

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS


ADMIN & OPS ASSESSMENTS


MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

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TALENT MANAGEMENT DIVISION

SOLUTIONS TO ATTRACT, DEVELOP & RETAIN TALENT WITH THE RIGHT 'DNA'

UPDATED: 2022-05



INTRODUCTION

- Talent Division Overview
- Customer Success Stories
- About RevenuePartners
- About Self Management Group

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

INTRODUCTION



INTRODUCTION

- Talent Division Overview
- Customer Success Stories
- About RevenuePartners
- About Self Management Group

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

INTRODUCTION

TALENT DIVISION OVERVIEW

We help our clients to remove the 'guess-work' when it comes to hiring and developing sales talent.

The cost of poor hiring decisions and missed development opportunities in key sales positions is staggering when you consider:

- Salary & company expenses,
- Missed revenue targets,
- Wasted management time spent in hiring and training,
- And even lasting reputational damage through poor interactions with customers.

That's why we help our clients to replace guess-work and 'gut-instinct' with a scientific approach when it comes to hiring and developing Sales Executive and Sales Management talent.



INTRODUCTION

- Talent Division Overview
- Customer Success Stories
- About RevenuePartners
- About Self Management Group

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

INTRODUCTION

CUSTOMER SUCCESS STORIES

WATCH THE VIDEOS



KATINKA BEESLAAR

PMG: HR MANAGER



CLIENT CHALLENGE:

A division of PMG faced closure due to non-performance on sales revenue targets. Following our intervention, the same division is now one of the top-performing within the group.

“The cost of the assessment is such a small portion of the cost vs the return on investment that we get from that – you can’t even compare. The information you get from the assessment and the use you get out of that; the time saving. It’s a no-brainer for us, we use it all the time.”

– **Katinka Beeslaar: HR Manager, PMG**



OSCAR DE WEIJER

HEALTHBRIDGE: EXECUTIVE STRATEGIC RELATIONS



CLIENT CHALLENGE:

Due to pressure to deliver on increased revenue targets – Healthbridge needed to find the ‘right’ sales people who would be effective in field, instead of simply adding more boots on the ground. In using our assessments, Healthbridge was able to ‘recruit right.’

“So when looking for new sales people the main thing that underpins anything in my opinion, is attitude. A lot of people feign attitude, and look all great and bubbly in interviews. The Assessments are certainly a very quick way of getting red flags of people’s characteristics and behaviour that tell you outright: ‘stay away, unless you want to take on a burden’”

– **Oscar de Weijer: Executive Strategic Relations, Healthbridge**



- Talent Division Overview
- Customer Success Stories
- About RevenuePartners
- About Self Management Group

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

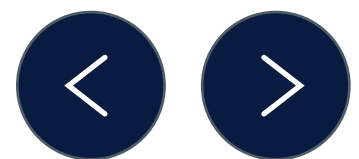
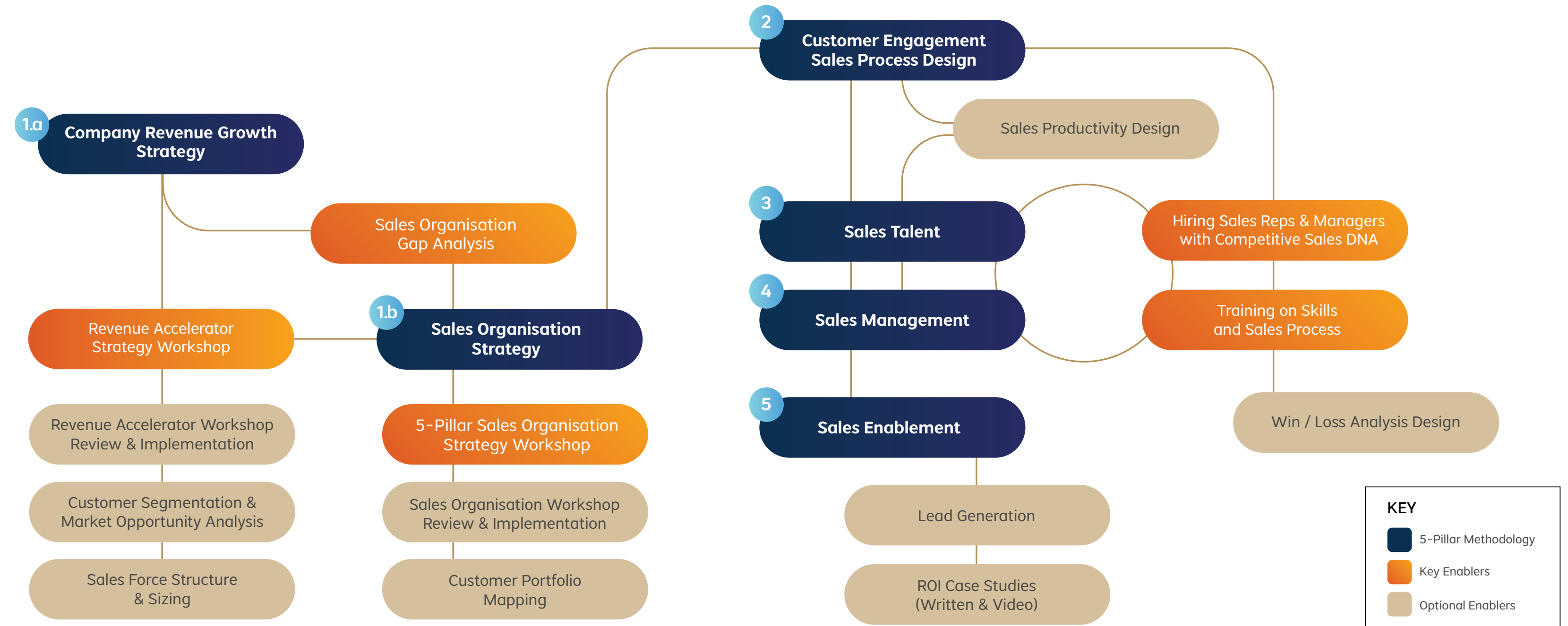
REMOTE WORKING ASSESSMENTS

GET IN TOUCH

ABOUT REVENUE PARTNERS

At RevenuePartners (formerly ThinkSales), we assist customers establish a competitive advantage to outperform their markets with our unique 5-Pillar Revenue Growth Methodology delivered through mutual execution accountability.

REVENUE GROWTH SEQUENCING



INTRODUCTION

- Talent Division Overview
- Customer Success Stories
- About RevenuePartners
- About Self Management Group

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

INTRODUCTION

ABOUT SELF MANAGEMENT GROUP

The world-leader in assessments for competitive sales, and the only assessment company to provide a ‘predictor of success’ in a sales role.

RevenuePartners is the exclusive reseller of the Self Management Group’s (SMG) suite of Psychometric Assessments in Southern Africa and a non-exclusive global reseller.

RevenuePartners, in partnership with SMG, offers organisations scientific tools to improve attraction and selection of top sales candidates, succession planning, leadership development and career management.

SMG was the first company to provide normative, psychometric profiles on the Internet and since then has become the largest sales profiling company in the world.

Their unique, proprietary assessment tools, extensive database and wide range of diagnostic assessments help organisations to use science and advanced statistical methods to measure and track the ROI of organisational initiatives.

Perhaps the most interesting aspect of SMG – as the company name suggests – is their focus on identifying individuals who have a natural ‘Self Management’ ability and who don’t require close management supervision to perform.

This trait, along with the ability to effectively cope with stress, has been found to be the **number one predictor of success** in sales and other roles. And is increasingly important now that remote working is on the rise.

FAST FACTS



- Self Management Group (SMG) is located in Toronto Canada – and is the largest sales profiling company in the world
- SMG operates in 45 countries
- SMG supports 3,500+ Clients
- Assessments are available in 40+ Languages
- Over 80 proprietary assessments are available to choose from
- Over 20 million+ assessments have been completed to date
- The Self Management Group processes between 10 000 and 15 000 assessments every day



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

TALENT MANAGEMENT DIVISION

HIRING SOLUTIONS

Our solutions assist you to eliminate the guess-work from hiring – helping you to attract and hire candidates with the right Sales-DNA or Management-DNA, best-suited to your particular position.



