ULTIMATE GUIDE TO
Sales Aptitude Tests

40% of all salespeople don't understand customer pain
40%

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

75% of salespeople miss their quotas
75%

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

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

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 (~ $840,000)
- 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

NEED FOR ACHIEVEMENT   COMPETITIVENESS   OPTIMISM

PERSUASIVENESS   CONFIDENCE   RELATIONSHIP SKILLS

What Makes The DriveTest® Different From Other Sales Tests?

1 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	Competitiveness	Optimism
Wants to do well for the sake of doing well	Loves to compete with colleagues and prospects	Doesn't take rejection personally and knows that each "now" gets him closer to a "yes"

YES!

2 SCIENTIFICALLY-BACKED: LEVERAGES 80+ YEARS OF RESEARCH IN PERSONALITY TRAITS OF HIGH-PERFORMING SALESPEOPLE

3 USES FORCED-CHOICE QUESTIONS
- No clear indication of right/wrong answer
- Salespeople must choose best fit for them

4 TIME EFFICIENT
- Just 42 questions
- Approximately 20 minutes to complete
- Get results immediately

5 USED WORLDWIDE BY COMPANIES IN VIRTUALLY EVERY SECTOR

6 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. Croner — additional insight on candidates' test results
- Designed & validated for salespeople only

7 OFFERS A FREE TRIAL

SOURCES:
https://blog.hubspot.com/sales/surprising-stats-about-sales-rep-performance-slideshare
https://www.usatoday.com/story/money/business/2015/06/26/our-employees-turnover/27905660//
https://www.undercoverrecruiter.com/infographic-what-cost-hiring-wrong-employee/
https://hbr.org/2017/07/how-to-predict-turnover-on-your-sales-team

[Answers For The National Sales Aptitude Test](#)

William Andrew Paton

Answers For The National Sales Aptitude Test:

Official Gazette of the United States Patent and Trademark Office ,2001   How to Pass Employment Tests Arco Publishing,1983   **Sources of Information for Sales Executives and Specialists in Marketing** American Marketing Association,1951   **Recruiting and Selecting Profitable Sales Personnel** Edgar S. Ellman,1982   *Sales Management* ,1924   *Reading Tests and Reviews* Oscar Krisen Buros,1968   Barron's Regents Exams and Answers Lester W. Schlumpf,1985-04   **Computerworld** ,1977-01-10 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network   Effective Human Resource Management in the Sales Force Rene Y. Darmon,1992-10-23 This non conventional book provides a human resource perspective to sales force management It describes sales forces as complex systems of human interactions and shows how a decision in one area is likely to have direct but also more or less desirable and lasting effects on other aspects of the sales force Managing human resources is no simple task and in a sales force context the difficulty is compounded by the fact that managers often have limited control and knowledge of what salespeople do once in the field The book addresses most sales force human resource decisions by contrasting prevalent industry practices with relevant research findings that could bear on sales force management and by showing how a simple managerially oriented tool can capture much of the sales force system s complexity Special attention is devoted to such questions as how to identify top sales producers how to generate candidates from the best sources of salespeople how to select and hire the best sales producers how to enhance and maintain sales effectiveness over time how to set up effective compensation and sales quota plans and how to manage sales force turnover This book will help sales managers and supervisors to take a more integrated view to sales management It can also help salespeople to be more effective in their tasks and to prepare them for a career in management   National Association of Corporation Training. Bulletin ,1930 Has supplements   **Marketing** ,1957   **The Southern Lumberman** ,1917   **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office,1959 Includes Part 1 Number 2 Books and Pamphlets Including Serials and Contributions to Periodicals July December   **Tests in Print VI** Linda L. Murphy,2002 Consists of descriptive listings of commercially published tests It serves as a comprehensive index to all the Mental Measurement Yearbooks published to date   **The Directory of U.S. Trademarks** ,1993   **Tests in Print** ,2002   **How to Pass Employment Tests** Arthur Liebers,1960   Office Appliances ,1951   **The Accounting Review** William Andrew Paton,1929 Includes section Reviews   National Labor Relations Board V. Phoenix Mutual Life Insurance Company ,1947

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Answers For The National Sales Aptitude Test Introduction

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