

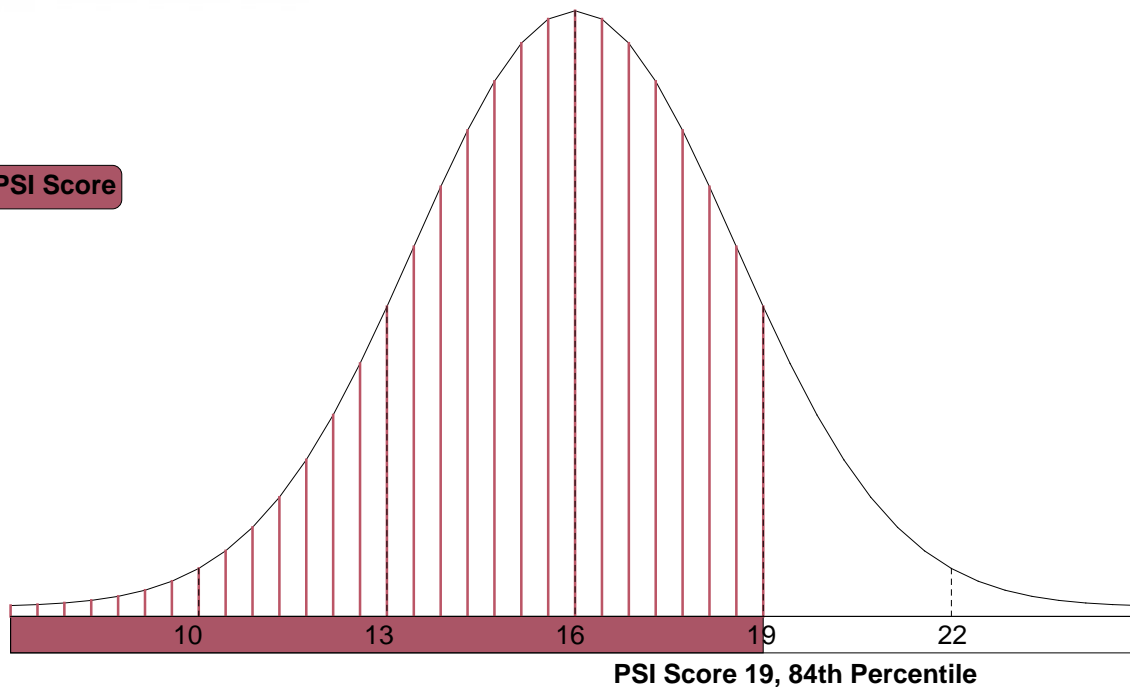


PSI FORM K3 for International Life

Applicant: Sample, Susan
SS Number: xxx-xx-
Report Number: 7
Location Code: Offic
Test Date: 2/1/2012
PSI Form: K3

OVERALL SALES POTENTIAL

The PSI Score



The PSI Score is the single best predictor of sales potential. A PSI Score of 19 is above average when compared to the typical sales applicant. No combination of other scores in the PSI Report can equal the sales potential prediction of the PSI Score, although low scores in other areas can reduce sales effectiveness.

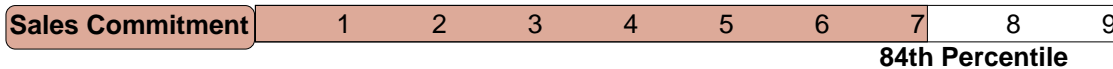
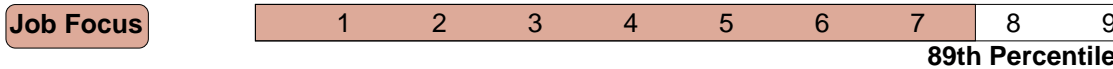
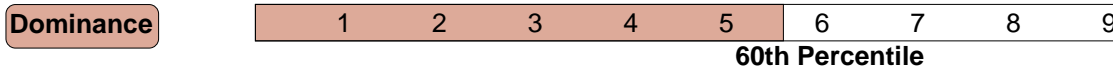
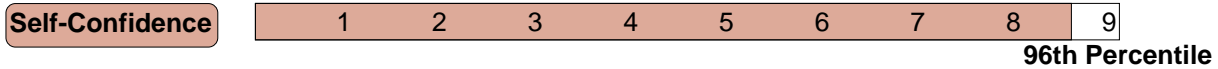
RETENTION

