

BestWork™ **DATA**

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For over 20 years, accurate and reliable assessment information has been available to:

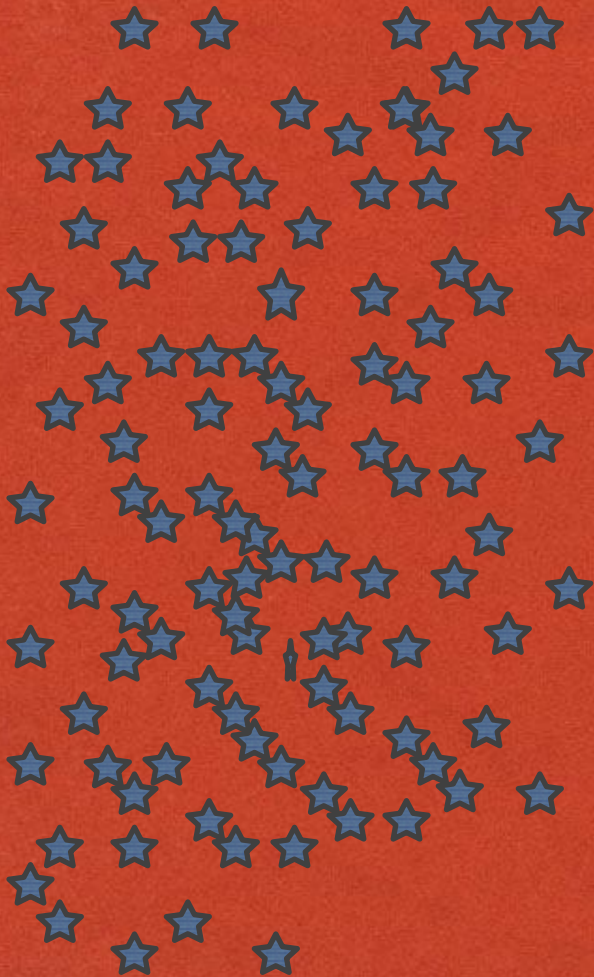
- Avoid bad hires**
- Match candidates to jobs**
- Answer all manner of performance questions**

With this level of information, it is possible to clearly see an individual's core strengths and abilities

- Accurately**
- Reliably**
- Quickly**
- Without guesswork**
- Without experts.**

There are 2 key populations of users.

TALENT



TALENT SEEKERS

EMPLOYERS

RECRUITERS

STAFFING

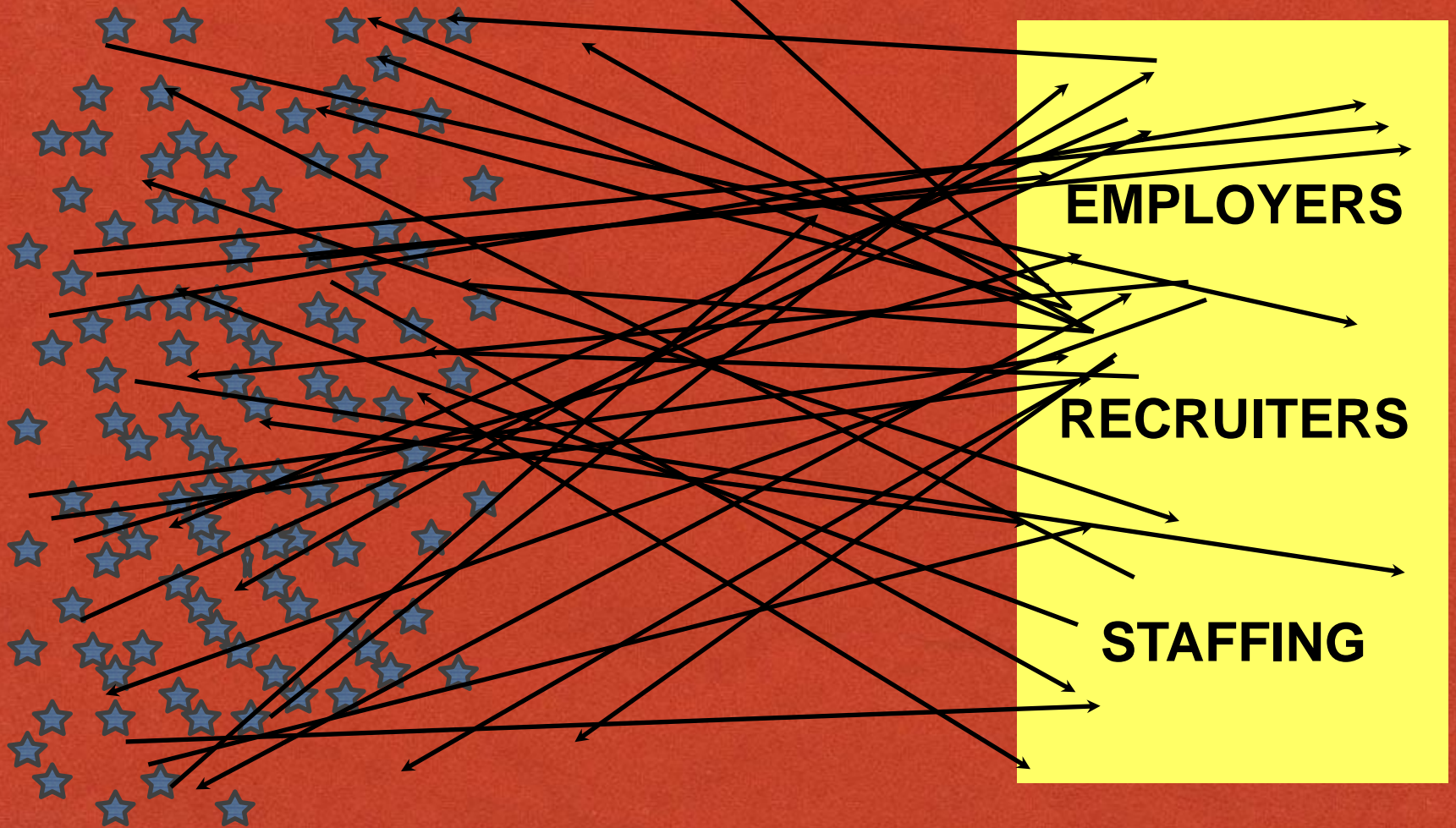
Talent wants a job.

