

ULTIMATE GUIDE TO Sales Aptitude Tests



40% of all salespeople don't understand customer pain

40%

The average cost to onboard a new employee: **\$240,000**

Wrong hires account for nearly 80% of all turnover rates in business

80%

Turnover rates in sales: **27%** nearly 2x as high as overall job force

27%

75% of salespeople miss their quotas

75%

An average of **\$15 billion/year** is spent on training salespeople (in US)



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 you hire faster & more efficiently
- Avoid costs of hiring wrong person (~\$340,000)
- Reduces turnover

HELPS INCREASE SALES

- Sales team is now full of high-potential salespeople
- More time to mentor & train high-Drive salespeople
- Sales team success/failure can be contagious

INCREASES YOUR POWER AS AN INTERVIEWER

- 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"
- 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/>

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Answers For The National Sales Aptitude Test

Arihant Experts



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Sources of Information for Sales Executives and Specialists in Marketing American Marketing Association,1951

Recruiting and Selecting Profitable Sales Personnel Edgar S. Ellman,1982

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