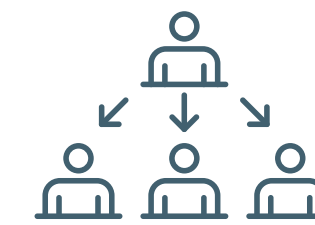
1. Psychometric Assessments

We offer a range of sales-specific psychometric assessments

Our range of Psychometric Assessments are purpose-built to identify candidates with the correct sales DNA – and to predict sales performance.

Our **Screening Assessments**, help hiring teams to process high-volume applications quickly and cost-effectively.

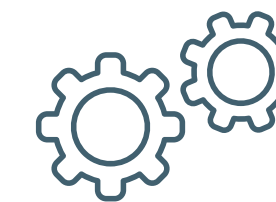
While our in-depth **Profile Assessments** provide detailed reporting on the skills and attitudes required for success in a position, accompanied by interview questions and coaching guides for development.



2. Benchmarks for Hiring

Build stronger sales teams with benchmarking by identifying the best 'sales DNA' for your organisation and hiring accordingly

Benchmarking is the framework used, in conjunction with Psychometric Assessment testing, to identify key sales personality characteristics of top performers within your organisation - and then assess potential future hires against this 'benchmark'.



3. Recruitment Process Audit & Design

We assist clients to build a scalable recruitment process, designed to identify candidates with the right 'sales DNA'

This service is designed to assist clients who have not mapped a specialised **Sales Recruitment Process**.

We co-create a process with our clients to ensure they are equipped to attract the right candidates, and identify and test the sales-specific skills and attitudes required for success in a Sales Executive or Sales Management role.

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INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

TALENT MANAGEMENT DIVISION

DEVELOPMENT SOLUTIONS

Our services include tools to assess development areas within individuals and groups, coupled with training to strengthen the key attitudes and skill-sets required for success in sales executive and sales management roles.



1. Psychometric Assessments

In-depth sales-specific psychometric assessments for development and succession planning

Our in-depth **Profile Assessments** provide detailed reporting on the skills and attitudes required for success in a sales position.

The accompanying coaching guides are customised per person, and equip managers with the specific insights and guidance for focused coaching to develop weak areas and leverage strengths.

The Assessments are also valuable tools for succession planning.



2. Talent Audits for Development

A scientific approach to development that identifies the strengths and weaknesses within your existing sales force at an individual and group level

Our **Development Priority Mapping** solution, built in conjunction with Psychometric Assessment testing, provides you with a bird's eye view of your current sale's teams strengths and development areas.

This enables companies to concentrate their spend and energy by focusing on improving the most critical common weaknesses found within the sales force as a group.

TRAINING DIVISION


3. Skills Development Training

We also provide high-impact training for sales executives & managers

Our team of master facilitators assist clients to **train the essential skill-sets and attitudes** required for success in sales executive and sales management positions.

Our training can be supplemented with **deployment** and **ongoing reinforcement** to ensure lasting process and behavioural change.

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INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH



COMPETITIVE SALES ASSESSMENTS

Science-based tools to identify and develop candidates with the right 'sales DNA' for competitive sales roles.

COMPETITIVE SALES ASSESSMENTS

ASSESSMENTS FOR HIRING & DEVELOPMENT

A suite of science-based assessment tools to identify & develop candidates with the right sales DNA.

POP SCREEN

SCREENING TOOLS

1

Solution to process high-volume applications
 – helping you to quickly and reliably screen out candidates who lack the right sales DNA.

SUITABLE FOR:

- Hiring

POP 7

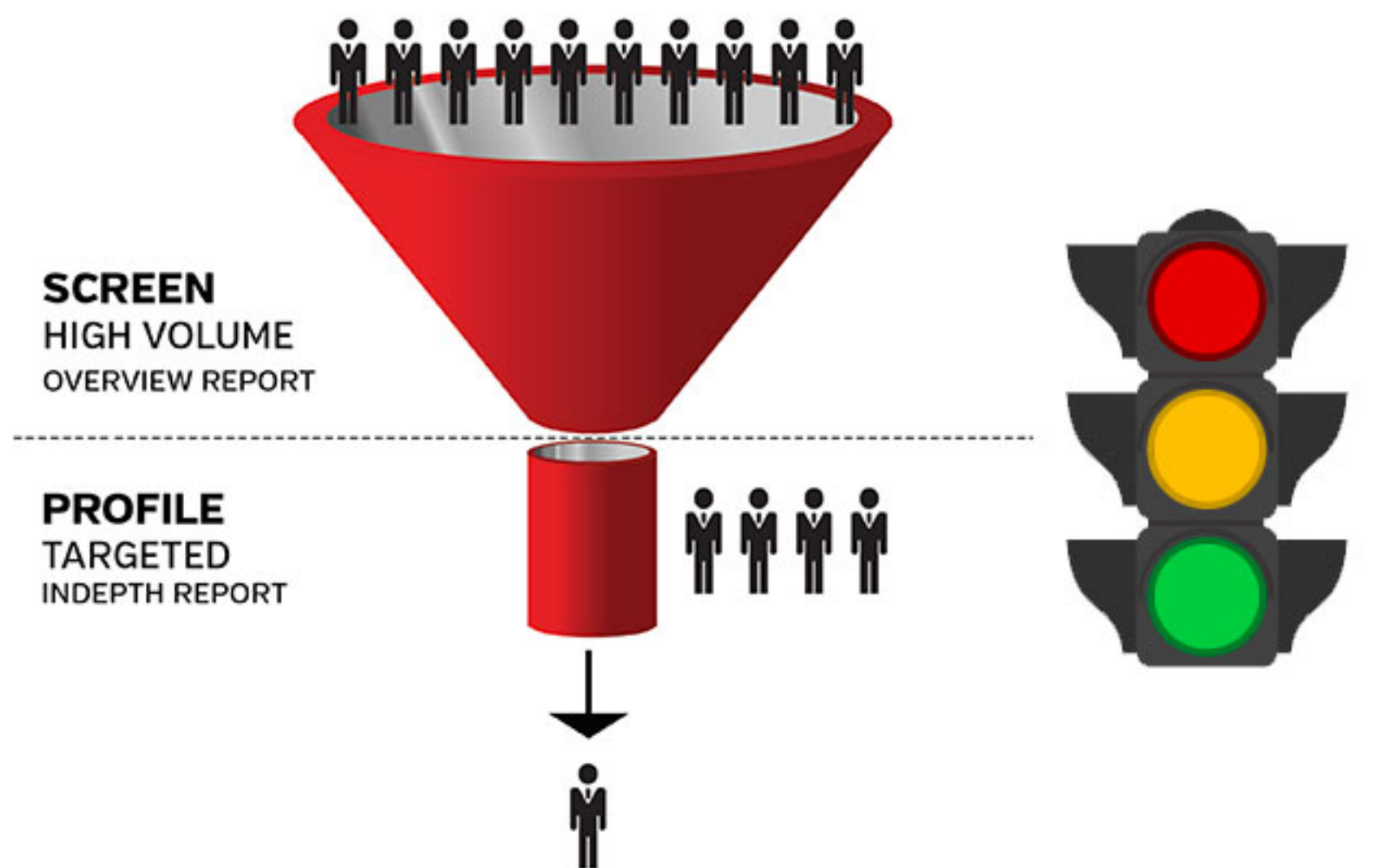
PROFILING TOOLS

2

Solution for indepth profiling on short-listed candidates to help you make quality, science-based hiring, development and succession planning decisions.

SUITABLE FOR:

- Hiring
- Development
- Succession Planning



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

COMPETITIVE SALES ASSESSMENTS

POP SCREEN ASSESSMENT

The POP Screen is a normative assessment used to ‘screen out’ candidates in the early stages of hiring who lack the critical ‘sales DNA’ necessary for success in competitive selling roles.

