

# Customer Service & Sales Assessment



Customer service has become increasingly important as competition for customers and sales has reached new heights. Studies show that customer service is more effective than marketing, promotion, or advertising in enhancing a business' bottom line. A company that focuses on customer service will reap bountiful rewards in the form of

- **Increased sales**
- **Increasing public image**
- **Survival in terms of competition**
- **Satisfied customers and greater job satisfaction for staff**
- **Repeat business and customer loyalty**

According to a study by the American Management Association, patronage by loyal customers yields 65 percent of a typical company's revenue. The best way to ensure customer loyalty and increasing sales is by providing quality service.

For many years hiring sales and customer service representatives has been done on a personality basis. According to industrial psychologist, Gregory M. Lousig-Nont, Ph.D., this method doesn't work. "A person may have the personality of an airplane pilot but that doesn't mean they can fly a plane," he said. "In turn, a warm friendly personality doesn't mean a person has the ability to sell. Sales is a matter of skills .... period."

**Assessment Analytics** offers assessment tools that measure both Customer Service orientation and Sales Skills.

The **Service Orientation** assessment is a biodata-based instrument that asks candidates to make judgments about their past behavior or experience in a variety of work and non-work related situations. Service orientation is defined as a pattern of behavior characterized by experiences and traits that relate to customer service aspects of job performance.

The **Sales Aptitude** test category consists of two tests, the Sales Aptitude Call Center Sales test and the Sales Aptitude Professional Sales test. Both are designed to assess the candidate's attitudes and skills related to situations frequently encountered by professional salespersons. The Sales Aptitude Call Center Sales test is designed to predict a candidate's performance in a professional sales environment in which sales personnel receive inbound telephone calls or e-mails from customers or prospects. The Sales Aptitude Professional Sales test measures a candidate's interpersonal competencies for sales positions in which sales personnel place outbound calls to customers or prospects.

## Service Orientation Assessment

This assessment measures the following components:

- Reliability
- Responsiveness
- Empathy
- Communication
- Courtesy
- Competence

**Time Recommended:** 10 min. average  
**Number of Questions:** 62  
**Question Format:** Multiple rating

## Sales Aptitude Test

This assessment measures the following components:

- Sales Personality
- Personal Qualities
- Interpersonal Qualities
- Sales Ability
- Sales Knowledge
- Making the Sale

**Time Recommended:** 28 min. time limit  
**Number of Questions:** 40  
**Number of Forms Available:** 2  
(Call Center / Professional)  
**Question Format:** Multiple rating



Assessment Analytics, Inc.  
21/F Rufino Pacific Tower, 6784 Ayala Avenue, Makati City  
Tel. 848-0636 Fax. 891-2810  
inquiry@assessmentanalytics.com  
www.assessmentanalytics.com

# Service Orientation

## Overview

The Service Orientation assessment is a biodata-based instrument that asks candidates to make judgments about their past behavior or experience in a variety of work and non-work related situations. Service orientation is defined as a pattern of behavior characterized by experiences and traits that relate to customer service aspects of job performance.

## Details

|  |                                    |
|--|------------------------------------|
| <b>Time Recommended:</b>                     | 10 minute average                  |
| <b>Number of Questions:</b>                  | 62                                 |
| <b>Number of Sitzings:</b>                   | One                                |
| <b>Designed for Unproctored Environment:</b> | Yes                                |
| <b>Question Format:</b>                      | Multiple rating                    |
| <b>Product Category:</b>                     | Qwiz Online: Job Fit & Performance |

## Knowledge, Skills, Abilities, and Competencies Measured

Measures six aspects of customer service: reliability, responsiveness, empathy, communication, courtesy, and competence.








## Sample Question

How important has it been for you to react promptly when a friend, co-worker, or customer needs your assistance?

a)  Not at all important  
b)  Not very important  
c)  Somewhat important  
d)  Very important  
e)  Extremely important

QWIZ®  
Question 17 of 62  
Next →  
Exit ↴  
QWIZ  
POWERED

### Sample Report

|                | Percentile Score | 10 20 30 40 50 60 70 80 90   | Raw Score  |
|----------------|------------------|--|------------|
| <b>Overall</b> | 50               |   | <b>4.0</b> |
| Reliability    | 67               |   | 4.1        |
| Responsiveness | 75               |  | 4.2        |
| Empathy        | 50               |   | 3.9        |
| Communication  | 50               |   | 3.8        |
| Courtesy       | 33               |   | 3.8        |
| Competence     | 50               |  | 3.8        |
|                |                  | Low                      Average                      High                         |            |

#### Overall

The overall score is composed of Reliability, Responsiveness, Empathy, Communication, Courtesy, and Competence.

