

for Sample Candidate

LIMRA Testing (U.S.)

Administrator: Susan Silk

Date: 7/12/2005

This screening report is designed to help recruiters and managers determine whether to invest time interviewing this candidate for a financial services sales career. The recommendation below is based on information relating to retention and career compatibility collected when the candidate completed a short prescreen questionnaire.

## Recommendation for Sample Candidate: **Actively Recruit**

This Actively Recruit recommendation indicates that this candidate is likely to remain in the career during the first 12 months under contract. In addition, this candidate possesses many of the characteristics that typically lead to success in a sales career. We recommend that you encourage Sample to pursue his or her interest in this career by continuing on in your selection process. If your next step is to interview the candidate, we suggest that you use the interview questions in this report to learn more about him or her.

<b>Retention Score</b>			
First-year survival potential			<b>High</b>
<b>Career Compatibility Scores</b>			
Prospecting courage			<b>High</b>
Closing confidence		<b>Moderate</b>	
Entrepreneurial spirit			<b>High</b>

### Current Situation

Employment status: Employed full time  
 Current or most recent employer: ABC Life  
 Years with current or most recent employer: 3 to 5 years  
 Job title: Sales rep  
 Education: 4-year college degree  
 Number of full-time employers in the past five years: 1 employer

### Career Search

Time spent looking for a new job: 1 to 2 months  
 Reason candidate is looking for a new job: No opportunities for advancement  
 How candidate learned about this position: This company's Web site  
 Familiarity with the financial services industry: Knows several people in the industry, one of them fairly well  
 Most important things to look for in a new job: Belief that he or she is performing a valuable service for clients  
 High income-earning potential  
 Opportunity to grow professionally

for Sample Candidate

LIMRA Testing (U.S.)

Administrator: Susan Silk

Date: 7/12/2005

## Sales Characteristics

This is how Sample rated several of the sales characteristics that determine career compatibility. Red Flags identify areas that you should pay special attention to.


### Prospecting Courage

**Overall Rating: High**

There are no Red Flags for this candidate in this area.


### Closing Confidence

**Overall Rating: Moderate**

 This candidate is not fond of negotiating and making deals.

### Entrepreneurial Spirit

**Overall Rating: High**

 This candidate does not set ambitious goals for him or herself if there is a good risk of failure.

 This candidate finds it hard to make difficult decisions on his or her own and accept the consequences.

## Next Step: Conduct an initial interview with the candidate.

A well-conducted interview can give you many insights that will help you in your decision-making process. Use the suggested interview questions below to interview this candidate and get a better understanding of Red Flags and other issues identified in this report.

### Career Concerns

What do you like most about your current or most recent job? What do you like least? What is missing?

**Listen for:** Drive to succeed; desire for more independence; specific and carefully thought-out financial goals

### Industry Knowledge

Have you ever approached an insurance or financial services sales representative? What qualities and characteristics would you personally look for in an insurance or financial services sales representative?

**Listen for:** Personal experience with an agent or financial planner; ability to set financial goals; recognition of the value of insurance/financial services products; respect for the insurance/financial services profession

### Natural Market

Tell me about a group or organization in which you are actively involved. What is the name of the group? How did you first get involved? How long have you been involved? What roles have you played? How would you describe the group's membership?

**Listen for:** Ability to network; social initiative; leadership skills; ability to influence others

for Sample Candidate

LIMRA Testing (U.S.)

Date: 7/12/2005

Administrator: Susan Silk

---

## Sales Characteristics

Describe a time when you had to convince someone to do something. What was the situation? Were you successful in getting the person to do what you wanted? Why or why not? How did the whole experience make you feel?

**Listen for:** Courage; ability to put a positive spin on things; ability to focus on the other person's objections and effectively deal with them; ability to persevere until the desired outcome is achieved

## Recruiting and Selection Tips

If you decide to continue your selection process with Sample, LIMRA offers several other assessment tools to help you evaluate this candidate in a variety of different areas such as cognitive ability, natural markets, personality measurement, and productivity. For more information, call the number on the bottom of page 1.