ASSESSMENT ADMINISTRATION

- The assessment can be completed online in 10-20 minutes.
- It is suited to roles in a competitive sales environment, including:
 - Sales Executives (in-field and inside sales)
 - Sales Managers

- Their motivational preferences and appetite for challenge
- How they cope with rejection
- And how committed they are to pursuing a sales career in the long-term.

SUMMARY OF CANDIDATES CV & RED FLAGS

The first page of this report contains a summary of the candidate’s employment status, career history and educational background.

RECOMMENDATION TO PROCEED

An overall recommendation on whether the candidate should proceed to the next selection phase is given, based on all measures:

- Green: Proceed with the candidate
- Yellow: Proceed with caution
- Red: Proceed with extreme caution



This standardised format saves recruiters time by eliminating the need to sift through hundreds of CVs to find this information.

The report also flags all responses that may indicate possible limitations or a poor-fit.

SNAPSHOT OF SALES POTENTIAL

This visual snapshot includes:

- The candidate’s self-management ability and commitment to seeking new business
- Whether they are a strong closer
- Their chances of survival in a competitive sales role
- How they feel about interacting with people and their comfort in building relationships

INTERVIEW QUESTIONS

The final page in the report contains questions tailored to the candidate that can be used in the interview phase of the recruitment process, to confirm specific strengths or explore caution areas identified on the report.

These interview questions are situational and based on the candidate’s responses to ensure they have to draw on their own real-world experiences, thus helping recruiters to evaluate their true talent.

POPScreen (R013660370906 for POPScreen 2.0 Sample on June 10, 2015) Page 2

SNAPSHOT OF SALES POTENTIAL

	Low	Average	Strong									
	0	10	20	30	40	50	60	70	80	90	100	
A Good "Prospector"	[Bar chart showing score]											
A Good "Closer"	[Bar chart showing score]											
Chances for Survival	[Bar chart showing score]											
A "People" Person	[Bar chart showing score]											
\$Challenge Motivated	[Bar chart showing score]											
Managing Rejection	[Bar chart showing score]											
Commitment to a Sales Career	[Bar chart showing score]											

SALES DNA

FIT TO CAREER OPPORTUNITY

RECOMMENDATION

Re-direct
 Proceed with Caution
 Proceed

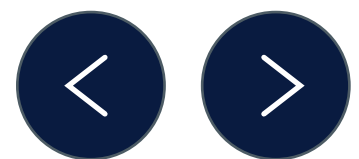
RESULTS RELIABLE?

Yes No

* If results are not reliable it may suggest that the candidate is responding to the questionnaire in a socially desirable manner. Please proceed with caution with the results and explore thoroughly with candidates before proceeding to selection.

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DOWNLOAD A SAMPLE REPORT



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
 - Measurements
 - Reports
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

COMPETITIVE SALES ASSESSMENTS

POP 7 ASSESSMENT

The POP 7 is a normative assessment that can be used to assess the Sales DNA of new hires, and to develop competitive selling traits in your existing sales force.

A SALES ASSESSMENT TOOL LIKE NO OTHER:

There are 3 factors that make this tool fundamentally different from other psychometric assessments:

1. It assesses **Competitive Sales DNA factors** including comfort with prospecting, listening style, call reluctance, emotional intelligence, motivational preferences and closing style.
2. Unlike most personality assessments, the POP 7 provides a **‘Predictor of performance’** for each candidate – and indicates a ‘Predictor of retention’– two essential factors for building a strong sales force.
3. The POP 7 scores an individual’s **ability to ‘Self Manage’** and their **effectiveness in ‘Managing Stress’**. Two traits associated with the strongest sellers on a global scale, transcending nationality and culture... And, in today’s uncertain business environment, where remote working is on the rise, these two indicators have never been more important.

WHO IS THE POP 7 ASSESSMENT SUITED TO?

Sales Professionals operating in competitive sales environments, including:

- Sales Executives (in-field and inside sales)
- Sales Managers

FAST FACTS



- The Personal Orientation Profile (POP™) is a normative assessment that has been used for recruiting and selecting sales people for nearly 40 years.
- It is based on a database of over 10 million assessments.
- The POP™ has been validated in a wide variety of sales cultures throughout the world (including South Africa) and is used to discover ‘self-managers’ who will be consistent top performers.
- Its unique Predictor Score (PS) provides an extremely accurate prediction of top performance.
- The POP 7 can be completed online in 30-40 minutes.

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
 - Measurements
 - Reports
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

COMPETITIVE SALES ASSESSMENTS

POP 7 MEASUREMENTS

The POP 7 Assessment measures the following:

1. The **Enterprising Potential scale**. Think of this as an indicator of the person’s comfort with prospecting and actively pursuing new leads – this is the **number one** predictor of success in sales.
2. The **Achievement Potential** indicates a person’s closing style.
3. The **Independence Potential** shows culture fit and is a good indicator in likely retention.
4. The **Predictor Score** blends all of these together and measures the overall probability of success.
5. The **Emotional Quotient scale** measures the candidate’s ability to effectively detect and use emotional cues in the selling process.
6. The **People Orientation** scale indicates the individual’s natural communication style and assesses their introversion versus extraversion.
7. The **Investigative scale** shows whether the candidate enjoys performing detailed work and learning new things.
8. The **Self-Directed scale** indicates the level of empowerment and control a person feels over their current environment.
9. The **Lifestyle Management** scale indicates how the candidate copes with the stresses and demands of life.
10. The **Call Reluctance** scale is strongly associated with the day-to-day behaviours of salespeople and how they feel about prospecting and rejection.
11. While the **Listening scale** assesses whether the individual considers themselves to be a good listener.

WATCH THE VIDEO



The overall recommendations on how to proceed with a candidate are based on:

- The candidate’s inherent talent and coachability
- Their commitment in terms of attitudes and views
- And the overall job fit.

The screen also measures whether a candidate is answering authentically or not:

The ‘Uncertainty Coefficient’ (or social desirability scale) indicates if the candidate has tried to provide answers they think you’d prefer, rather than the answers that more accurately reflect their true character.

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
 - Measurements
 - Reports
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

COMPETITIVE SALES ASSESSMENTS

POP 7 REPORTS

REPORT TYPES PROVIDED

The POP 7 provides four different reports:

1. Management Report
2. Candidate Feedback Report
3. Management Coaching Guide
4. Candidate Coaching Guide

RECOMMENDATION TO PROCEED

When you open your report you will immediately see the overall prediction of the candidate's sales potential depicted, as a traffic light:

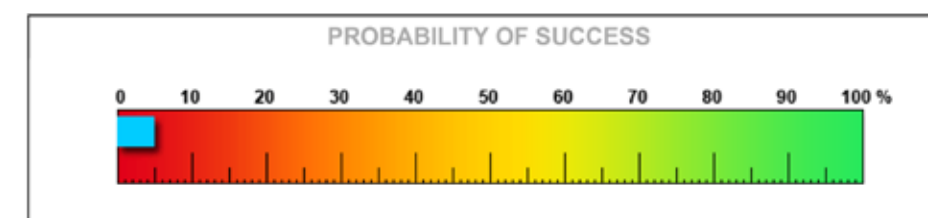
- Green: Proceed with the candidate
- Yellow: Proceed with caution
- Red: Proceed with extreme caution



PREDICTING PROBABILITY OF SUCCESS

You will also find a 'Probability of Success' bar below the traffic light.

This visualises a mathematical probability - predicting your candidate's potential success.



MEASURES

The report includes detail on each of the measures listed on the previous page.

And it includes information on **Emotional Intelligence** including Mood Labelling and Monitoring, Empathy as well as Self-Control and Emotional-Control.

TOOLS FOR HIRING & DEVELOPMENT

In addition to the assessment report on your candidate, the POP 7 also contains sections that assist with both hiring and development.

These include:

1. A **Selection Considerations** report
2. A **Full Interview Guide** with suggested interview questions for hiring.
3. A **Retention Prospects Report**
4. A **Training and Coaching Guide** that provides managers with detailed pointers to improve developmental areas - tailored specifically to the individual - enabling managers to perform highly-focused, effective coaching.
5. And a **Management Preview section** that indicates whether a candidate has the potential to be an effective sales manager.

