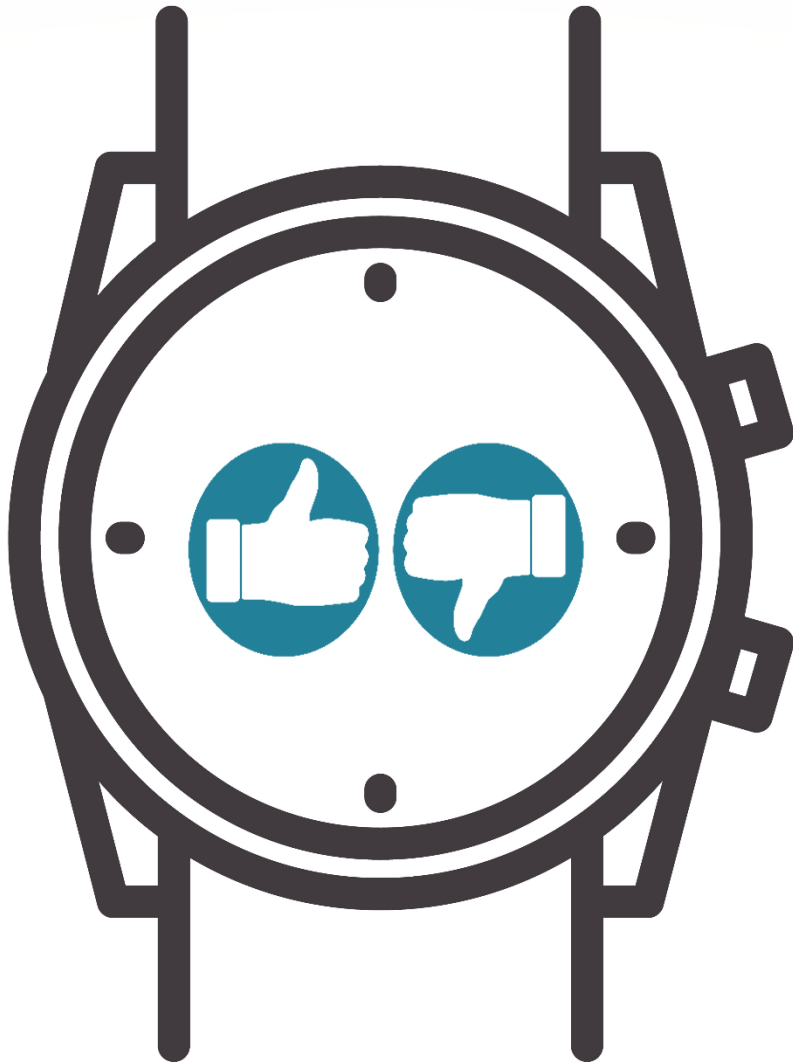




# **RIGHT** *choice* **SYSTEM**

The Difference Between  
SuccessPredictor  
and  
SalesPersona

# 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.*

# 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.**



# The Difference Between SuccessPredictor and SalesPersona

SalesPersona is a

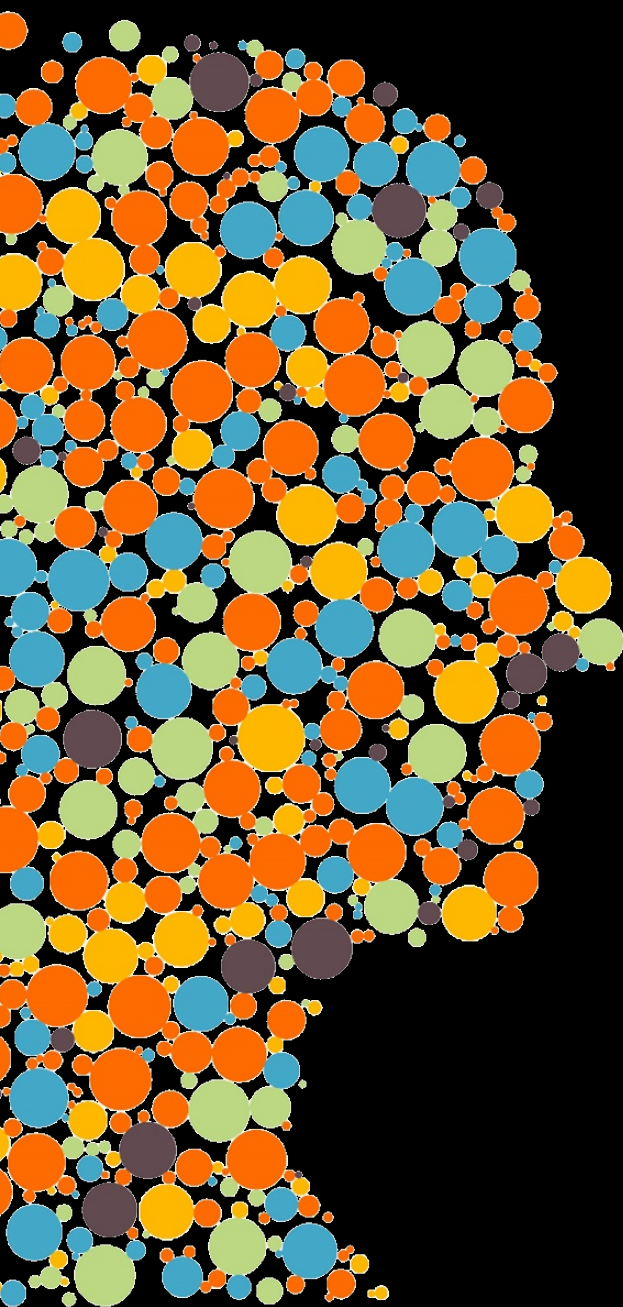
**personality assessment**

that rates a candidate on 3 personality dimensions that are calibrated for financial sales – *Drive, Openness and Authenticity.*



*Personality describes what “makes” individuals who they are.*

# 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.

# **RIGHT** *choice* **SYSTEM**