



Sales Alignment Questionnaire

SAQ-GS

A Big 5 Personality Questionnaire

Graphic Summary Report



Name: Sample



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Test Date: 2021-07-05

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Company: 小小科技有限公司-小小科技有限公司

Welcome to Understanding this Report

The SAQ is a unique assessment instrument that is designed to identify the Sales Personality Traits aligned with sales roles. This SAQ Report has been produced from candidate responses to the SAQ questionnaire, which assesses their preferred style of behaving at work. It summarizes the behavior across 16 scales which have been grouped by the Big 5 Personality Factors. The SAQ like all TAI personality assessments, includes measures of response fidelity and incorporates TAI's proprietary questionnaire accuracy procedures to reduce or eliminate candidate faking.

Sales Success Profile: There is no single profile for sales success. It is largely dependent on the selling cycle (the frequency of sales call, the time it takes from order to fulfillment,) the buying decision making process (simple purchase order or multiple layered approvals). However, there are certain behavioral traits that successful salespeople tend to possess. The SAQ measures personality traits that can predict that candidates have developed the capability or capacity to perform well in a sales role. This is not an all-encompassing list. The TAI Job Analysis Questionnaire (JAQ) can provide greater insights to the unique sales success profile needed in a particular role and organization. Below is a sample of Sales Competencies that can be identified through a Job Analysis Process.

<ul style="list-style-type: none"> ■ Develops Client Relationships that Positively Affect Sales Outcomes ■ Effectively Managers their Time and Territory ■ Works to identify opportunities to maintain and expand existing clients ■ Build, maintain and manage open client communications 	<ul style="list-style-type: none"> ■ Builds a Credible Reputation for themselves and the company ■ Is a Credible Customer Advocate that is able to mobilize internal and external resources to solve problems ■ Knows their product line, strengths and weaknesses and continually finds solutions within the realm of existing products and services. ■ Recommends product enhancements and services that are commercially that will fulfil an unmet need in a customer group and lobbies for change that will make the products and services more competitive and more valuable to clients 	<ul style="list-style-type: none"> ■ Motivated to Succeed and willing to work to overcome objections ■ Builds, Maintains and Expands a Solid Client and Market Knowledge Base ■ Proposes and Presents Effectively (both internally and externally) ■ Close the Sale!
Managing Customers and Territory	Company Representative	Superior Sales Performance

Sample of Sales Competencies that predict sales success

The SAQ report rates candidates on 15 personality traits linked to sales success. The SAQ is not to be relied upon as the sole determinant of sales roles predicted success. It is designed to be used in a well-organized selection process including behavioral interviews, simulations and cognitive ability assessments (e.g. as modeled in TAI's Selecting Talent Program). To improve the success rate in selecting sales talent. The SAQ on-line assessment is typically given to the candidate prior to their face to face interview. The SAQ report, helps the organization focus their questions to assess how well the candidate is aligned with successful sales behaviors. If the candidate is selected, the SAQ can add significant value to the candidate onboarding and orientation by sharing with them the organizations projected assessments of their strengths and development opportunities. The SAQ is able to accurately compare the sales personality traits of each candidate.

The SAQ is often used in conjunction with TAI's Numerical Reasoning report (CAQ). The CAQ measures numerical reasoning tasks that salespeople are typically asked to do. Only certified TAI Test Administrators are certified to interpret SAQ results. We also recommend that sales candidates be given a Numerical Reasoning assessment to assure that the individual possesses the numerical reasoning capability usually required in sales roles.

SAQ personal work styles scores using them for Selection and Development

There are no good or bad SAQ profiles. However, there are some that clearly have more immediate potential for new assignments and some that are recommended for future development assignments to further develop competencies. Each of the scales has +’s and –’s and it is important for those interpreting to consider the position requirements and the individual’s predispositions. A deficit in one work style may be made up for in another. With awareness, training and feedback, individuals can and do adjust their work behaviors to develop the required competencies to effectively perform their job for their new role and or new organization.