[DOWNLOAD A SAMPLE REPORT](#)

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

- Assessments for Hiring & Development
- POP Screen Assessment
- POP 7 Assessment
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

COMPETITIVE SALES ASSESSMENTS

ROI CASE STUDIES

Hiring high-calibre Sales Executives with the right competitive sales DNA, results in sizable cost-saving on attrition and revenue gains on performance.

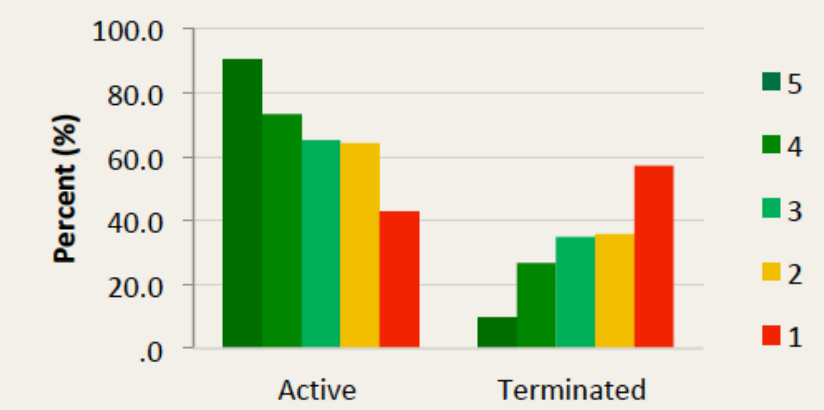
In instances where hiring decisions are based on a **POP Assessment** recommendations to proceed with **'green-lit'** candidates, the following gains have been found.

- Reduction in time spent by hiring teams on interviewing and appointing candidates
- Increased retention rates
- Lower termination rates
- Stronger performance by green-lit candidates vs others
- Increased sales revenue
- More favourable management performance reports on green-lit candidates vs others.

Note: These gains have been reported in multiple case studies spanning various industries and countries.

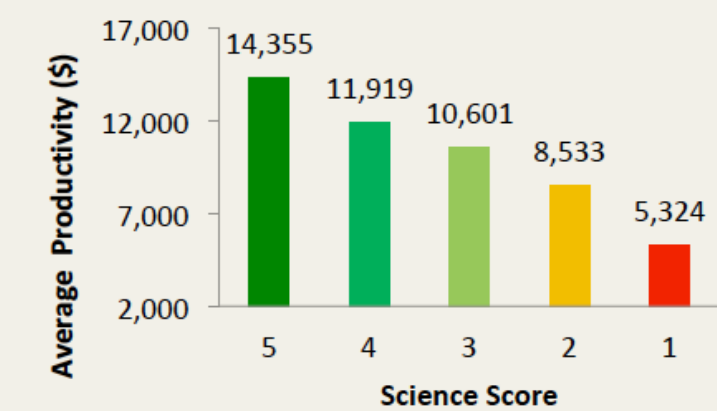
TALENT RETENTION

- 85% of green-lit candidates (Proceed) were retained in their first year.
- The highest % of terminated candidates were scored as Red: Redirect [1] or Yellow: Proceed with Caution [2] on the POP.



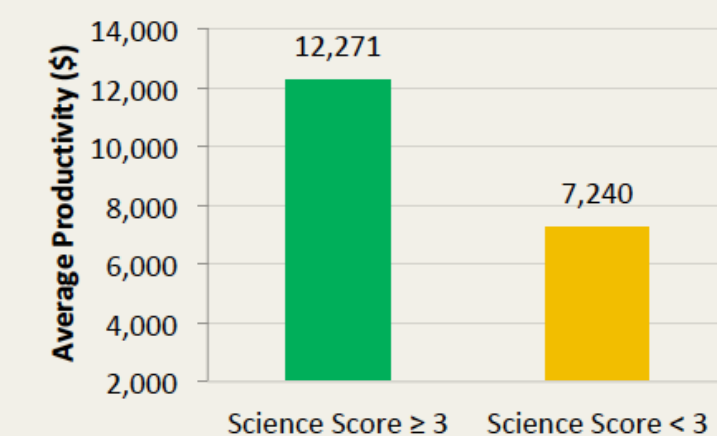
PERFORMANCE

- POP is highly predictive of performance.
- Green-lit candidates that score 5 have nearly three times the productivity of candidates that scored 1 on the POP.



RETURN ON INVESTMENT

- Green-lit candidates earned almost double those in Caution / Redirect ranges.
- ROI of \$50,350 per month by replacing only 10 execs scoring Yellow or Red lights with Green.



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH



CONTACT CENTRE ASSESSMENTS

Science-based tools to identify and develop candidates with the right DNA for sales, service or contact centre roles.

CONTACT CENTRE ASSESSMENTS

ASSESSMENTS FOR HIRING & DEVELOPMENT

A suite of science-based assessment tools to identify, test & develop candidates with the right sales DNA.

CONTACT CENTRE SCREEN
SCREENING TOOLS

1

Solution to process high-volume applications – helping you to quickly and reliably screen out candidates who lack the correct DNA.

SUITABLE FOR:

- Hiring

SCREEN
HIGH VOLUME
OVERVIEW REPORT

PROFILE
TARGETED
INDEPTH REPORT

CONTACT CENTRE POP
PROFILING TOOLS

3

Solution for indepth profiling on short-listed candidates to help you make quality, science-based hiring, development and succession planning decisions.

SUITABLE FOR:

- Hiring
- Development
- Succession Planning

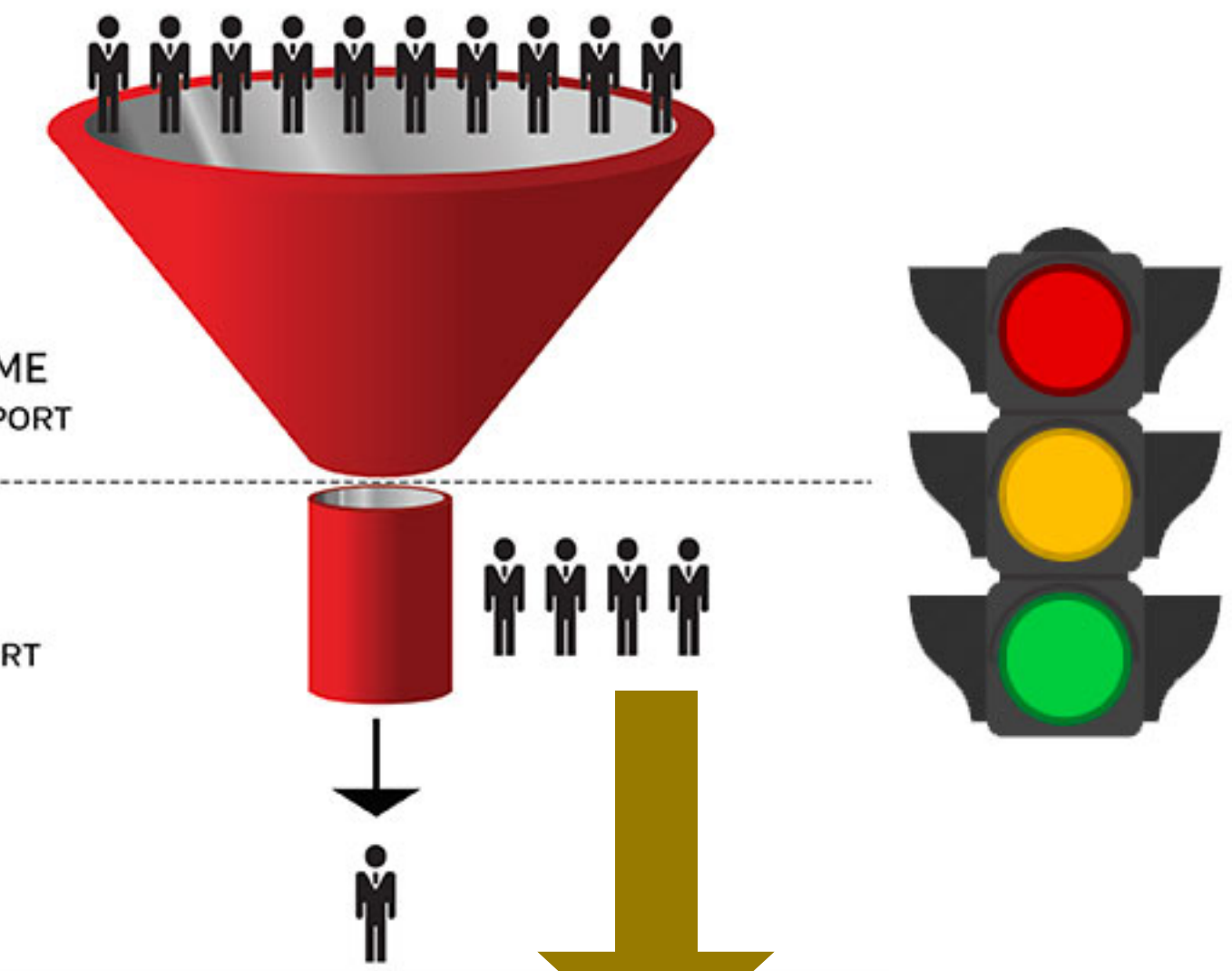
CONTACT CENTRE SIMULATION
SIMULATION TOOLS

