The Sales Achievement Predictor (SalesAP) is a test designed to provide human resource specialists and psychologists working in industrial/organization settings with an objective measure of characteristics that are critical for success in sales. It meets EEOC guidelines and is specifically intended to assist in the selection, placement, and training of salespeople for business and industry. The test has separate measures for overall sales disposition, cold calling, and sales closing, in addition to many characteristics related to sales potential and performance such as assertiveness, personal diplomacy, and patience. It is also extremely well-suited for evaluating the kinds of sales talent often associated with outstanding performance by people in nonsales occupations, such as bank loan officers, account managers, and even individuals pursuing independent professional practice.

When used as a component of a comprehensive preemployment evaluation, the SalesAP can help you minimize the cost of training resources and lost sales associated with unfortunate hiring decisions. When used in the context of staff training and development, the SalesAP can help you understand a person’s relative strengths and weaknesses in terms of sales-related characteristics and important achievement and motivation traits. Thus, those characteristics that can promote an individual’s achievement of success can be engaged to address those that may interfere with success.

The SalesAP is unique because it is designed to measure general motivation as well as how the individual perceives his or her own interests and skills, and it has been validated against measures of actual sales performance and overall achievement. Also, because SalesAP responses are made on a 5-point scale, they can reliably reflect a wider range of characteristics using fewer items than True/False or forced choice response formats. Consequently, individuals report that it is easy to take and provides a more accurate self-picture than other tests.

The SalesAP incorporates contemporary language, topical test items, and a wide range of self-descriptive statements that enable people to describe themselves accurately and rapidly. Because the SalesAP measures factors that can enhance or diminish achievement, such as work style and personality and interpersonal characteristics, an individual's strengths and weaknesses can be interpreted in the context of the specific job demands. It can
therefore be used to help determine why an individual may not be working up to his or her sales potential, and can help determine the best way to supervise or motivate an individual.

**General Description**

The Sales Achievement Predictor consists of 140 brief, self-descriptive statements. For each statement the respondent is asked to indicate on a 5-point scale whether the statement is 1 = Always True, 2 = Mostly True, 3 = Sometimes True and Sometimes False, 4 = Mostly False, or 5 = Always False. The statements focus primarily on self-perception and encompass issues of affect, values, achievement motivation, intrapsychic and interpersonal needs, planning and work style, and behavior. The combination of such items on a 5-point scale allows people to describe themselves accurately on a number of important dimensions.

The test is appropriate for use with people aged 15 years and older. Items are written at a sixth-grade reading level. The standardization sample ($N = 1,375$) includes both male and female working adults, job applicants, executives in the health services and science fields, and salespersons in various sales fields (for example, real estate, insurance, and food sales).

The Sales Achievement Predictor is scored only by computer. When the SalesAP is scored, a specific recommendation is made regarding the individual's suitability for sales work and a list of basic sales strengths and weaknesses is provided. Three special sales success scores are provided—Sales Disposition, Initiative-Cold Calling, and Sales Closing. Scores are also provided in the basic domains of Motivation and Achievement (Achievement, Motivation, Competitiveness, and Goal Orientation), Work Strengths (Planning, Initiative-General, Team Player, and Managerial), Interpersonal Strengths (Assertiveness, Personal Diplomacy, Extroversion, Cooperativeness), and Inner Resources (Relaxed Style, Patience, and Self-Confidence). Two Response Style scores—Self-Enhancement and Self-Criticism—are used to adjust test scores for unusually positive (“fake good”) or negative (“fake bad”) self-presentation styles. In addition, a Response Inconsistency measure is included. The individual's likely interest areas are also reported in terms of the major career interest constellations (Realistic, Investigative, Artistic, Social, Enterprising, and Conventional). Specific and practical suggestions for improvement in the individual's sales performance and overall professional development are provided.

The three computer scoring options available for the SalesAP include an IBM-type microcomputer disk and a WPS Test Report Service mail-in answer sheet (see the “Administration” section of chapter 2 for a full description of these scoring options). Immediate scoring and interpretation for the SalesAP is available via FAX from the WPS Test Report FAX Service. For information about opening a WPS Test Report FAX Service account, contact the WPS Customer Service Department. WPS continually refines and updates its computer services. The “Computer Services for the Sales Achievement Predictor” section at the back of this Manual provides information about recent changes in the computer services available for the Sales Achievement Predictor.

**User Qualifications**

The Sales Achievement Predictor should be used by human resources specialists, psychologists, or trained individuals under their direct supervision. The test must be used in accordance with appropriate legal and ethical principles such as those outlined in the *American Psychological Association Ethical Guidelines* (1992) and in local statutes. The test and its results should be used only within the scope of the test administrator's area of professional expertise. Test administrators should take any steps necessary to safeguard the confidentiality of an individual's results, and should ensure that anyone who has access to this information is knowledgeable and competent to interpret and understand it.

To be properly used, test results should be combined with other independent sources of data, and
should never be the sole source of information for personnel decisions. Other sources of information such as interviews and background information should be incorporated into final impressions used to make such decisions.

The Sales Achievement Predictor Manual

This Manual is divided into two parts. Part I is an Administration, Scoring, and Interpretation Guide; Part II is a Technical Guide. Chapter 2 in Part I provides instructions on how to administer and score the Sales Achievement Predictor. Chapter 3 in Part I presents an interpretive guide for SalesAP percentile rank scores and profile configurations.

In Part II, the Technical Guide, chapters 4 and 5 provide a summary of the development and psychometric properties of the instrument, including reliability and validity.