



AUTOMOTIVE SALESPERSON ASSESSMENT PROGRAM

SAMPLE

Feedback Summary Report for:

John Doe

123-45-6789

January 1, 2004

The Automotive Salesperson Assessment Program (ASAP) uses a series of video-taped job simulations to assess skill levels on four performance competencies essential for success as an automotive salesperson. The results of this assessment are then used to predict a person's potential for success as an automotive salesperson, either Low, Medium, or High. These predictions are based on a comparison of a participant's ASAP results with results of incumbent automotive salespersons.

However, like any assessment procedure, ASAP is not a perfect measure of a person's sales potential. When reviewing the participant's results, it is important to remember that the results are based solely on the participant's performance across the four competencies measured by the program. Other factors not measured, such as previous sales experience, motivation, or trainability are also important in any hiring or promotion decision.

On the basis of the ASAP score of 72 (out of a possible 100), JOHN DOE can be expected to be a MEDIUM performing automotive salesperson. Below is a graphic display of the range of performance predicted for JOHN DOE.

PREDICTED PERFORMANCE LEVEL

LOW	MEDIUM	HIGH
	***** *****	

LOW - Someone who scores in this category selected very few of the behaviors that would be expected of a competent automotive salesperson on the competencies assessed by the ASAP. Performance on the job is likely to be less than satisfactory unless training is provided to improve the competencies indicated.

MEDIUM - Someone who scores in this category selected an adequate number of behaviors that would be expected of a competent automotive salesperson on the competencies assessed by the ASAP. Performance on the job is likely to be satisfactory, however further development of identified competencies is suggested.

HIGH - Someone who scores in this category selected most or all of the behaviors that would be expected of a competent automotive salesperson on the competencies assessed by the ASAP. Performance on the job is predicted to be more than satisfactory or exceptional.

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Developmental Opportunities

Below is a listing of the four competencies assessed by the ASAP, along with an indication of the participant's level of performance on each. This section provides information on the participant's performance on specific areas of the test, and may be used to identify areas for developmental emphasis. The information about performance on any individual competency should not be used as a sole basis for making selection decisions.

1. SALES PRESENTATION: To establish rapport with the customer, to persuade the customer regardless of the objections, and to adapt the sales presentation to the customer's needs or demands.

Needs Development _____ Satisfactory _____ Strength X

2. SALES ANALYSIS: To perceive and understand the requests and objections of the customer, to qualify the customer during the sales process, and to decide when specific sales steps should be used during the sales process.

Needs Development _____ Satisfactory X Strength _____

3. SALES MARKETING & FOLLOW-UP: To organize and plan sales activities, to obtain sales referrals from existing customers, to exchange sales and marketing information with other dealership personnel, and to follow-up with customers after the sale.

Needs Development X Satisfactory _____ Strength _____

4. TECHNICAL KNOWLEDGE: To read and understand technical material, auto warranties, and consumer information, and apply this information to answer customer questions and/or resolve customer service problems.

Needs Development _____ Satisfactory _____ Strength X