

ULTIMATE GUIDE TO Sales Aptitude Tests



What Is a Sales Aptitude Test?

“ Tool to help you objectively identify and hire salespeople with the greatest potential for long-term sales success ”



Why Use a Sales Aptitude Test?

SAVES YOU TIME & MONEY	HELPS INCREASE SALES	INCREASES YOUR POWER AS AN INTERVIEWER
- Helps you hire faster & more efficiently - Avoid costs of hiring wrong person (~\$340,000) - Reduces turnover	- Sales team is now full of high-potential salespeople - More time to mentor & train high-Drive salespeople - Sales team success/failure can be contagious	- Given specific behavioral interview questions to ask each candidate based on results - These questions dig deeper allowing you to reveal the candidate's true intentions

How Do I Choose a Sales Aptitude Test?

LOOK FOR A SALES APTITUDE TEST THAT:

- Assesses
 - Non-teachable traits
 - Important teachable sales skills like:
- Produces additional value beyond the results like:
 - Consultations
 - Interview questions based on assessment results
 - Guidelines for effectively managing your sales team post-hire
- Designed only for sales roles and scientifically validated based on performance metrics

What Makes The DriveTest® Different From Other Sales Tests?

- ONLY SALES APTITUDE TEST ALLOWS YOU TO SPECIFICALLY DETERMINE WHETHER YOUR SALES CANDIDATES HAVE DRIVE**

Drive – the core trait shared by high-performing salespeople & essential for long-term success

DRIVE CONSISTS OF 3 NON-TEACHABLE TRAITS:

Need for Achievement

Wants to do well for the sake of doing well

Competitiveness

Loves to compete with colleagues and prospects

Optimism

Doesn't take rejection personally and knows that each "no" gets him closer to a "yes"

YES!
- SCIENTIFICALLY-BACKED: LEVERAGES 80+ YEARS OF RESEARCH IN PERSONALITY TRAITS OF HIGH-PERFORMING SALESPEOPLE**
- USES FORCED-CHOICE QUESTIONS**

No clear indication of right/wrong answer

Salespeople must choose best fit for them
- TIME EFFICIENT**

Just 42 questions

Approximately 20 minutes to complete

Get results immediately
- USED WORLDWIDE BY COMPANIES IN VIRTUALLY EVERY SECTOR**
- THE SALESDRIVE DIFFERENCE**

Detailed reports

FOR NEW CANDIDATES – DISCOVER WHETHER THEY'RE A NATURAL BORN SELLER

FOR CURRENT SALESPEOPLE – GATHER TRAINING AND MENTORING SUGGESTIONS TO GET THE MOST OUT OF EACH SALESPERSON

Consultation with Dr. Croser – additional insight on candidates' test results

Designed & validated for salespeople only
- OFFERS A FREE TRIAL**

SOURCES:
<https://hubspot.com/sales/surprising-stats-about-sales-rep-performance-slideshare>
<https://www.usatoday.com/story/money/business/2015/05/26/cpy-employee-turnover/27056607/>
<https://www.cnet.com/news/turnover-in-sales-what-could-be-happening-wrong-employees/>
<https://hr.org/2017/07/how-to-boost-turnover-on-your-sales-team/>

Answers For The National Sales Aptitude Test

Wolfgang Guggemos



Answers For The National Sales Aptitude Test:

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