

# Financial Services Sales Record

## Candidate Report

For John Adams



Administrator: Susan Silk  
Version: U.S. Financial Services (English)

Test Company 1  
Date: 10/18/2005

### Contact Information

**Current Address:** 32 Main Street  
San Francisco, CA 98765

**Previous Address:** 4 Penny Lane  
Sacramento, CA 87654

**Home Phone:** (123)456-7890

**Business Phone:** (321)654-0987

**E-mail Address:** jadams@aol.com

### Education

School	Dates Attended	Major	Degree(s)
San Francisco University San Francisco, CA	01/1971 to 01/1973	Finance	M.B.A.
Sacramento University Sacramento, CA	09/1968 to 05/1970	Finance	B.A.
Sacramento Junior College Sacramento, CA	09/1964 to 05/1966	Economics	None
George Washington High School Sacramento, CA	09/1960 to 06/1964		

### Current Employment

<b>Employment status</b>	Employed full time
<b>Number of years with current employer</b>	20
<b>Occupation</b>	Financial services sales representative
<b>Number of years since candidate sold financial services</b>	Not applicable

### Financial Services Employment History

**Company:** ABC Life Ins. Co.  
Blake Street  
San Francisco, CA 98887

Job Title	Dates	Primary Duties	Reason Left
Sales Representative	04/1975 to 10/2001	Selling company's insurance products	Not enough money

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**Rating: 18**

Across all users in financial services companies in the United States, approximately 41 out of 100 candidates who rate 18 are expected to be successful.

Compared with the average experienced candidate in the United States, this candidate has a 35 percent better than average chance of being a successful financial services sales representative.

A "successful" sales representative is one who

1. survives his or her first contract year, and
2. produces in the top half of all first-year surviving producers in the company.

The rating is a combination of two predictors -- first-year survival and first-year production. The chart below shows how this candidate rated in these two areas.

	Below-Average Production	Average Production	Above-Average Production
Below-Average Survival			
Average Survival			
Above-Average Survival			

In other words, compared with an average candidate:

- This candidate has an above-average chance of surviving his or her first contract year.
- This candidate has an above-average chance of being among the top producers in your company.

Here are some of the indicators that positively or negatively influenced this candidate's rating. This list does not include all of the factors that affect the rating, but only includes a sampling of this candidate's strengths and weaknesses.

Success Indicators	Performance Concerns
<ul style="list-style-type: none"> <li>• Number of annuities sold</li> <li>• Number of mutual funds sold</li> <li>• CLU status</li> <li>• Years MDRT with production</li> <li>• Professionally active</li> <li>• Stability of work history</li> <li>• Income during the last 12 months</li> <li>• MDRT status</li> <li>• Educational level</li> <li>• Employment status</li> </ul>	

**Recruiting Source:** I contacted the office

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### Experience Match

The chart below shows how the candidate responded to questions about his or her business. If an office profile is available for your office, it is shown on the right for comparison. The office profile describes the typical established sales representative in your office. If an office profile is not available for your office and you would like to find out more about it, call us at 1-888-785-4672.

	Candidate's Response	Office Profile
Earnings from financial services companies during the last 12 months	\$65,000	\$75,000
Number of new variable annuities sold during the last 12 months	100 or more	5 to 9
Number of new mutual funds sold during the last 12 months	100 or more	5 to 9
Income of typical client	\$90,000	\$150,000
Age of typical client	55	52
Educational level of typical client	4-year college or university degree	2-year college or university degree
Occupation of typical client	Professional	Small business owner or operator
Primary market segment	Professional associations or corporations	Families
MDRT status	Qualifying MDRT member	Life MDRT member
Investment product licenses	NASD Series 6 NASD Series 7	NASD Series 6 NASD Series 7 NASD Series 26 NASD Series 63 NASD Series 99
Chartered Life Underwriter (CLU) status	Designation attained	Designation attained
Chartered Financial Consultant (ChFC) status	Started, but not completed	Designation attained

This candidate's responses differ significantly from your office profile in the following areas:

#### Sales History

- Number of new variable annuities sold during the last 12 months
- Number of new mutual funds sold during the last 12 months

#### Markets

- Income of typical client
- Educational level of typical client
- Occupation of typical client
- Primary market segment

#### Professional Achievements

- Investment product licenses
- Chartered Financial Consultant (ChFC) status

It appears that this candidate's experience and market are not very similar to that of the typical experienced sales representative in your office.

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### Background

Traffic violations?	Yes
Driving under the influence?	No
Liens pending?	No
Conviction?	No

### References

#### George Washington

Main Street  
Arlington, VA 45678  
(222)333-4444

#### Richard Nixon

Seashore Blvd.  
Key Biscayne, FL  
34567(333)444-5555

#### Abe Lincoln

Thomas Street  
San Francisco, CA 99667  
(555)777-8888