#### Significant Finding:

- Overall, this individual is likely to succeed in positions requiring a customer service orientation. This person may have some of the experiences and/or traits suitable for service-oriented positions, but not others.

Library Name: None  
 Started: 9/9/08 10:17 AM  
 Candidate:  
 Email:  
 City:

Completed: 9/9/08 12:41 PM  
 ExternalCode:  
 Phone:  
 State/Province:

Test: Service Orientation

Email Test

**Traits identified as important for job performance are the most suitable for hiring decisions.**

|                | Percentile Score | 10  | 20 | 30      | 40 | 50 | 60   | 70 | 80 | 90 | Raw Score  |
|----------------|------------------|-----|----|---------|----|----|------|----|----|----|------------|
| <b>Overall</b> | <b>30</b>        |     |    |         |    |    |      |    |    |    | <b>3.8</b> |
| Reliability    | 10               |     |    |         |    |    |      |    |    |    | 3.6        |
| Responsiveness | 25               |     |    |         |    |    |      |    |    |    | 3.7        |
| Empathy        | 40               |     |    |         |    |    |      |    |    |    | 3.8        |
| Courtesy       | 10               |     |    |         |    |    |      |    |    |    | 3.5        |
| Competence     | 80               |     |    |         |    |    |      |    |    |    | 4.5        |
|                |                  | LOW |    | AVERAGE |    |    | HIGH |    |    |    |            |

### Overall

The overall score is composed of Reliability, Responsiveness, Empathy, Communication, Courtesy, and Competence.

#### Significant Finding:

◆ Overall, this individual is less likely than other candidates to succeed in positions requiring a customer service orientation. This person may not have the experiences and/or traits suitable for performance in service-oriented positions.

### Reliability

A pattern of behavior characterized by consistency of performance and dependability.

#### Significant Finding:

◆ This individual is likely to be inconsistent, undependable, and potentially untrustworthy. He/she is likely to require reminding in order to complete assignments on time. He/she cannot always be relied upon to put in the extra effort needed to follow through on his/her commitments.

### Responsiveness

A pattern of behavior characterized by willingness and readiness to provide service.

#### Significant Finding:

◆ This person is not likely to focus on helping customers. He/she may not regard helping or supporting customers as important or rewarding. This person is more likely than other candidates to act irritated by customers' requests.

### Empathy

A pattern of behavior characterized by knowing the customer and making the effort to understand customers' needs.

#### Significant Finding:

◆ This person is likely to understand customers' needs in some situations but may not at other times. This person is less likely to be empathetic with strangers or persons with whom he/she does not have a strong relationship.

### Communication

A pattern of behavior characterized by explaining service, keeping customers informed using appropriate language, and listening.

#### Significant Finding:

◆ This person is more likely than other candidates to show limited communication skills with customers. He/she may have a tendency to mis-communicate services and products to customers and/or use terms customers do not understand.

### Courtesy

A pattern of behavior characterized by politeness, respect, consideration, access, and friendliness.

#### Significant Finding:

◆ This individual is likely to seem insensitive to others and uncooperative when dealing with customers. He/she is likely to be quiet and reserved around others and is likely to be considered difficult to approach.

### Competence

A pattern of behavior characterized by a willingness to learn product and service information.

#### Significant Finding:

◆ This person is likely to demonstrate high levels of competence in a customer service environment. He/she will efficiently learn products and services information and consistently please customers.

#### Time Summary:

|                     |                 |
|---------------------|-----------------|
| Time Taken (mm:ss): | 11:50           |
| Started on:         | 9/9/08 12:23 PM |
| Completed on:       | 9/9/08 12:40 PM |

# Sales Aptitude

## Overview

The Sales Aptitude test category consists of two tests, the Sales Aptitude Call Center Sales test and the Sales Aptitude Professional Sales test. Both are designed to assess the candidate's attitudes and skills related to situations frequently encountered by professional salespersons. The Sales Aptitude Call Center Sales test is designed to predict a candidate's performance in a professional sales environment in which sales personnel receive inbound telephone calls or e-mails from customers or prospects. The Sales Aptitude Professional Sales test measures a candidate's interpersonal competencies for sales positions in which sales personnel place outbound calls to customers or prospects.

**Job Family/Title:** Professional sales positions  
**Localizations Available:** US English, UK English

## Details

**Time Recommended:** 28 minute time limit  
**Number of Questions:** 40  
**Number of Forms Available:** 2 - Call Center /Professional  
**Number of Sitzings:** One  
**Designed for Unproctored Environment:** Yes  
**Question Format:** Multiple rating  
**Product Category:** Quiz Online: Aptitude

## Knowledge, Skills, Abilities, and Competencies Measured

Measures competencies for sales positions in inbound or outbound call centers.

