



Call Center--Outbound

Confidential Report

on

David Sample

Friday, January 24, 2003

**The EFFECTUS Group
1358 Fox Valley Dr.
Greely, Ontario K4P 1P9
(613) 821-6187**

Knowledge

- Limited Understanding
- Requires More Training



Limited ←————→ Extensive

- Extensive Understanding
- Requires Less Training

Assertiveness

- Reserved
- Retiring
- Quiet



Low ←————→ High

- Persuasive
- Confident
- Outgoing

Persistence

- Wavers easily
- Undecided
- Sensitive to rejection



Low ←————→ High

- Persevering
- Unwavering
- Emotionally tough

Empathy

- Results-focused
- Task-oriented
- Goal specific



Low ←————→ High

- People-focused
- Relationship-oriented
- Empathic

Drive

- Low competitive
- Unassuming
- Wishes to please



Low ←————→ High

- High competitive
- Aggressive
- Opportunistic

Organization

- Disorganized
- Prefers variety
- Creative focus



Low ←————→ High

- Organized
- Conforms to procedures
- Routine-focused

Maturity

- Unconventional
- Impetuous
- Temperamental



Low ←————→ High

- Sound judgement
- Stable
- Tolerant

Creativity

- Structured
- Systematic
- Specific



Low ←————→ High

- Inventive
- Unique
- Innovative

Incentive

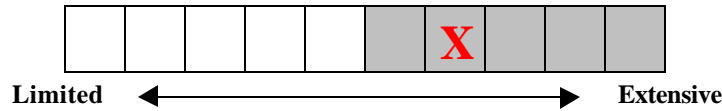
- Security
- Pragmatic
- Internal



Low ←————→ High

- Recognition
- Feedback
- External

Knowledge



He scored above average on the test of sales comprehension when compared with people in general and in the average range when compared with experienced salespeople. He demonstrates a fairly good understanding of how a salesperson handles public contact situations and appears to understand the kind of self-starting and disciplined effort which is part of a sales position. Likely to utilize this strong knowledge of sales principles when planning a sales approach, he has a strong sense of the “how to” in selling and an ability to structure a sales situation in order to promote positive results. He also has a strong understanding of sales principles used in both inside and outside sales.

Assertiveness



- He may be uncomfortable with cold-calling or taking a hard-sales approach.
- Successful using a "soft sell" approach.
- Listens to customers and forms responses when given time.

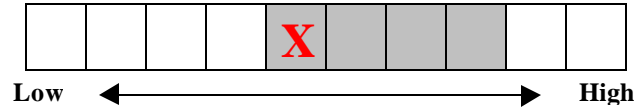
Persistence



- He is apt to tailor customer contact using their concerns and needs.
- Changes ideas and sales approaches based on customer feedback.
- Balances a self-reliant approach to decision making with an interest in incorporating customer input.

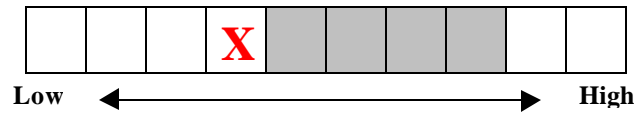
The shaded bars represent the range of characteristics typically found in the role of Call Center Representatives in your organization. The “X’s” indicate this individual’s scores.

Empathy



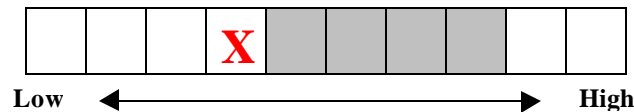
- Enjoys working with others, but the overriding concern on the job is meeting deadlines and getting the job done.
- He focuses on getting the job done, but takes the time to interact with the people involved.
- Prefers to be given the overall objective, then set own short term goals to achieve it.

Drive



- An accommodating, friendly, and agreeable person who will do almost anything to help someone.
- Creates systems to get things done, when none exist.
- Will attempt to negotiate for mutual gain rather than fight for a personal win.

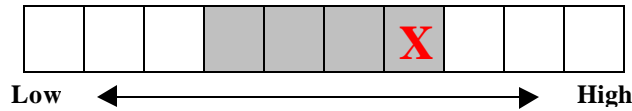
Organization



- Able to demonstrate follow-through when expectations are clearly defined.
- He enjoys some variability in job duties as opposed to purely routine job functions.
- With strong direction or supervision, he can be expected to follow through on most jobs.

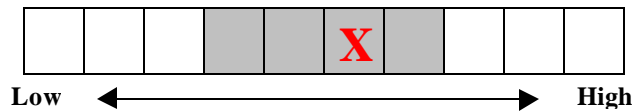
The shaded bars represent the range of characteristics typically found in the role of Call Center Representatives in your organization. The “X’s” indicate this individual’s scores.

Maturity



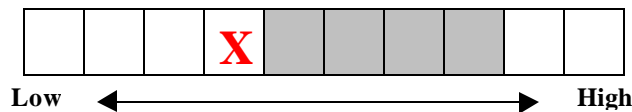
- He has a typical level of patience when dealing with others, and feels comfortable making rapid decisions or waiting for more information.
- He generally takes a measured approach to professional associations, rarely becoming abrupt when under pressure.
- He is tolerant of paperwork and the routine of some tasks.

Creativity



- He may at times be overzealous in attempts to be innovative at work
- Very idealistic, preferring to think about how things could be rather than accepting the way they are.
- A nonconformist who can create new methods for accomplishing work.

Incentive



- Values practical rewards, such as salary increases and upward mobility, over status and recognition.
- Does not need recognition and prestige to the same extent as a chance for financial improvement and job security.
- He understands the profit incentive and will work toward contributing to it.

The shaded bars represent the range of characteristics typically found in the role of Call Center Representatives in your organization. The “X’s” indicate this individual’s scores.

SUITABILITY RATINGS

Mr. Sample's overall suitability match to the Call Center--Outbound pattern is 77%.

TO THE CLIENT:

The decision to hire or promote an individual should be made on the basis of a complete employee selection system comprising many factors. The Profiles International, Inc. evaluation component (this report) should be used as a decision support tool in the context of the selection system appropriate for your organization. The rating system is designed to provide a comparison between the candidate's results and the pool of Profiles' reference data. In order to maximize the effectiveness of this evaluation, the report should always be used in the broader context of identifying this individual's training, management, and development needs. When using this report for decision-making, its contents should only be used as the basis for one-third of any decision. Profiles is only responsible for the contents of this report and is not liable for any unauthorized disclosure or misuse of the information contained herein.