2

An online assessment that simulates a 'day-in-the-life' of a call centre agent. The assessment tests the hard skills & competencies required for success in sales or service roles.

SUITABLE FOR:

- Hiring



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

CONTACT CENTRE ASSESSMENTS

CONTACT CENTRE SCREEN

The Contact Centre Screen is a normative assessment used to ‘screen out’ candidates in the early-stage hiring process who lack the critical factors necessary for success in a service and/or sales role.

ASSESSMENT ADMINISTRATION

- The assessment can be completed online in 10-20 minutes.
- It is suited to Contact Centre Agents [sales or service] and Contact Centre Managers.

RECOMMENDATION TO PROCEED

When you open your report you will immediately see the overall prediction of the candidate’s sales potential depicted, as a traffic light:

- Green: Proceed with the candidate
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- Red: Proceed with extreme caution

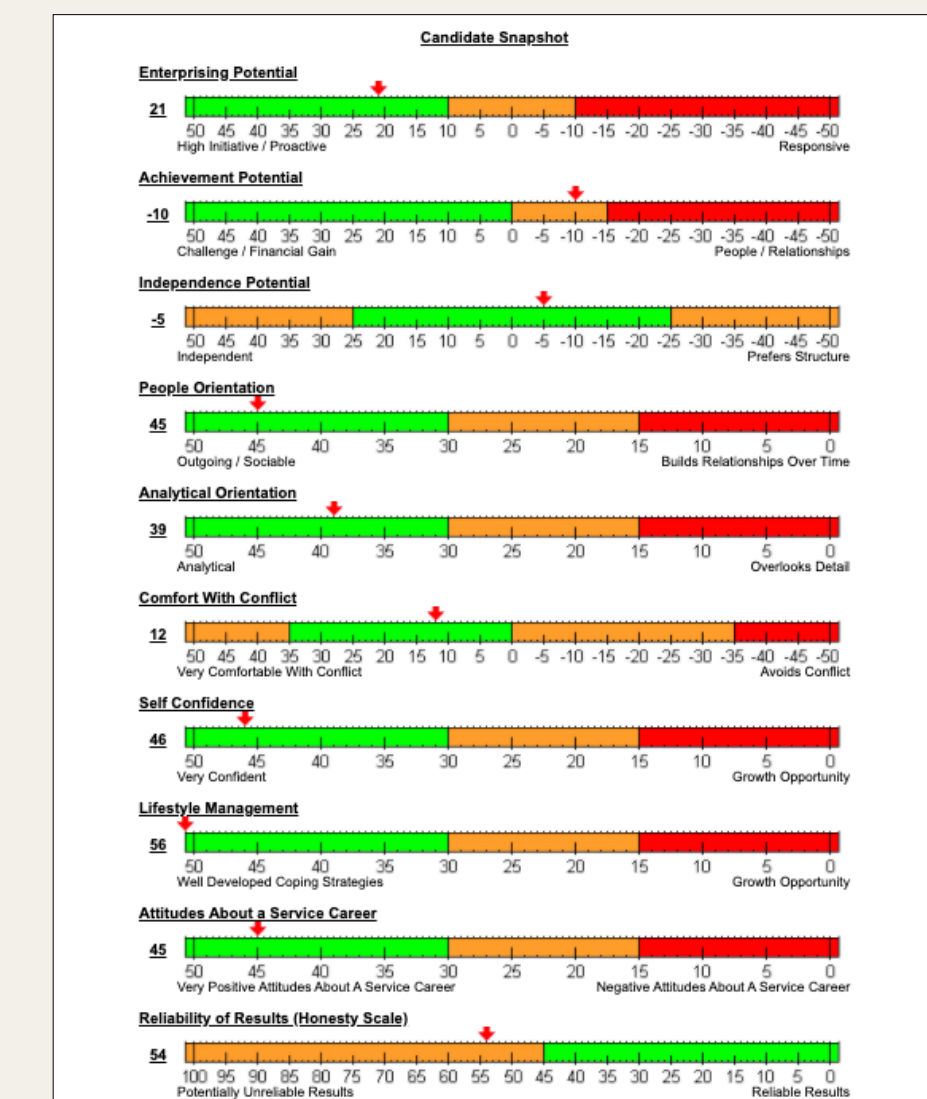


MEASUREMENTS & REPORTING

- The Assessment measures a candidate’s suitability to a **competitive sales** or **service** role.
- And includes a **Reliability Indicator (or honesty scale)** to show if the candidate was answering in a ‘socially desirable’ manner.

INTERVIEW TOOLS

- A standardised summary of the candidate’s employment status, career history and educational background is included in the report.
- And the report also contains tailored situational interview questions.



DOWNLOAD A SAMPLE REPORT



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

CONTACT CENTRE ASSESSMENTS

CONTACT CENTRE SIMULATOR

An online assessment, using voice prompts to simulate a 'day-in-the-life' of a call centre agent.

The report provides an overall assessment of a candidate's suitability to perform the necessary skills for a contact centre position – for sales and/or service roles.

MEASUREMENTS & REPORTING

The assessment measures proficiency in the following three areas and provides detailed scoring and reporting on each:

1. Computer Skills

- Computer navigation
- Keyboarding

2. Cognitive Skills

- Basic mathematics
- Memory
- Attention to detail

3. Customer Service

- Ability to handle difficult topics professionally
- Ability to identify an upselling opportunity
- Ability to continue conversation when client hesitated
- Ability to end call properly



ADMINISTERING THE ASSESSMENT

The Assessment takes 10-15 minutes to complete, and should ideally be administered in a controlled environment.

Candidate Information	
Name:	SAMPLE SAMPLE Telephone: Email Address: service@sample.com
Address:	
Desired Location:	SMG - Home

Results	
SimulationPOP™	
This report provides an overall assessment of the candidate's suitability to perform the necessary skills for a contact center position. It measures the candidate's level of Computer Skills, Cognitive Skills, and Customer Service that are normally required in the role.	
Overall Score	An average of Computer Skills, Cognitive Skills, and Customer Service.
 2.50 <small>Excellent Very Good Good Low Avg. Caution</small>	
Computer Skills	An evaluation of computer skills based on the simulation exercise. 3 / 5
An average of Computer Navigation and Keyboarding.	
Cognitive Skills	An evaluation of cognitive abilities based on the simulation exercise. 2 / 5
An average of Basic Mathematics, Memory, and Attention to Detail	
Customer Service	An evaluation of customer service essentials based on the simulation exercise. 3 / 5
Various items used to assess Customer Service	

DOWNLOAD A SAMPLE REPORT

OVERALL SCORING

The overall score is based on an average of the Computer Skills, Cognitive Skills and Customer Service scores.