Retention Index

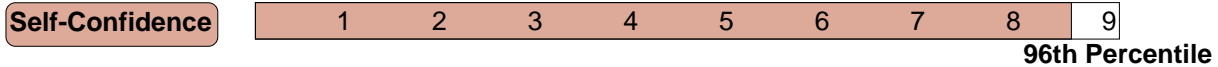
High Risk	Marginal Risk	Good
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The PSI Retention Index was developed to predict whether newly hired sales applicants would remain in the job for at least one year. An Index rating of "Good" means that the PSI has not detected strong retention risk factors which would lead this applicant to leave the sales position in less than one year. This candidate has a good likelihood of staying in the sales position for at least one year.

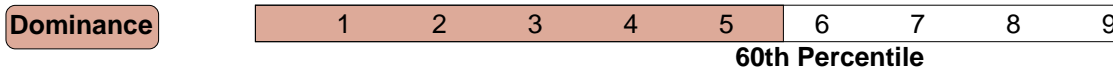
SALES PROFILE



SALES PROFILE DETAIL



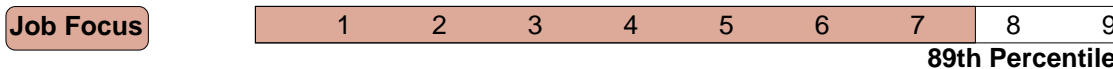
The Self-Confidence score measures the ability to deal with setbacks and disappointments. 'Call Reluctance' is closely related to the PSI Self-Confidence score. An applicant with a Self-Confidence score of 8.5 is likely to appear very self-assured to others. This applicant is likely to remain secure when dealing with rejection.



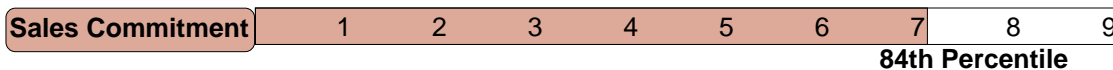
Dominance is a measure of competitiveness and goal-orientation. Dominance carries with it a degree of assertiveness and a willingness perhaps to achieve at the expense of others. A Dominance score of 5.5 is just a little above average. This applicant can probably be socially forceful when necessary but might not be considered an "aggressive closer."



The Extraversion scale measures the degree to which an individual enjoys being involved with social activities. The Extraversion scale is associated with social energy, social activity, and a willingness to interact with a wide variety of other people. An applicant with an Extraversion score of 8 is likely to appear very outgoing and to enjoy "prospecting" and interacting with new clients.



The Job Focus scale is in part a measure of task orientation or the capacity and willingness to stay on task and not become side-tracked. Persons who score high on Job Focus also tend to be viewed by others as competent at the tasks they perform. An applicant with a Job Focus score of 7.5 is likely to exhibit very good task orientation and should have a stronger capacity than most to avoid becoming distracted from his or her goals.



A Sales Commitment score of 7 suggests an above average ambition to succeed in sales along with an above average level of inner self-assurance.

AUXILIARY PERSONALITY TRAITS

Orderliness



40th Percentile

Orderliness is the tendency to be systematic and neat in one's personal life. An Orderliness score of 4 is slightly lower than the population average. Such applicants are likely to be slightly less oriented towards planning and details than average and not likely to be highly rigid and structured in their thinking and daily activities.

Tolerance



84th Percentile

The Tolerance scale measures the ability to deal with frustration without losing composure or effectiveness. An applicant with a Tolerance score of 7 will usually appear calm and well adjusted. This person should be able to deal effectively with stressful circumstances without becoming overly irritated or angry.

Adjustment



77th Percentile

The Adjustment scale measures the tendency to deal with anxiety and fear and still maintain the capacity to respond rationally and constructively. An applicant with an Adjustment score of 6 is likely to exhibit above average emotional stability when under pressure and demonstrate an above average ability to remain calm and unruffled in stressful situations without losing composure.

Imagination



77th Percentile

The Imagination scale measures the tendency to enjoy aesthetic activities and the world of new ideas. An applicant with an Imagination score of 6 represents a somewhat above average inclination to enjoy activities requiring innovation and exploration. This person will likely exhibit slightly more interest in creative problem solving and intellectual pursuits than the average individual.