## Sample Questions

If you are making a sale to a customer who is not convinced that what you are offering has the best value, your most likely approach is to:

Question 2 of 40

Next →

Exit ↻

- a)  list other customers who have bought your product or service
- b)  emphasize the benefits of your product or service for the customer
- c)  explain why the main competitor's product or service is not as good as yours.
- d)  change the subject for a while to get the prospect's mind away from negative thoughts about the product.

Qwiz  
Practice

**Call Center Sales**

How do you build rapport with clients?

Question 2 of 40

Next →

Exit ↻

- a)  I try to create a sense of camaraderie, regardless of whether we are talking about business or personal matters.
- b)  People love me and find me easy to talk with, so I don't worry too much about technique in building rapport.
- c)  I focus on personal things, like their favorite sports, or their family and the business side seems to take care of itself.
- d)  I demonstrate that I share an interest and ability in helping them meet their goals and solving their needs, and back that up by staying abreast of the industry and market.

Qwiz  
Practice

**Professional Sales**

**Sample Report**



**Time Summary:**

Time Taken (mm:ss): 00:31  
 Started on: 5/8/03 11:25 AM  
 Completed on: 5/8/03 11:26 AM

**Score Comparison:**

**Company Wide Comparison:**

**0 Scores.**

|              | Average | High  | Low   |
|--------------|---------|-------|-------|
| Score        | 0.0     | 0.0   | 0.0   |
| Time (mm:ss) | 00:00   | 00:00 | 00:00 |

**System Wide Comparison:**

**1786 Scores.**

|              | Average | High   | Low   |
|--------------|---------|--------|-------|
| Score        | 7.7     | 9.2    | 2.0   |
| Time (mm:ss) | 27:45   | 240:16 | 00:12 |

# Score Report

Session ID: 34746483530705440

Library Name:None

Started: 10/16/07 11:36 AM

Candidate: **John Sample**

Email:

City:

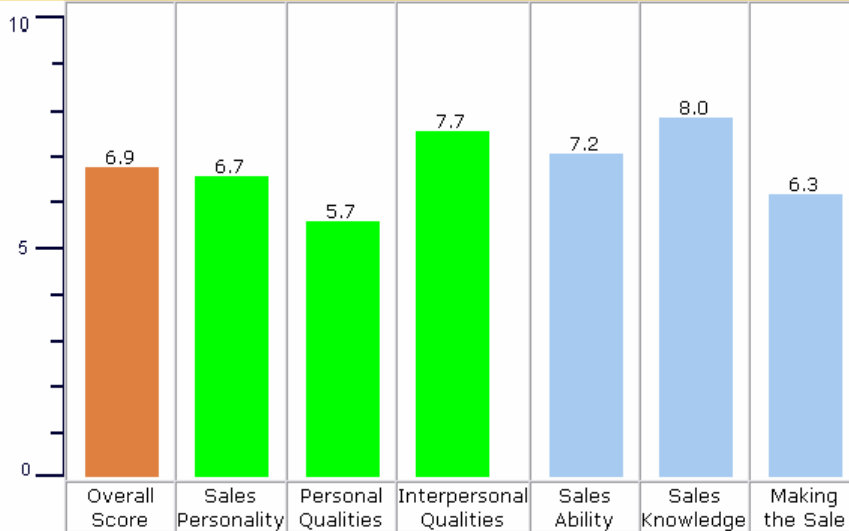
Completed: 5/28/08 8:55 AM

ExternalCode:

Phone:

State/Province:

Test: Sales Aptitude Professional Sales - US



- Sales Personality Total combines Personal Qualities and Interpersonal Qualities
- Sales Ability Total combines Sales Knowledge and Making the Sale
- Overall Score combines Sales Personality and Sales Ability

## Interview Questions:

- How do you build rapport with clients?
- What would be the primary impression a customer or prospect would be likely to have of you?
- A potential client keeps giving you different objections. How do you handle this?
- How do you feel about the necessity for cold calling in your job?
- How do you keep yourself motivated to stay on the phone all day?
- When in the sales cycle should the salesperson ask the most questions?
- How would you be described by customers who have dealt with you often?
- How do you feel about selling for a living?
- In the long term, what motivates you the most as a salesperson?
- Suppose you had a difficult customer who complained to your boss about you. You talked over the situation with your boss and gave your side of the story and stated how difficult this customer can be. How would you handle this the next time you talked to the customer?
- What would you think to yourself if your boss told you that you were expected to discover the potential deal in every call?
- You have been talking with a prospect for a couple weeks and thought you were near to closing the sale. The prospect unexpectedly informed you that she is not ready to make a decision for a few months. How would you respond?

