



SELECT for Call Centers-Outbound Sales

Copyright © 1995, 1997, 1999, Bigby, Havis & Associates, Inc. All rights reserved.

Survey Results for: **Suzanne Sample**
ID:
Test Date: 3/20/00 11:10:39 AM
Organization: Telemarketing, Inc
Region: North
Area: PA



This Report Is Confidential

- Lock it up
- Don't leave it out
- Don't show it to the candidate



Use This Report To Make Good Decisions

- Retest or avoid candidates with Invalid results
- Avoid candidates with Avoid scores
- Use interview probes and other report information to evaluate Okay and Good candidates
- Combine information from all sources (test, interview, references, etc.) to make a final decision

Results



Random Response:

A check for random responding. If Invalid, the candidate could not or did not read the test well enough to avoid responding randomly, and these results should not be used.

| Random Response: | Valid | Invalid |
|------------------|-------|---------|
| | X | |

Integrity Index:

A measure of the candidate's attitudes about personal integrity and work ethic.

| Score: | Avoid | Okay | Good |
|--------|-------|------|-------|
| 12 | | | X |
| | 0-8 | 9-11 | 12-13 |

Performance Index:

A measure of the traits associated with successful performance in this job.

| Score: | Avoid | Okay | Good | Better |
|--------|-------|-------|-------|--------|
| 17 | | | X | |
| | 0-11 | 12-16 | 17-19 | 20-21 |

Details



Performance Sub-scale Analysis:

The table presents the candidate's scores for each sub-scale of the Performance Index.

Flagged areas should be probed in the interview.

| Subscale | Okay | Flag* |
|---|------|-------|
| Energy (activity level; action orientation) | X | |
| Multi-Tasking (juggle many tasks) | X | |
| Accountability (accept personal responsibility for performance) | X | |
| Productive Attitude (desire to be personally productive) | X | |
| Assertiveness (enjoy asserting influence over others) | | X |
| Social Comfort (at ease with, enjoy social interaction) | | X |
| Diplomacy (interact cooperatively and smoothly) | X | |
| Acceptance of Diversity (tolerance of others different from self) | X | |
| Frustration Tolerance (remain emotionally positive in spite of frustration) | X | |
| Criticism Tolerance (accept criticism constructively) | X | |
| *If flagged, see interview probe suggestion(s) in later section. | | |

Job Task Responses:

| How willing are you to . . . | Would do it and enjoy it | Would do it | Would do it, but not like it | Would not want to do it | Would not do it |
|--|--------------------------|-------------|------------------------------|-------------------------|-----------------|
| Work weekdays? | | X | | | |
| Work evenings or nights? | | X | | | |
| Work weekends? | | X | | | |
| Work holidays? | | | X | | |
| Work overtime? | | X | | | |
| Commit to being on time, every time? | | X | | | |
| Serve or assist customers? | | X | | | |
| Work cooperatively with others? | | X | | | |
| Handle demanding people? | | | X | | |
| Handle rude customers? | | X | | | |
| Listen to customers using headphones or an earjack? | | X | | | |
| Convince others to buy things? | | X | | | |
| Make cold calls? | | | X | | |
| Closely follow a telephone script? | | X | | | |
| Meet daily performance goals? | | X | | | |
| Have your customer calls monitored? | | X | | | |

| | | | | | |
|--|---|---|--|--|--|
| Work with computers? | X | | | | |
| Sit for long periods of time? | | X | | | |
| The table above reports the candidate's stated willingness to do tasks commonly required in jobs similar to this one. Indications of reluctance should be probed during the interview. | | | | | |

Interview



Preparation:

- Review the application form
- Review the SELECT test results

STEP 1: Open the Interview

Hello, my name is _____ and I'm the _____ (your position). We're glad that you are interested in this position. The purpose of this interview is to learn more about you and your work experiences. I will be asking you some questions about your likes and dislikes, your goals, etc. You will probably see me jotting down some notes -- that's to help me remember better what you said after the interview is over. There are no correct or incorrect answers, what we want is to learn more about you. At the end, I'll leave some time to answer any questions you might have. If you are ready, we can begin.

STEP 2: Review the Application and Investigate Potential Problem Areas

- | | |
|--|--|
| <input type="checkbox"/> All blanks completed? | <input type="checkbox"/> Employment gaps? |
| <input type="checkbox"/> Application signed? | <input type="checkbox"/> Extremely high or low earnings? |
| <input type="checkbox"/> Several jobs in the last 2 years? | <input type="checkbox"/> Earnings show progress? |
| <input type="checkbox"/> Vague reasons for leaving job(s)? | <input type="checkbox"/> Can complete all essential functions? |

Example Questions:

I see that you were unemployed from _____ to _____. Please tell me about this period of unemployment.

I see that you left your previous employer for personal reasons. Would you explain further?

I noticed that you have changed jobs frequently in the recent past. Why?

