

The global leader in personality assessment.

Grounded in decades of scientific research, Hogan's assessment solutions help you dramatically reduce turnover and increase productivity by hiring the right people, developing key talent, and evaluating leadership potential.

Our Solutions:

- > Leadership Development
- > Employee Development
- > Employee Selection
- > High Potential Employees
- > Judgment
- > Safety
- > Team Development
- > Emotional Intelligence
- > Competencies
- > Custom Solutions

Sales Basis

Make Informed Hiring Decisions

Research shows that more than half of new employees fail. Considering a bad hire typically costs 150% of his or her annual salary, chances are you don't want it to happen to you. By identifying the personality characteristics necessary for success in your organization, we can help you build a better applicant pool and make interviews count.

The Sales Basis report is Hogan's most robust selection solution, arming a recruiter or hiring manager with in-depth information about a candidate's personality, and an easy structure to compare multiple candidates in a data-driven way. The Sales Basis report is an out-of-the-box profile for sales professionals in all sales roles: technical, relationship, transactional, complex, cold call, inside or outside. Hogan's research has found baseline personality characteristics which make great sales people regardless of the type of product or service they sell, based on ROI and sales performance, and outcome data from across the globe. The Sales Basis report makes selecting great sales people easy.

Report Includes:

Key scales from HPI and MVPI critical for sales performance

Candidate's general employability characteristics

Job fit as a sales professional

Job risks as a sales professional

Fit within the organization

Candidate fit recommendation

Candidate interview style

Candidate interview guide

Overall evaluation and comparison tools



Advanced People Strategies Ltd
Mulberry House, Lamport Drive, Daventry, Northamptonshire NN11 8YH



info@advancedpeoplestrategies.co.uk



+44 (0)1327 437000



advancedpeoplestrategies.co.uk



hoganassessments.co.uk