



PRODUCT FEATURES

- *Take the assessment conveniently online*
- *Get immediate results*
- *Identify candidates who are likely to succeed in a sales position*

Caliper First Step for Sales

How can you tell instantly if an applicant can really sell?

Just imagine...before an applicant even leaves your office, you'll know if he or she can understand a prospect's needs, bounce back from rejection and persuade others.

With Caliper's First Step for Sales, you can quickly find out if an individual you're considering has what it takes to help you meet your sales goals. This assessment, which can be taken online or in a paper-and-pencil format, enables you to look beyond a resume to see inner motivations, natural tendencies and potential for success in a sales role.

Because we understand and are able to identify the underlying attributes of the best salespeople, Caliper can help you make the most informed decisions and choose between candidates who, on the surface, might all seem qualified for the job.

Donna Wilkinson, Vice President of Human Resources for Pacers Sports & Entertainment, shares, "We use the Caliper First Step to help us hire for NBA ticket sales positions. These are people who need to make 75 to 100 calls a day. We need to

know they are not just performing for the interview—that they have sales skills and abilities that will sustain over time."

Our First Step for Sales measures the seven qualities an individual needs to succeed in a sales role.

When an applicant takes this quick assessment, you'll know immediately if he or she possesses:

- an internal drive to persuade others
- the ability to handle complex problems
- the thoroughness necessary to handle follow-up activities and avoid mistakes
- the confidence to quickly bounce back from rejection
- the sociability needed to build solid customer relationships
- the empathy to understand prospects
- a desire to come through for people

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After having a candidate complete the Caliper First Step for Sales, you will receive a summary and graph showing whether your candidate scored low, moderate or high in the attributes associated with top-performing sales professionals.

"The First Step for Sales gives us peace of mind," explains Wilkinson. "It helps confirm our feelings about an individual and provides us with insights that help us direct our interview questions. If we have a concern about a

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Vice President of Human
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Sports & Entertainment



certain aspect of someone's abilities, the information in the First Step enables us to address the issue in the interview and decide whether this is something that will hold them back or can be overcome."

If you require more in-depth information about a particular candidate's abilities, the Caliper Next Step is available. The Next Step delves even further into an individual's personality. This can be very beneficial if you're using the First Step as a screener to narrow down your choices to a select few, and then want a thorough, detailed analysis of the personality traits and potential of your two or three top choices. Or, if you hire someone for an entry-level position and want to promote them later, you can use the Next Step to get a full understanding of their potential for success in the new role, without having to start the whole process over.

The Caliper First Step for Sales can give you confidence in your hiring decisions as well as provide a head start in developing those individuals you'd like to promote and encourage to grow with your company. ■

About Caliper

Caliper helps companies achieve peak performance by advising them on hiring the right people, managing individuals most effectively and developing productive teams. The accuracy, objectivity and depth of our personal consulting approach enables us to provide solutions that work for over 25,000 companies.

CALIPER
Solutions for peak performance.

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