PSYCHOMETRICS · SIGMUND

SALES POTENTIAL®

Assesses a candidate's sales potential: selling, negotiation and resilience to failure, in about 45 minutes.



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THE SOLUTION TO FINDING SALESPEOPLE WHO HIT THEIR TARGETS

The test covers the drivers of sales success: persuasion, negotiation technique, stress management, customer relationships and product knowledge. For HR teams, it separates a good pitch from real selling potential and reduces interview bias on roles where a bad hire is expensive.

What is it used for? Filter sales candidates, secure the hire, build a sales force aligned with revenue targets and prepare recruitment interviews.



01 **HR managers**
Reduce hiring mistakes

02 **Sales managers**
Build a performing sales force

03 **Sales directors**
Align profiles with targets

04 **Recruiters**
Objectify sales potential

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WHAT THIS TEST CHANGES FOR YOU.

Four dimensions to separate real sales potential from a smooth interview manner.

01

Persuasion and influence

Measure the ability to convince and move an interlocutor.

02

Negotiation

Assess command of commercial negotiation techniques.

03

Sales stress

Check poise under pressure and after a refusal.

04

Customer relationship

Check active listening and the building of trust.

05

Market knowledge

Test product, market and CRM tool knowledge.

06

Success drivers

Place the candidate on the drivers of exceeding targets.

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NORMATIVE · ~450 QUESTIONS · ~45 MINUTES

DIMENSIONS & CRITERIA ASSESSED

25 criteria across 4 dimensions.

01 PROFESSIONAL ATTRIBUTES

6 CRITERIA

- **Persuasion and** influence skills
- **Mastery of** negotiation techniques
- **Stress management** in sales situations
- **Personal organization** and diligence in follow-up
- **Up-to-date knowledge** of products and the market
- **Didactic skills** to explain and convince

02 INTERPERSONAL ATTRIBUTES

4 CRITERIA

- **Ease of** contact and rapid establishment of trust
- **Active listening** and understanding of client needs
- **Ability to** speak in public with impact
- **Team spirit** and cooperation

03 PERSONAL ATTRIBUTES

9 CRITERIA

- **Resilience to** failure and quick recovery
- **Self-confidence** and assurance
- **Sense of** reality and pragmatism
- **Self-control in** difficult situations
- **Originality of** thought and creativity
- **Initiative** and risk-taking

+ 3 more criteria

04 TECHNICAL SKILLS

6 CRITERIA

- **Modern** sales techniques
- **In-depth knowledge** of products and the market
- **Customer** relationship management
- **Effective use** of CRM tools
- **Prospecting and** business development strategies
- **+500 occupational** knowledge questionnaires

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RESULTS YOUR HR TEAM CAN USE IMMEDIATELY.

After the assessment, SIGMUND turns answers into concrete markers to recruit, compare and prepare the interview. An AI-based assistant, available as a chatbot, also helps you interpret the results and move to action.



01

Scores and reference profile

A competency report with detailed scores, self-assessment and comparison against the expected profile.

02

Report that fits the need

From the full report to the short summary, depending on the level of detail the recruiter or manager needs.

03

Clear visualisations

Radar charts, histograms and comparisons to spot strengths and development areas at a glance.

04

Action guides

Interview questions and tailored follow-up tracks to dig deeper and prepare next steps.

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SCIENTIFIC RELIABILITY

A test built to support hiring, assessment and development decisions.

~450
QUESTIONS

4
DIMENSIONS

~45 minutes
COMPLETION TIME

VALIDATION

- **Independent external validation**
  Internal validation and consistency
- **Reliability and stability**
  Consistency of answers and scales
- **Job knowledge**
  500+ job-specific knowledge questionnaires

AVAILABLE IN

More than 10 languages

French · English · German · Spanish and more

Contact our team for a demo: service@sigmund.net

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