For Onboarding Coaching and Development: The individual and their boss can, based on this assessment and the organizational performance feedback, decide on what would be the most effective development activity for the individual and how to alter their behavior productively when required, without having to change their personality. People can alter their behavior at work when:

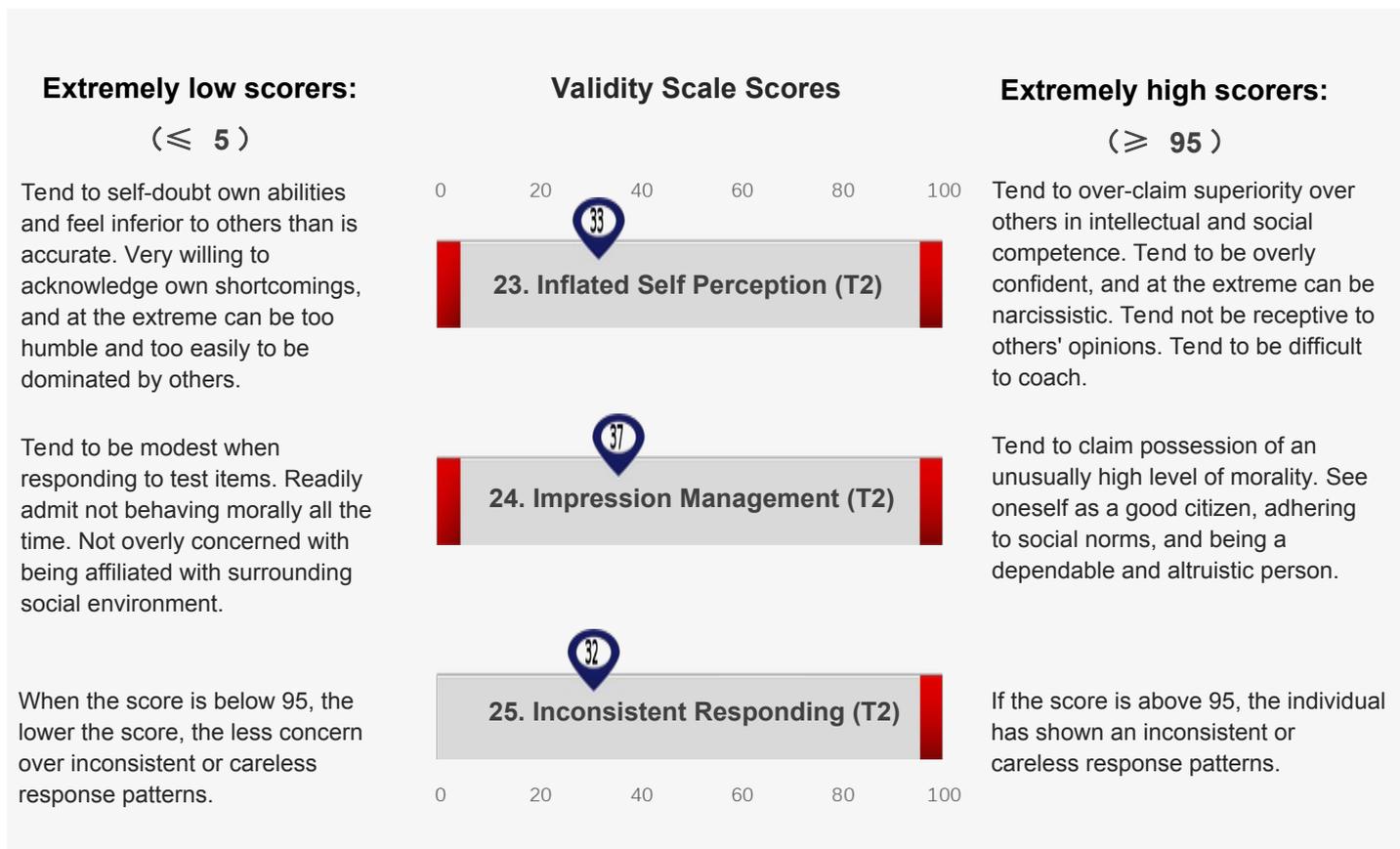
They are made aware of what behavior is going to be the most productive for this role, in this organization, and how that will allow them to improve their current performance and enhance their further advancement possibilities. They are given coaching or training to help them try out the new desired behaviors, experience the effect of the positive changes and are properly motivated to make the change.