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
 - Measurements
 - Reports
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

CONTACT CENTRE ASSESSMENTS

CONTACT CENTRE POP

The Contact Centre POP is a normative assessment that assesses an individual’s strengths in service and sales roles – and predicts their likelihood of success.

A CONTACT CENTRE ASSESSMENT TOOL LIKE NO OTHER:

1. The Contact Centre POP [CCP2] is a **normative psychometric profile** designed to help select and retain call centre professionals based on their sales potential, approach to customer service and other factors essential in a contact centre culture.
2. Unlike many other Assessments, the CCP2 provides a **‘predictor of success’** indicator, on a candidate’s likelihood to succeed in a variety of call centre roles including outbound sales, inbound sales roles as well as customer service roles.
3. The CCP2 scores an individual’s ability to **‘Self Manage’** and their effectiveness in **‘Managing Stress’**. Two traits associated with the strongest sellers . And, in today’s uncertain business environment, where remote working is on the rise, these two indicators have never been more important.

WHO IS THE CONTACT CENTRE POP ASSESSMENT SUITED TO?

- Inbound and/or outbound call centre agents

ADDITIONAL SERVICE

CUSTOMISED BENCHMARKS

- RevenuePartners offers an additional service in creating a bespoke Call Centre Agent Benchmark based on your top performers’ key sales DNA
- Ideal ranges are identified based on unique company culture and role requirements
- Consequently, customised benchmarks streamline recruitment efforts by making it easy to determine if a candidate falls within the desirable ranges – this in turn results in improved ‘fit’ and retention.

FAST FACTS



- The Contact Centre POP [CCP2] is a normative psychometric tool developed specifically for call centre sales agents
- The Assessment is completed online in 30-40 minutes
- Predicts success in both outbound and inbound call centre environments
- Provides a scientific view of a potential to identify high-calibre call centre agents
- Equips recruiters with individualised situational based interview questions
- Equips managers and candidates with individualised coaching guidelines

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
 - Measurements
 - Reports
- ROI Case Studies

CONTACT CENTRE ASSESSMENTS

CONTACT CENTRE POP MEASUREMENTS

The Contact Centre POP Assessment measures the following:

- 1. Self Management / Business Development:** A measure of one's potential to plan and direct oneself effectively, to self-reinforce and to focus on achieving goals.
- 2. Motivational Profile:** Provides an assessment on the complex issue of motivation and the factors that motivate the individual.
- 3. Environmental Fit:** Measures cultural fit.
- 4. People Orientation:** Reports on the individual's approach and motivation in building relationships with other people.
- 5. Analytical Orientation:** Evaluates the degree to which the individual is interested in learning and their suitability for dealing with technical and detailed matters.
- 6. Comfort with Conflict:** Refers to the individual's natural reaction to a situation where there is conflict or the potential for it.
- 7. Self Confidence:** Measures the degree to which the individual feels in control of the events and situations that they face in their daily lives and careers.
- 8. Lifestyle Management:** Provides a reflection of how the individual feels about the demands and stresses in their life.
- 9. Networking and Self Promotion:** Determines suitability to careers such as Sales, that require a degree of self-promotion, building personal networks, handling rejection and to a lesser degree, this scale also indicates if the candidate has an interest in sales as a career.
- 10. Listening Style:** Indicates listening style and approach.

Prediction of Sales and Service Potential

Prediction of Sales Potential

An indication of the individual's natural approach to selling and best fit within the customer care culture.

Outbound Selling	Cross Selling	Service/Inbound service
------------------	---------------	-------------------------

Business Development

Reflects the person's approach to creating new business development opportunities

Coach to Excellence	With Training	Not Likely
---------------------	---------------	------------

Approach to Client

An indicator of how aggressively the individual will pursue the business opportunity once it has been identified

Hard/Persistent	Soft/Persistent	Potential Weak Closer
-----------------	-----------------	-----------------------

PREDICTION OF SALES & SERVICE POTENTIAL

Based on these measurements, a 'prediction of sales and service' potential is made across 7 key scales.

The screen also measures whether a candidate is answering authentically or not:

The 'Uncertainty Coefficient' (or social desirability scale) indicates whether the candidate has tried to provide answers they think you'd prefer, rather than the answers that more accurately reflect their true character.

CONTACT CENTRE ASSESSMENTS

CONTACT CENTRE POP REPORTS

REPORT TYPES PROVIDED

The CCP2 provides three different reports:

1. Recruitment Report
2. Management Report
3. Candidate Feedback Report

OVERALL PREDICTION OF 'PROBABILITY OF SUCCESS'

The CCP2 Recruitment Report provides a visual representation of a candidate's likelihood to succeed in a Sales Only, Sales & Service or Service Only role:

- Green: Proceed with the candidate
- Yellow: Proceed with caution
- Red: Proceed with extreme caution



1. THE RECRUITMENT REPORT

The Recruitment report provides detailed information on:

- Selection considerations based on the scales discussed on the previous page
- And situational interview questions based on the candidate's responses.

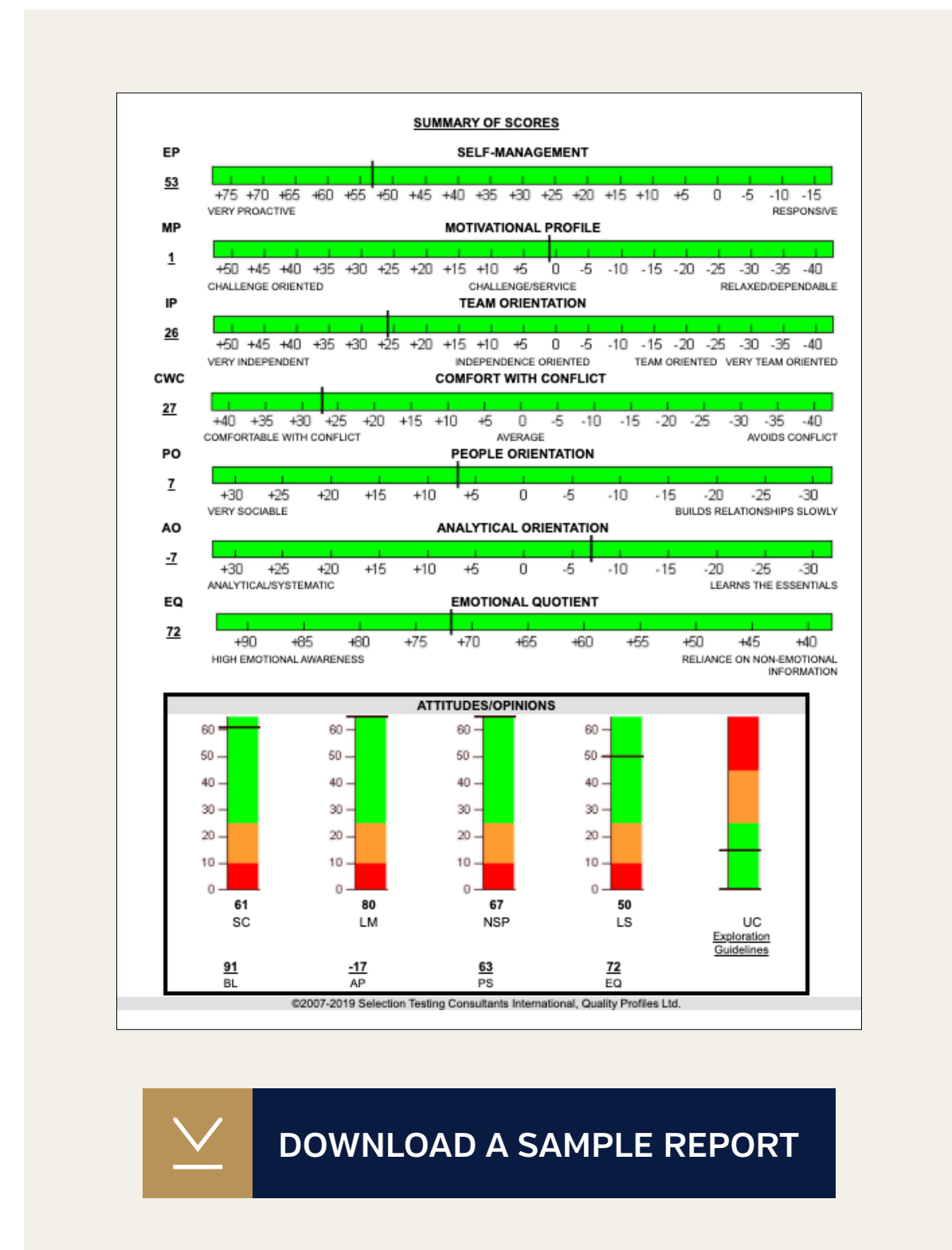
2. THE MANAGEMENT REPORT

The Management Report includes detailed information on:

- Each of the measures
- Sales and service-related competencies
- Emotional intelligence
- And coaching recommendations to leverage a candidate's strengths and improve development areas once they are hired.

