

Outbound Telemarketing Report

February 2, 2005

The Receiver
Your Company
P.O. Box 1234
Anycity, USA 40000-1234

Personal & Confidential

Bottom-Line Recommendation

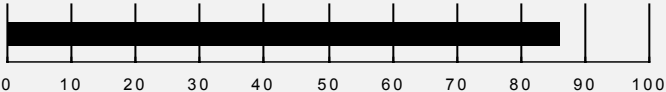
Candidate: John Smith
Position: Outbound Telemarketing
Bottom-Line: Recommended

The validity scales from the Self-Descriptive Index indicate that Mr. Smith went out of his way to be candid in answering the questionnaires. Therefore, the following remarks are an accurate description.

Summary of Candidate's Critical Selling Skills Potential

Agreed-Upon Skills	Candidate Score
MAKES PERSUASIVE PRESENTATIONS	86%
QUALIFIES PROSPECTS FOR FIT WITHIN PRODUCT/SYSTEM CONSTRAINTS	65%
ANSWERS OBJECTIONS BY LOGICALLY REMOVING OBSTACLES	46%
MAXIMIZES RESULTS BY RESISTING DISTRACTIONS TO THE SELLING PROCESS	89%
PREFERENCE FOR VERBAL CUSTOMER CONTACT	38%
ADAPTS APPROACH TO DIFFERENT BUYER MOTIVATIONS	74%

In-Depth Evaluation of Critical Outbound Telemarketing Skills Potential

	SCORE	
MAKES PERSUASIVE PRESENTATIONS	86%	

Definition: Excites the customer with an enthusiastic presentation style; demonstrates value and actively promotes products and services by making an emotional appeal; holds the customer's attention and interest by keeping the presentation content relevant; varies style to build toward a buying decision.

Skill/Capability Level: Mr. Smith takes charge of the information flow and gives the audience a presentation that is both polished and exciting. He captures the customer's attention and interest by making a rousing, inspirational, yet informative, presentation. He rehearses his presentation but remains flexible to audience preferences. He monitors the enthusiasm he generates and varies his approach when necessary in order to maintain excitement and move prospects closer to a buying decision.