STEP 3: Review SELECT Flags and Begin In-depth Questions

While asking the following interview questions, be sure to listen and probe in the following areas highlighted by SELECT:

- Low Assertiveness
- Low Social Comfort

1. Tell me about your responsibilities in you previous (or current) job. Which did you like most and why? Also, which did you like the least and why? *(Listen for relevant work experience, likes and dislikes that may or may not fit this job.)*

2. Why are you considering leaving or why did you leave your current/last job? *(Listen for reliability, job fit.)*

3. What attracts you to this job with our company? *(Listen for a desire to work and a desire to serve others as well as an interest in your organization.)*

4. Have you ever had a sales job? What did you sell? Did you like the job? How successful were you? *(Listen for sales experience, desire to sell and a willingness to influence others.)*

5. Have you ever worked or volunteered in a position where you sold products or services over the telephone? How did you like it? How successful were you? *(Probe for sales drive, positive competitiveness to be the best.)*

6. How would you describe yourself as an employee? What are your strengths? What things do you think you might need to improve? *(Listen for work ethic, sales drive, assertiveness, a willingness to influence others.)*

7. What type of people do you like best? And least? Why? *(Listen for openness and a lack of prejudice.)*

8. What type of supervisor do you like best? Why? *(Listen for a willingness to be supervised.)*

9. In previous jobs how was your performance measured? What do you think would be a good measure of your performance in this job? *(Listen for a focus on measurable results)*

10. Tell me about a time that someone did a good job of selling something to you over the telephone. Give me examples of what the salesperson did well. *(Listen for sales knowledge, values)*

11. Tell me about a time that someone did a poor job of selling something to you over the telephone. Give me examples of what the salesperson did poorly. How could he/she have improved? *(Listen for sales knowledge, values)*

12. What do you think is most important in helping a customer decide to buy your product or service? *(Listen for sales knowledge, values, and an ability to influence others)*

13. What would you do if a customer did not want to buy your product or service? (*Listen for an ability to recover from rejection, flexibility in approach*)

14. Sooner or later, we all have to work with a customer who is unreasonable. What types of behavior would you find most frustrating? How would you respond under such a circumstance? (*Listen for openness, tact and ability to handle difficult people.*)

15. Eventually, you will call a customer who feels that your call is an intrusion. How would you respond under such a circumstance? (*Listen for diplomacy, tact, frustration tolerance*)

16. From your understanding of the job, what aspects of the job will you like the most? What are some things you might dislike? (*Listen for job knowledge and job fit responses.*)

If you are still concerned about the Performance Flag areas, here are some additional questions to ask:

Low Assertiveness: In previous sales jobs, how did you overcome customer objections to influence them to buy your product? Please give several specific examples. If you have not had a sales job in the past, please describe other situations in which you persuaded people to do what you wanted them to do. (*Listen for how well he is able to control the conversation with a customer. Also, observe his ability to be persuasive with you during the interview.*)

Low Social Comfort: In your previous jobs, were you required to work with the general public? Have you had any other experience in being social with strangers or casual acquaintances? What do you like and dislike about these situations? (*Listen for an interest in and an ability to interact with people in casual encounters.*)

STEP 4: Conclude the Interview

Those are all the questions that I have for you. I appreciate the time that you have given to me. Is there anything that you would like to ask me?

STEP 5: Make the Hiring Decision

- Resist the temptation to hire someone just because you need to fill the job. You are likely to pay for a hiring mistake both in money and time.
- Focus on how well the candidate fits the demands of the job, not how much you like the candidate’s personality or how much you have in common with the candidate.
- The selection process is designed as an aid to the well-reasoned judgment of a hiring manager, not a replacement for this judgment. In the end, every hiring decision is a judgment call. Use the tools provided in this process to inform your decision, not make it for you.

Use the following checklist to guide your decision. Please indicate your recommendation and write your comments in the appropriate Recommendation box. In addition, write your initials in the Initials column.

| Actions | Recommendation | | | Initials |
|--|-----------------------|------------------------|------------------|-----------------|
| Review Application | Not Acceptable | Some Reservations | Consider Further | |
| Prescreen (Optional) | Not Acceptable | Some Reservations | Consider Further | |
| Test Candidate & Review the SELECT Report | Not Acceptable | Some Reservations | Consider Further | |
| Behavioral Interview | Not Acceptable | Some Reservations | Acceptable | |
| Reference Checks (Optional) | Not Acceptable | Some Reservations | Acceptable | |
| Background Check (Optional) | Not Acceptable | Some Reservations | Acceptable | |
| Decide | Do Not Make Offer | Eligible At Later Date | Make Offer | |

| | | | | |
|---------------------------------------|------|--|------|--|
| | | | | |
| Drug/Medical Screen (Optional) | Fail | | Pass | |

Copyright © 1995, 1997, 1999, Bigby, Havis & Associates, Inc. All rights reserved.