The individual should work in tandem with their manager/sponsor to develop an individual development plan (IDP) that identifies learning activities and development assignments that will maximize both the effectiveness on the job and enhance the individual’s career potential by building certain high value competencies.

SAQ Score Accuracy and Consistency

Response Fidelity Diagnosis: This SAQ report is likely to be accurate.

This candidate did not demonstrate a strong tendency in faking good or response inconsistency early on during the test and did not receive a warning, because none of his/her fidelity scores at T1 reached pre-set criteria of 95 point (Inflated Self-Perception (T1) = 16, Impression Management (T1) = 46, Inconsistent Responding (T1) = 32). During the rest of the test, his/her fidelity scores (T2) were all within the white, unshaded areas (see below). Therefore, this SAQ report is likely to be accurate.



Percent of Responses for Each Response Alternative	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
	0.0%	5.6%	53.5%	41.0%	0.0%	0.0%

Test Start Time: 2021-07-05 16:43:58

Test End Time: 2021-07-05 16:50:16

Candidate Summary Percentile Scores on 15 Personality Scales

Very Low 0-5, Low 6-30, Low Middle 31-49, Middle High 50-69, High 70-94, Very High 95-100

Low Score Characteristics	≤5	6-30	31-49	50-69	70-94	≥95	High Score Characteristics
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Openness to Experience (22)

1. Flexibility-Low: Rigid in approach; committed to procedures already in place			31				1. Flexibility-High: Embraces changes; accepts the challenges brought on by change
2. Analytic Approach-Low: Having little patience for data collection and analysis		19					2. Analytic Approach-High: Adept at analyzing problems and finding root causes
3. Independence-Low: Reluctant to take action without direction from the boss		17					3. Independence-High: Comfortable making decisions with little input or guidance

Conscientiousness (11)

4. Achievement-Low: Having little ambition in advancing career and moving ahead		18					4. Achievement-High: Regularly seeks opportunities to advance career and move ahead
5. Initiative-Low: Tends to wait for orders or direction before starting projects or work			39				5. Initiative-High: Tends to have a bias for action and avoids procrastination and inaction
6. Persistence-Low: Tends to abandon a course of action when confronted with setbacks.	5						6. Persistence-High: Tends to persevere through work projects; continually work to overcome obstacles
7. Thoroughness-Low: Not detail-oriented; tends to make small, careless mistakes		8					7. Thoroughness-High: Likely to consistently check their own work and that of others for errors
8. Dependability-Low: Tends to allow external factors to interfere honoring work commitments	4						8. Dependability-High: dependable in honoring work commitments while modeling organizational norms
9. Planning & Organizing-Low: Tends to take a casual or spontaneous approach		11					9. Planning & Organizing-High: Likely prioritizes activities to follow a logical plan when completing job tasks

Extroversion (37)

10. Socially Open-Low: Socially shy at times and can miss opportunities to expand network			42				10. Socially Open-High: Likely is an effective networker and appreciates that work is a social activity
11. Influencing-Low: Likely to not often be interested or has much desire to influence others			33				11. Influencing-High: Likely to have the interest and desire to convince others, to persuade, to shape opinions

Agreeableness (10)

12. Cooperation & Teamwork-Low: Tends to be more interested in their own contributions and issues		8					12. Cooperation & Teamwork-High: Tends to work well in a team environment, is collaborate
13. Empathetic-Low: Tends not to spend time or attention to deal with others feelings or concerns		12					13. Empathetic-High: Tends to be a good and active listener; able to console and help those in need

Emotional Stability (28)

14. Self-regulating-Low: Likely to not think carefully before saying things or taking action		26					14. Self-regulating-High: Likely to control their emotions when confronted by an obtrusive comment or event
15. Self-Confidence-Low: Tends to feel self-doubt or insecurity. May discount their accomplishments		30					15. Self-Confidence-High: Tends to communicate and act in a self-confident manner



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