



Psychodiagnosics Case Study

Selection of sales
representatives – financial
advisers

Goal:

- ✓ Reduction of costs thanks to more efficient preselection of candidates ahead of an Assessment centre (AC)

Solution:

For the selection of candidates for the position of sales representative (SR) – financial adviser, the following psychodiagnostic battery of tests and questionnaires was used:



Verbal Aptitude BASIC



Multifactor Personality Profile



Career compass

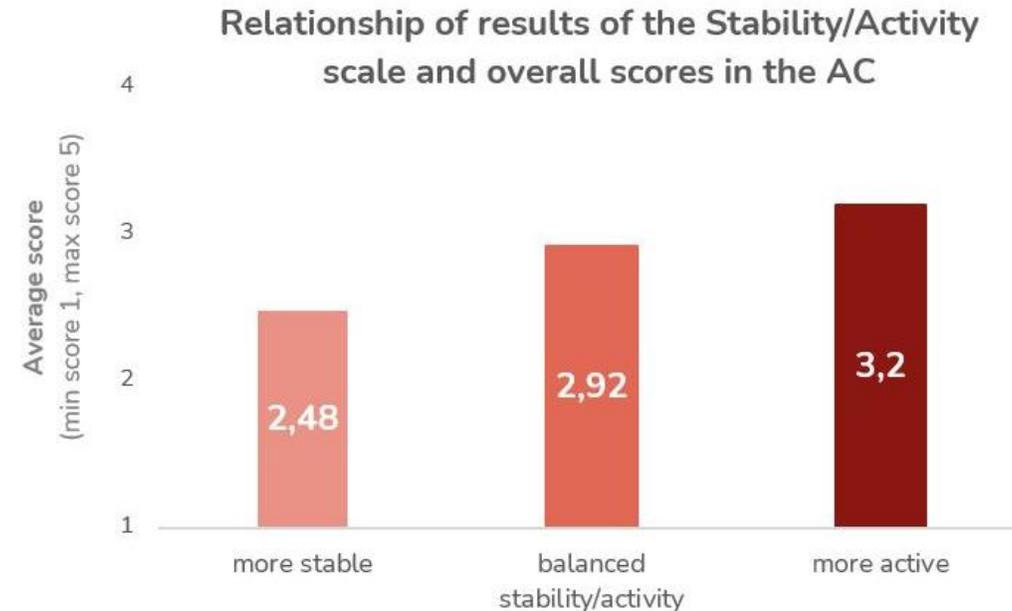
The pilot study, in which **117 candidates** participated, proved the value of online Psychodiagnosics as an effective tool for candidate preselection ahead of the AC.

Pilot study:

- ✓ The first phase of the pilot study showed that above-average scores in the **Multifactor Personality Profile** questionnaire and the **BASIC Verbal Aptitude** test indicate the candidate will successfully pass the AC.
- ✓ Regarding personality, the **Stability/Activity** scale proves to be key in successfully passing the AC.
- ✓ Active SR have on average a 29% higher overall score in the AC compared to stable sales representatives.

Results are supported by statistical correlation ($r=0.26$, $p<0.05$).

+ 29%
higher overall
score



Result:

- ✓ Based on the results seen in the pilot study, candidates with greater potential to succeed can be identified ahead of the AC, thanks to Psychodiagnostics.
- ✓ Subscores provide Psychodiagnostics with excellent predictive value in different areas evaluated in the AC.
- ✓ **Effectiveness and efficiency of the AC are higher** thanks to the fact that only those with real potential are invited following preselection.
- ✓ Psychodiagnostics thus save time as well as costs when hiring for a given position.

✓ In terms of personality, the **Stability/Activity** scale also proves to be key in specific areas of the AC. Active SR compared to stable ones have on average:

- ✓ 35% higher scoring in **communication skills** in the AC.
- ✓ 29% higher scoring in **client focus** in the AC.
- ✓ 25% higher scoring in **stress resistance** in the AC.

+ 35%

+ 29%

+ 25%

✓ In the **Verbal Aptitude BASIC** test the **analytical section** has proven to be key to predicting success in the AC.

- ✓ SR with above-average scores in the analytical section have on average 21% higher overall results in the AC.

+ 21%