavioral traits

The Difference Between SuccessPredictor and SalesPersona

SuccessPredictor and *SalesPersona* look at two different aspects of the candidate –

Can they do the job?
and
Will they do the job?

Think of the information from these assessments as two different pieces of a puzzle. Neither measure is better than the other, each provides a unique contribution.

The Difference Between SuccessPredictor and SalesPersona

Sometimes the results from the two assessments will align with each other and sometimes they won't.

This is why behavioral-based interview questions are so important.

The interview will help round out the manager's understanding of the candidate.