Profiles Sales Assessment (PSA)
Facts & Figures

SCIENCE

The Profiles Sales Assessment has, without doubt, the most rigorous testing and is the most scientifically robust and proven assessment in the marketplace.

The Profiles Sales Assessment's most recent Technical Manual (5th Edition) is dated April, 2008. The summary results of the Reliability and Validation Studies are as follows:

- ✓ The PSA is a Predictive-Normative, Multi-Construct instrument with JobFit capability
- ✓ The PSA was initially Normed on a population of 400,000 individuals and was renormed for Australia on a study of 10,000 Australians
- ✓ The Reliability Studies were based on more than 200,000 individuals with Coefficient Alpha results ranging from .73 to .87 across all Scales. We do not know of any other assessment that can claim these Reliability Scores.
- ✓ The Test-Retest Study results ranged from .66 to .91 across all Scales.

ROI STUDIES

In a review of 25 studies that quantified the effects of using Profiles International assessments, it was found that the following benefits were derived:

- ✓ The average ROI was $26.30 returned for every dollar invested
- ✓ The average reduction in early failure rate was 46%
- ✓ The average reduction in Sales Department employee turnover was 71%
- ✓ In all cases where assessments were used within the sales team, sales increased as a result

OUTCOMES

Profiles International assessments are not only fully Validated and Normed to the Australian population, they also possess the highest Predictive Reliability in the global marketplace. By establishing JobFit, our clients enjoy:

- Increased success rate of recruiting future high performers by up to 300%
- Increased employee individual and team performance
- Increased employee engagement levels
- Improved customer service levels
- Increased management "people management skills"
- Increased management confidence to effectively deal with the day-to-day challenges posed by their direct reports

MULTI-LINGUAL CAPABILITIES

The Profiles Sales Assessment offers multi-lingual capabilities (i.e. assess a candidate in Mandarin but get the results in English, or German, or French, or Japanese etc). A list of languages is available on request.

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