

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
<ul style="list-style-type: none"> Helps you hire faster & more efficiently Avoid costs of hiring wrong person (~\$340,000) Reduces turnover 	<ul style="list-style-type: none"> Sales team is now full of high-potential salespeople More time to mentor & train high-Drive salespeople Sales team success/failure can be contagious 	<ul style="list-style-type: none"> 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**



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network **Sales Management** ,1924 The Fractured Marketplace for Standardized Testing Walter M. Haney,George F.
Madaus,Robert Lyons,2012-12-06 Standardized testing in the United States has been increasing at a rapid pace in the last
twenty five years The market for tests has not only been expanding rapidly but has also been changing sharply in structure
into a fractured marketplace Indeed one of the main features of this book is that the market for standardized testing is highly
fractured with segments of the market facing monopoly conditions others facing oligopoly conditions and still others where
near free market conditions exist One of the main premises of the book is that the structures of markets have strong
implications for how those markets perform While this notion is widely accepted among economists it is not widely
appreciated in educational research A second motivation for the book is that very little scholarly attention has been focused
on the standardized testing industry This topic the structure of the testing industry and implications for the quality of tests
and test use affects how we evaluate the learning of students the effectiveness of teaching the quality of schools and the
educational health of the nation Of particular concern to the authors is one vital aspect of test quality test validity This book
is the most current and authoritative review and analysis of the market for standardized testing **Recruiting and**
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the needs of students to see themselves and their future in a more meaningful way while reinforcing the most basic learning
skills necessary for college and career success The insights of the authors will help students to better understand themselves
the demands of college and the challenges and opportunities that await them in the real world upon graduation *Aviation*
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Table of Contents National Sales Aptitude Test Answers

1. Understanding the eBook National Sales Aptitude Test Answers
 - The Rise of Digital Reading National Sales Aptitude Test Answers
 - Advantages of eBooks Over Traditional Books
2. Identifying National Sales Aptitude Test Answers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an National Sales Aptitude Test Answers
 - User-Friendly Interface
4. Exploring eBook Recommendations from National Sales Aptitude Test Answers
 - Personalized Recommendations
 - National Sales Aptitude Test Answers User Reviews and Ratings
 - National Sales Aptitude Test Answers and Bestseller Lists
5. Accessing National Sales Aptitude Test Answers Free and Paid eBooks
 - National Sales Aptitude Test Answers Public Domain eBooks
 - National Sales Aptitude Test Answers eBook Subscription Services

- National Sales Aptitude Test Answers Budget-Friendly Options
- 6. Navigating National Sales Aptitude Test Answers eBook Formats
 - ePub, PDF, MOBI, and More
 - National Sales Aptitude Test Answers Compatibility with Devices
 - National Sales Aptitude Test Answers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of National Sales Aptitude Test Answers
 - Highlighting and Note-Taking National Sales Aptitude Test Answers
 - Interactive Elements National Sales Aptitude Test Answers
- 8. Staying Engaged with National Sales Aptitude Test Answers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers National Sales Aptitude Test Answers
- 9. Balancing eBooks and Physical Books National Sales Aptitude Test Answers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection National Sales Aptitude Test Answers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine National Sales Aptitude Test Answers
 - Setting Reading Goals National Sales Aptitude Test Answers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of National Sales Aptitude Test Answers
 - Fact-Checking eBook Content of National Sales Aptitude Test Answers
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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