

THE SALES LEADER'S QUICK GUIDE TO PERFORMANCE ASSESSMENTS

Common types of assessments on the market and the pros and cons of each type for helping your sales team:

PERSONALITY ASSESSMENTS

Personality assessments provide insight on an individual's interpersonal behavior and communication preferences.

Most focus on:

- Openness to experience
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism (emotional stability)

Personality assessment providers:

- Myers Briggs
- DiSC
- Hogan
- Predictive Index

Pros:

- Can be used for team building and professional development.
- May help improve communication among team members.

Cons:

- Little correlation between personality type and sales performance
- Not specifically designed for sales roles or for any particular profession.



COGNITIVE ABILITY TESTS

Cognitive ability tests measure general cognitive ability, assessing an individual's thinking and reasoning skills for solving work-related problems and acquiring new knowledge.

They commonly measure:

- Verbal skills
- Mathematical abilities
- Abstract/spatial reasoning.

Some big names in the field:

- Wonderlic
- Criteria
- Talogy
- Pearson

Pros:

- Good insight into a candidate's intellectual ability
- Can be used in the hiring process to evaluate candidates.

Cons:

- Intelligence doesn't necessarily predict job performance
- High risk of statistical bias and adverse impact to the job candidate.
- Not designed to relate to any particular job function or role.

BIODATA ASSESSMENT

Biodata assessments assume that a person's past behavior best predicts future performance, so questions target a person's past experiences, some of which are related to work, while some may ask about life experience in general.

Where to find biodata instruments:

Most organizations work with consultants to create custom assessments, or develop their own in-house.

Pros:

- Considered more objective than other assessment types, such as cognitive ability tests.
- Can be tailored to a specific organization or role to better measure how an individual's past performance might impact their future actions and potential.

Cons:

- Since biodata instruments typically ask about more than job-related content, candidates might wonder why they're being asked to take these assessments or what benefit they serve in the hiring process.
- Developing an appropriately tailored assessment for your organization requires a significant investment in time and resources.



SKILLS ASSESSMENTS

Skills assessments measure skills, knowledge, and abilities required for success in a particular job type or function. Test-takers must decide the best way for someone to respond to a variety of job-based hypothetical situations.

Companies offering skills assessments:

- Objective Management Group (specializes in assessments for sales professionals)
- PSI (offers tests for many roles)
- TestGorilla (offers tests for many roles)

Pros:

- Great for measuring current employees and job candidates.
- Provide valuable insights for assessing where employees currently stand with job-related skills and areas for targeted improvement.
- Give employers an accurate understanding of a candidate's readiness for a role.
- Accurately predict job performance and are typically well-received by candidates, as they clearly relate to the job at face value.

Cons:

- It's only as good as it is up-to-date, accurate, and relevant for a particular role or job function.
- Can be challenging to find skills-based assessments created by credible experts in the job's particular field.

! Objective Management Group's sales assessments target key selling skills for current and prospective employees. These assessments combine the most relevant aspects of biodata and skills in a sales context.

GET OUR FREE CHECKLIST:



WHAT YOU SHOULD LOOK FOR IN SALES TEAM ASSESSMENTS