3. THE CANDIDATE FEEDBACK REPORT

The Candidate Feedback Report is a strength-based report, with feedback that is positively framed to provide the candidate with recommendations they can use to develop themselves and improve their performance.



[DOWNLOAD A SAMPLE REPORT](#)

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
 - Measurements
 - Reports
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

- Assessments for Hiring & Development
- Contact Centre Screen
- Contact Centre Simulator
- Contact Centre POP
- ROI Case Studies

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

CONTACT CENTRE ASSESSMENTS

ROI CASE STUDIES

Hiring high-calibre Contact Centre Agents with the correct DNA, results in sizable cost-saving on attrition and revenue gains on performance.

In instances where hiring decisions are based on a **Contact Centre POP Screen** recommendations to proceed with **'green-lit'** candidates, the following gains have been found.

- Dramatic reduction for hiring teams in time spent interviewing and appointing candidates
- Reduced 90-day attrition rates
- Increase in retention, with up to 48% overall retention increase over a 4-year period
- Stronger performance by green-lit candidates vs others
- Increased revenue [by up to 74% per call for a leading cellular provider in Canada]
- Reduced call duration times
- More favourable management reports on green-lit candidates vs others.

Note: These gains have been reported in multiple case studies spanning various industries including banking, cellular and insurance.

90-DAY NEW HIRE ATTRITION RATE			
SECTOR	Historical 90-Day Attrition Rate	90-Day Attrition Rate on New Hires	% Improvement
Bank Call Centre	28%	19%	30%
Insurance Call Centre	41%	27%	34%

PROJECTED COST BENEFITS			
SECTOR	Projected Assessment Usage Costs	Projected Cost Saving 90-Day Attrition	Return on Investment
Bank Call Centre	\$54,000	\$600,000	\$546,000
Insurance Call Centre	\$7,000	\$200,000	\$130,000



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

ADMIN & OPS ASSESSMENTS

COMPREHENSIVE ASSESSMENTS FOR FULL STAFF BODY

RevenuePartners provides an extensive suite of assessments to support all roles within a business.



1. Selection & Performance

Our assessments include individualised interview questions as well as an overview of an Individual's personality preferences as it relates to successful performance in different roles within an organisation.

These include:

- Self-Management Potential [which has been found to be the no. 1 predictor in successful performance in multiple roles]
- Career-fit
- Key attitudes about the role
- Success habits such as effective stress management skills.



2. Retention and Training & Coaching

Once a candidate has been selected, our Assessments provide invaluable information on key retention issues as well as the individual's strengths and effective training and coaching strategies aligned to key areas such as:

- Motivational profile
- People-orientation
- Self-confidence
- Earning style and preferences
- Need for structure vs independence.



3. Assessment-specific Insights

• **ADMIN ROLES:**

Potential fit to a variety of administrative roles including Admin Agent, Office Manager, Marketing Assistant, Administrative Assistant and Support Staff roles.

• **IT ROLES:**

The individual's commitment to an IT career, IT career orientation ranging from Developer, Project Leader, Maintenance to Sales as well as Performance Factors such as Performance Environment and Retention prospects.

• **PROFESSIONAL ROLES:**

The individual's professional profile including consultation, leadership, feedback, motivational preferences, decision-making and communication style.

• **SUPERVISOR ROLES:**

The individual's communication, leadership, and team development style as well as their process and performance management approach.



MANAGEMENT ASSESSMENTS

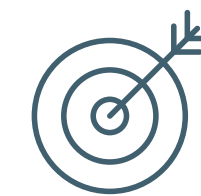
We also offer selection and coaching tools that predict management potential and help organisations develop and retain top-performing Sales Managers, Supervisors and Call Centre Managers:



1. Selection & Performance

Our assessments provide an overview of an Individual's management style which includes a wide variety of competencies such as:

- Leadership style
- Communication style
- How goals and strategies are implemented
- Approach to motivating others
- Approach to coaching
- Feedback style
- It also assesses and reports on Emotional Quotient which is very important in helping managers understand interpersonal relationships.



2. Retention and Training & Coaching

Once a candidate has been selected, our Management Assessments provide invaluable information to the key retention issues; fit to sales teams, mentors and to the environment.

The Assessments also provide insights based on the individual's strengths and effective training and coaching strategies aligned to key areas such as the individual's:

- Motivational profile
- People-orientation
- Self-confidence
- Need for feedback
- Need for structure vs independence.



3. Sales Management Performance

Our Management Assessments also identify a manager's approach to:

- Driving their team's performance
- Coaching style
- Leadership style, communication style
- Approach to their sales team's growth
- Their ability to pursue goals and hold people accountable for implementing objectives
- And their commitment to a management career.

MANAGEMENT ASSESSMENTS AVAILABLE

We offer the following Management Assessments:

1. **Management Potential Pro (MPP3)**
2. **Contact Centre Leader Pro**
3. **Supervisor Pro**

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

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INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

- Working Remotely POP
 - Measurements
 - Reports

GET IN TOUCH



REMOTE WORKING ASSESSMENTS

Science-based tools to identify the traits – tailored by role – required to be effective in remote working environments.

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

– Working Remotely POP

- Measurements
- Reports

GET IN TOUCH

REMOTE WORKING

WORKING REMOTELY POP

The Working Remotely POP is a first of its kind, normative assessment that can be used by organisations to predict the likelihood of their existing workforce and/or new recruits for succeeding in a remote working environment.

AN ASSESSMENT TOOL LIKE NO OTHER:

There are 3 factors that make this tool fundamentally different from other psychometric assessments:

1. The Working Remotely POP is a normative psychometric profile designed to help select and retain employees based on their suitability to succeed in a specific role and working environment
2. It assesses the three characteristics predictive of performing in a remote working environment namely: Self-Management, Resilience and e-Learning Ability
3. The Working Remotely POP identifies critical personality traits necessary to perform in several roles and leverages demographic data, previous work experience and digital fluency to determine suitability to a remote working environment.

WHO IS THE WORKING REMOTELY POP SUITED TO?

- Sales & Sales Management
- Service
- Professional roles
- Management & Leadership roles.

CUSTOMISED BENCHMARKS

- RevenuePartners offers an additional service in creating a bespoke Benchmark based on your top performers' key sales DNA and your organisation's unique culture.

FAST FACTS

- The Working Remotely POP is a normative Psychometric Tool developed specifically to assess a candidate or employees potential to thrive in a remote working environment
- The assessment is completed online and takes 8 -10 minutes to complete
- Predicts success in a variety of different roles including sales, service, professional and management roles
- Provides a scientific view of a candidate's potential to self-manage and work in a remote environment
- Provides a predictive snapshot making it easy to identify top performers
- Provides a candidate feedback report to improve the candidate experience.