BACKGROUND INFORMATION

Years of Formal Education.

12 years.

What is the highest educational level you have attained?

less than 2 years of college.

Most Recent Occupation.

Manager, Supervisor.

What is your present employment status?

employed full-time.

How did you first hear about the job for which you are being interviewed?

internet.

If you came to work for this company, would you expect your first year income to be more or less than from your previous job?

a little more.

What is the first year income you expect on this job?

between \$50,000 and \$60,000.

What is the second year income you expect on this job?

a 25% increase over the first year.

Years Full-Time Sales Experience.

has 5 or more years full-time sales experience.

How many years have you been employed full-time in sales?

3 to 5 years.

Have you ever supervised professional sales reps?

yes - 1-5 years.

PSI Report Interpretation Guidelines

The Pegasus Sales Inventory (PSI) helps identify long-term sales potential. The PSI is designed to be used as part of a selection system. The PSI should not be used as the only method for screening sales applicants. It should also not be used as the final "hurdle" in an applicant screening process. The PSI should be used to gain insight into an applicant's sales potential and personal characteristics, which might otherwise only become apparent after several months on the job.

Step 1: Overall Sales Potential

Please begin using the PSI results by examining the PSI Score under "Overall Sales Potential." If the PSI Score does not meet your minimum criterion, it is usually best not to try to "explain away" the low PSI Score using other measures. The PSI Score is the only score in the PSI Report which adequately summarizes an applicant's sales potential. Remember that the PSI Score includes information that cannot be presented as a trait. For this reason, the PSI Score can not be computed from any other score or combination of scores in the PSI Report. While other scores can be important "qualifiers" of sales potential, no other score from the PSI Report summarizes sales potential as well as the PSI Score.

Step 2: Specific Sales Characteristics

Again, assuming there is an adequate PSI Score, the PSI Report includes measures of 5 traits that are directly relevant to sales. Each of these 5 scales could reveal a weakness that could limit the sales effectiveness of an applicant, even with a high PSI Score. The Self-Confidence scale correlates with resilience and the ability to deal with rejection without becoming dejected. The Dominance scale correlates with a natural "closing" aptitude. The Extraversion scale correlates with a tendency to enjoy socially interacting with new people and a natural capacity for "networking." The Job Focus scale measures the willingness to complete the work required to reach sales goals. The Sales Commitment scale measures whether the applicant feels sales is a profession where he or she belongs and can be successful. A weakness in any one of these key sales areas could prove to be an "Achilles Heel" in what might be an otherwise strong sales profile.

Step 3: Sales Agent Retention

The Retention Index is a predictor of how long the sales applicant will stay with the job. The PSI Score does not directly measure sales retention; nor is sales aptitude a good predictor of agent retention. An applicant with a Retention Index score of "High Risk," has only 1 chance in 4 of remaining in the new sales job for 12 months.

Step 4: Other Personality Characteristics

The Orderliness, Tolerance, Adjustment, and Imagination scales are less directly related to sales success. They predict personal characteristics that influence how an applicant will work and relate to others more than how successful the applicant will be in sales. For example, low Orderliness scale could correlate with poor work habits, low Tolerance scores will correlate with irritability and sensitivity to stress, low Adjustment scores will correlate with higher anxiety and a tendency to worry, and high Imagination scores will correlated with tendencies to have more "fanciful" than "down-to-earth" ideas.

Interpreting the 9-Point Scales

A 9-point scale is used to report most of the personality traits on the PSI. Since 5 is the break point on these 9-point scales, 50% of the population scores 5 or higher. Keeping in mind that the highest score might not always be the best, about 3% of the population will receive a 9, which can also be expressed as the 97th percentile. A score of 8 places an applicant at the 92nd percentile of the population. A score of 7 places the applicant at the 84th percentile and includes the top 16% of the population. A 6 falls at the 70th percentile, a 5 at the 50th percentile, a 4 at the 30th percentile, a 3 at the 12th percentile of the population. Scores of 2 and 1 include the lowest scoring 12% of the population. The actual percentiles are printed below the score. In general, scores of 7, 8, and 9 will be noticeably high and scores of 3, 2, or 1 will be noticeably low scores.