



**validity**  
**group.**

# Sales POP7.0™

*One assessment, one cost, two roles*

In one assessment you can now select the *best candidate* for either a ‘Hunter’ or a ‘Farmer’ sales role.

## **Fast, efficient, affordable**

Selecting the right salespeople just got a whole lot easier with our unique leading global sales assessment platform.

Making the right selection decision for every sales role is more important than ever.

Making that selection decision based solely on a resume and some interviews is potentially a risk that you cannot afford.

You need a solution platform that is **fast, digital, & responsive** or you may lose the best candidates to your opposition.

You really need to know a whole lot more than what you read in a resume, and that is what you get with our **Sales POP7.0™** assessment.

**Sales POP7.0™** is a platform that has been specifically designed for selecting the **best** sales professionals.

That’s why it is **the platform of choice for many of the world’s most successful sales teams.**

Now you can to, easily, affordably, and in your preferred local language.

Having your preferred candidates complete our online assessment takes about 30 minutes, and that’s all that is required to give you the key information that you need.



Designed by a team of 5 PhD Psychologists, and annually tested and validated.

Can be used by every hiring manager without the need for expensive certifications or delays in the selection process.

**POP7.0™ reports answer all the important questions:**

- Are they a good self-manager?
- Are they a good prospector?
- What is their motivational profile?
- What is their closing style?
- What is their approach to structure?
- Are they analytical?
- What is their listening style?
- What about self and lifestyle management?
- How about their self-control?
- Are they a team player?
- How do they handle stress?

- How do they deal with conflict?
- Can they and will they learn?
- What is the best way to manage and lead this individual?

You must have a clear and accurate view of every sales candidate. That is exactly what you get in our scientifically proven platform, which means you are now making a fully informed hiring or promoting decision.

POP7.0™ is extremely reliable and can be easily used and applied by every decision maker in your organisation – without extensive training, big investments, and expensive certification costs. You don't need to slow your selection process down waiting for others to review the assessment report; the information is right there in your hand.



## What a POP7.0™ report gives you

### A prediction of success

Traffic Lights makes it easy for everyone to apply, so NO expensive certifications are needed.

### Easy-to-use selection process

Know the real strengths and the key development areas of your candidate.

### Tailored interview questions

Specific to each candidate based on their responses to the assessment.

### Development & coaching plans

Specific to each candidate, making sure your investment is targeted

## Designed by Science; Proven by Business

### Examples of results:

- Investment advisors in a Major Bank who rated high on the POP7.0™ – achieved outcomes 87% higher than the lower ranked colleagues.
- Sales Reps selected as High Potential with POP7.0™ delivered double the numbers of their lower ranked counterparts.
- Top rated insurance advisors delivered an average of 3x the results when compared with their lower ranked counterparts.
- Insurance advisors delivered results over 50% higher than their colleagues.
- Private wealth managers averaged 45% higher result when compared to advisors rated as “low potential”.
- Retention rates of high performers is important as staff turnover has many impacts and costs. POP7.0™ metrics deliver a positive retention result of around 280%.

With a database of over 10 million assessments, POP7.0™ has evolved through 7 versions to be one of the world's leading sales selection platforms.



PRACTICAL SOLUTIONS FOR A DIGITAL WORLD

## *Driving* business results.

Our high-impact solutions ensure that you are on the cutting edge and that your investments are aligned to the expectations of a mobile digital world.

Since 2006, we have constantly helped clients drive their business results by development their people, let's start growing your organisation's success today.

We enable people and businesses to grow and excel

Proudly supporting businesses everywhere.

View our powerful solution portfolio online or contact us for more information.

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