- Working Remotely POP
 - Measurements
 - Reports

REMOTE WORKING

WORKING REMOTELY POP MEASUREMENTS

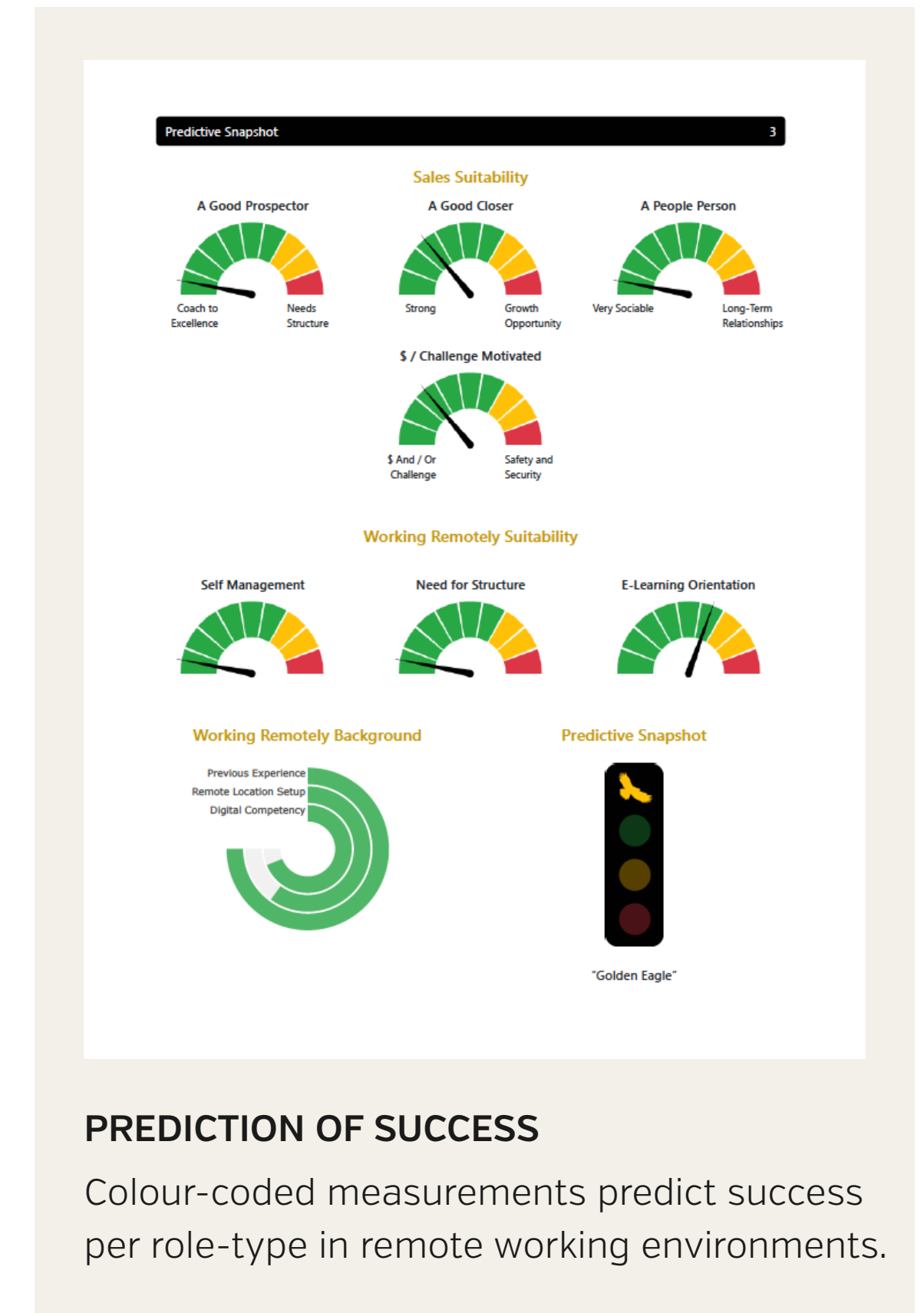
The Working Remotely POP Assessment measures the following:

The assessment measures suitability to the following roles:

- 1. Sales roles:**
Including Prospecting Ability, Closing Style; People Orientation and Financial/Challenge Motivation
- 2. Sales Management roles:**
Including Attraction and Recruitment; Sales Force Training; Sales Force Growth and Performance Management style
- 3. Service roles:**
Including Role-fit; Service Orientation, Approach to client and Adherence to systems
- 4. Professional roles:**
Results orientation, Professional fit; Decision-making style; Feedback style
- 5. Management & Leadership roles:**
Results Orientation; Coaching Orientation; Decision-making style and Management style.

Remote working measures include:

- 1. Working Remotely Suitability:**
Self-Management, Need for Structure, e-Learning Orientation
- 2. Working Remotely Background:**
Including previous experience working remotely, current working setup or accessibility and their digital fluency
- 3. Overall recommendation on likelihood to succeed in the role and remote working environment**
- 4. Personality factors such as:**
Resilience, Adaptability, Motivational Preference, Collaboration, Sense of Urgency, Comfort with Conflict, People Preferences and Learning Agility
- 5. Personality preferences such as:**
Enterprising Potential, Achievement Potential, Independence Potential, Comfort with Conflict, People Orientation and Analytical Orientation.



INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

- Working Remotely POP
 - Measurements
 - Reports

GET IN TOUCH

REMOTE WORKING

WORKING REMOTELY POP REPORTS

REPORT TYPES PROVIDED

The Working Remotely POP provides two reports:

1. Management Report
2. Candidate Feedback Report

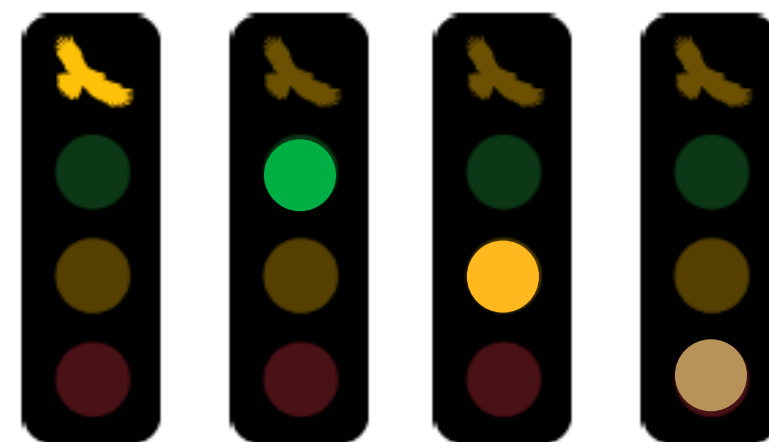
Reports are customised to suit the role [eg. Sales, Sales Management, Service, Professional or Management / Leadership].

RECOMMENDATION TO PROCEED

The predictive snapshot makes it easy for recruiters to identify whether to proceed with a candidate or not.

The score is represented by a robot system and is based on the candidate's suitability to the role, their suitability to working remotely and their previous experience in working remotely:

- Golden Eagle: Highly recommended to proceed
- Green: Proceed with the candidate
- Yellow: Proceed with caution
- Red: Proceed with extreme caution



1. THE MANAGEMENT REPORT

The Management Report can be customised to provide insights specific to a variety of different roles as well as:

- Key personality factors and preference associated with top performers and working remotely
- Previous remote working experience
- Current remote working facilities
- Digital proficiency.

2. THE CANDIDATE FEEDBACK REPORT

A brief, positively framed report which can be provided to candidates and provide them with insights into:

- Personal strengths and career needs
- What to seek and what to avoid in jobs.

Personality 4

Resilience
Extremely Resilient | Growth Opportunity

Adaptability
Highly Adaptable | Growth Opportunity

Motivational Mix
Challenge / Results | People / Service

Collaboration
Independent | Team-Oriented

Sense of Urgency
Intense | Patient

Comfort with Conflict
Comfortable with Conflict | Avoids Conflict

People Orientation
Extroverted | Introverted

Learning Agility
Analytical | Learns Essentials

DOWNLOAD A SAMPLE REPORT

INTRODUCTION

HIRING SOLUTIONS

DEVELOPMENT SOLUTIONS

COMPETITIVE SALES ASSESSMENTS

CONTACT CENTRE ASSESSMENTS

ADMIN & OPS ASSESSMENTS

MANAGEMENT ASSESSMENTS

REMOTE WORKING ASSESSMENTS

GET IN TOUCH

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