**Time Summary:**

Time Taken (mm:ss) 26:47  
 Started on: 10/16/07 11:42 AM  
 Completed on: 10/16/07 12:10 PM

**Score Comparison:****Company Wide Comparison:****20 Scores.**

|              |         |       |       |
|--------------|---------|-------|-------|
|              | Average | High  | Low   |
| Score        | 7.2     | 8.3   | 5.5   |
| Time (mm:ss) | 29:41   | 81:21 | 05:21 |

**System Wide Comparison:****3324 Scores.**

|              |         |        |       |
|--------------|---------|--------|-------|
|              | Average | High   | Low   |
| Score        | 7.7     | 9.3    | 2.0   |
| Time (mm:ss) | 28:08   | 240:16 | 00:12 |

**Score Details:**

| #  | Dimension         | Topic                   | Question Description           | Score |
|----|-------------------|-------------------------|--------------------------------|-------|
| 1  | Sales Personality | Interpersonal Qualities | Relationship building          | 6/6.0 |
| 2  | Sales Personality | Interpersonal Qualities | Client rapport                 | 2/6.0 |
| 3  | Sales Personality | Interpersonal Qualities | Understanding prospect needs   | 6/6.0 |
| 4  | Sales Personality | Interpersonal Qualities | Product knowledge              | 6/6.0 |
| 5  | Sales Personality | Interpersonal Qualities | Persuasion                     | 6/6.0 |
| 6  | Sales Personality | Interpersonal Qualities | Friendliness                   | 0/6.0 |
| 7  | Sales Personality | Interpersonal Qualities | Empathy with the prospect      | 6/6.0 |
| 8  | Sales Personality | Interpersonal Qualities | Handling client problems       | 4/6.0 |
| 9  | Sales Personality | Interpersonal Qualities | Client frustration             | 4/6.0 |
| 10 | Sales Personality | Interpersonal Qualities | Teamwork                       | 6/6.0 |
| 11 | Sales Ability     | Making the Sale         | Buying decisions               | 4/6.0 |
| 12 | Sales Ability     | Making the Sale         | Overcoming objections          | 2/6.0 |
| 13 | Sales Ability     | Making the Sale         | Prospecting                    | 2/6.0 |
| 14 | Sales Ability     | Making the Sale         | Motivated to stay on the phone | 2/6.0 |
| 15 | Sales Ability     | Making the Sale         | Qualifying buyers              | 4/6.0 |
| 16 | Sales Ability     | Making the Sale         | Pre-qualifying                 | 6/6.0 |
| 17 | Sales Ability     | Making the Sale         | Listening to the prospect      | 6/6.0 |
| 18 | Sales Ability     | Making the Sale         | Talking on a sales call        | 2/6.0 |
| 19 | Sales Ability     | Making the Sale         | Call length                    | 4/6.0 |
| 20 | Sales Ability     | Making the Sale         | Handling tough customers       | 6/6.0 |
| 21 | Sales Personality | Personal Qualities      | Follow up                      | 6/6.0 |
| 22 | Sales Personality | Personal Qualities      | Enthusiasm                     | 2/6.0 |
| 23 | Sales Personality | Personal Qualities      | Selling for a living           | 2/6.0 |
| 24 | Sales Personality | Personal Qualities      | Prospecting                    | 6/6.0 |
| 25 | Sales Personality | Personal Qualities      | Motivation                     | 0/6.0 |
| 26 | Sales Personality | Personal Qualities      | Punctuality                    | 4/6.0 |
| 27 | Sales Personality | Personal Qualities      | Tough customer                 | 2/6.0 |
| 28 | Sales Personality | Personal Qualities      | Why people buy                 | 4/6.0 |
| 29 | Sales Personality | Personal Qualities      | Closing on the first call      | 2/6.0 |
| 30 | Sales Personality | Personal Qualities      | Handling rejection             | 6/6.0 |
| 31 | Sales Ability     | Sales Knowledge         | First impressions              | 4/6.0 |
| 32 | Sales Ability     | Sales Knowledge         | Buying signals                 | 4/6.0 |
| 33 | Sales Ability     | Sales Knowledge         | Prospect changes mind          | 0/6.0 |
| 34 | Sales Ability     | Sales Knowledge         | Buying motives                 | 6/6.0 |
| 35 | Sales Ability     | Sales Knowledge         | Customer service               | 6/6.0 |
| 36 | Sales Ability     | Sales Knowledge         | Ethics                         | 6/6.0 |
| 37 | Sales Ability     | Sales Knowledge         | Objections                     | 6/6.0 |
| 38 | Sales Ability     | Sales Knowledge         | Follow up                      | 6/6.0 |
| 39 | Sales Ability     | Sales Knowledge         | Pre-qualifying                 | 6/6.0 |
| 40 | Sales Ability     | Sales Knowledge         | Qualifying the prospect        | 4/6.0 |