Employers want talent.

They have trouble finding each other.

TALENT

TALENT SEEKERS



EMPLOYERS

RECRUITERS

STAFFING

Job descriptions are comprehensive rather than defining.

**JOB
DESCRIPTION**

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Program responsibilities will primarily be executing the defined prospect telesales (PMFU) program.
- Lead and manage the performance and development of 4 team managers (at approx 14 Sales Staff per team) initially, with potential to increase to additional teams.
- **Strong focus on productivity improvements through manager and rep coaching & development.**
- Accountable for net sales, rep productivity, order & call quality, call management and key outbound metrics (calls dialed, talk time, average order value, conversion rates, etc.) coaching, counselling, mentoring, staffing, scheduling and financial operating results as measured by revenues, total yield & contribution as well as per-customer.
- Proactively manage performance of all sales staff: ensuring issues are identified promptly, coaching and counselling plans developed and properly followed through.
- Responsible to drive results and conduct appropriate business analysis to support the timely execution of plans, budgeting and forecasting.
- Acts as a change management agent across the business unit ensuring internal/external functional groups and front-line people are operationally ready for existing and emerging product platforms, multi-platform and cross-selling.
- A leader and driver in process-engineering to improve results.
- Skilled in developing high performance teams with effective management and professional staff.
- Ensure initial sufficient and ongoing (in-service) training for all sales staff.
- Is a catalyst and leader in executing contact strategies.

Too often it is a wish list, describing a combination of Superman, Batman, and Wonder Woman.

**JOB
DESCRIPTION**

Leap tall buildings
Use all items on
utility belt
Discern truth with
golden lasso

On the Talent side,

Resumés provide the information that is supposed to be matched with the Job Descriptions.



RESUME

It is estimated that 70% of all resumés contain exaggerated or false information.

Most are prepared by or with the help of professionals.

RESUME



Talent Seekers want to hire the right person for the right job.

Talent definitely wants to be hired into the right job.

**Neither the Job Description nor
the Resumé was designed to
support that goal.**

**JOB
DESCRIPTION**

Leap tall buildings
Use all items on
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Discern truth with
golden lasso

≠

RESUME

?

Skills in one job do not necessarily translate to another job

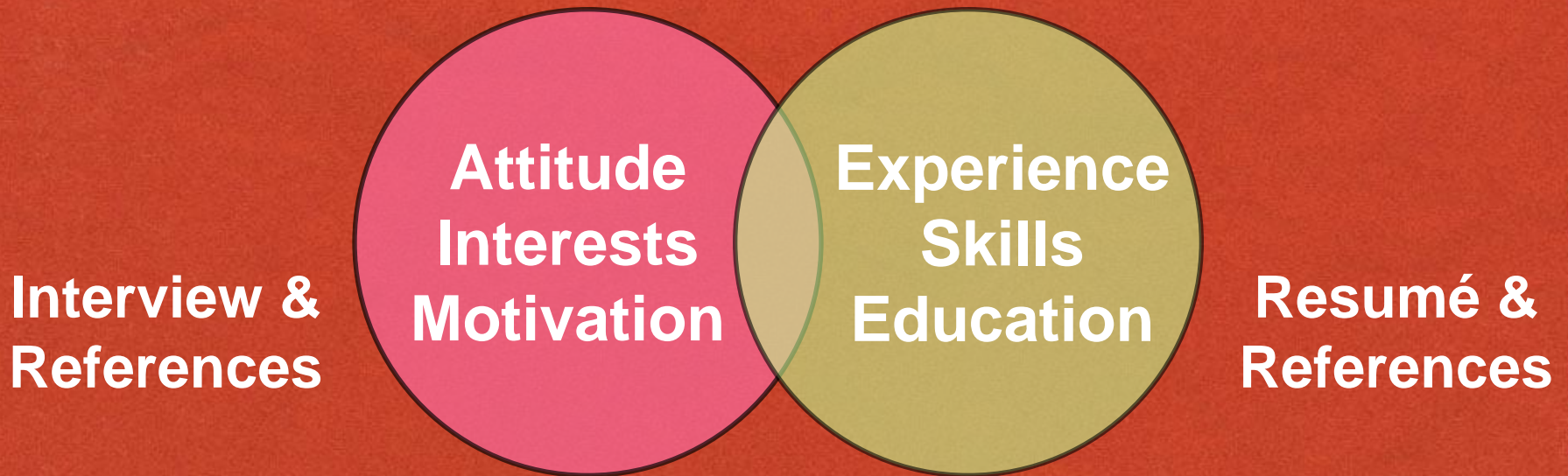
Experience in one job does not always translate to another job.

Success in one company does not always translate to success in another company.

Motivation and a good attitude are desirable,

But they do not always translate into good performance.

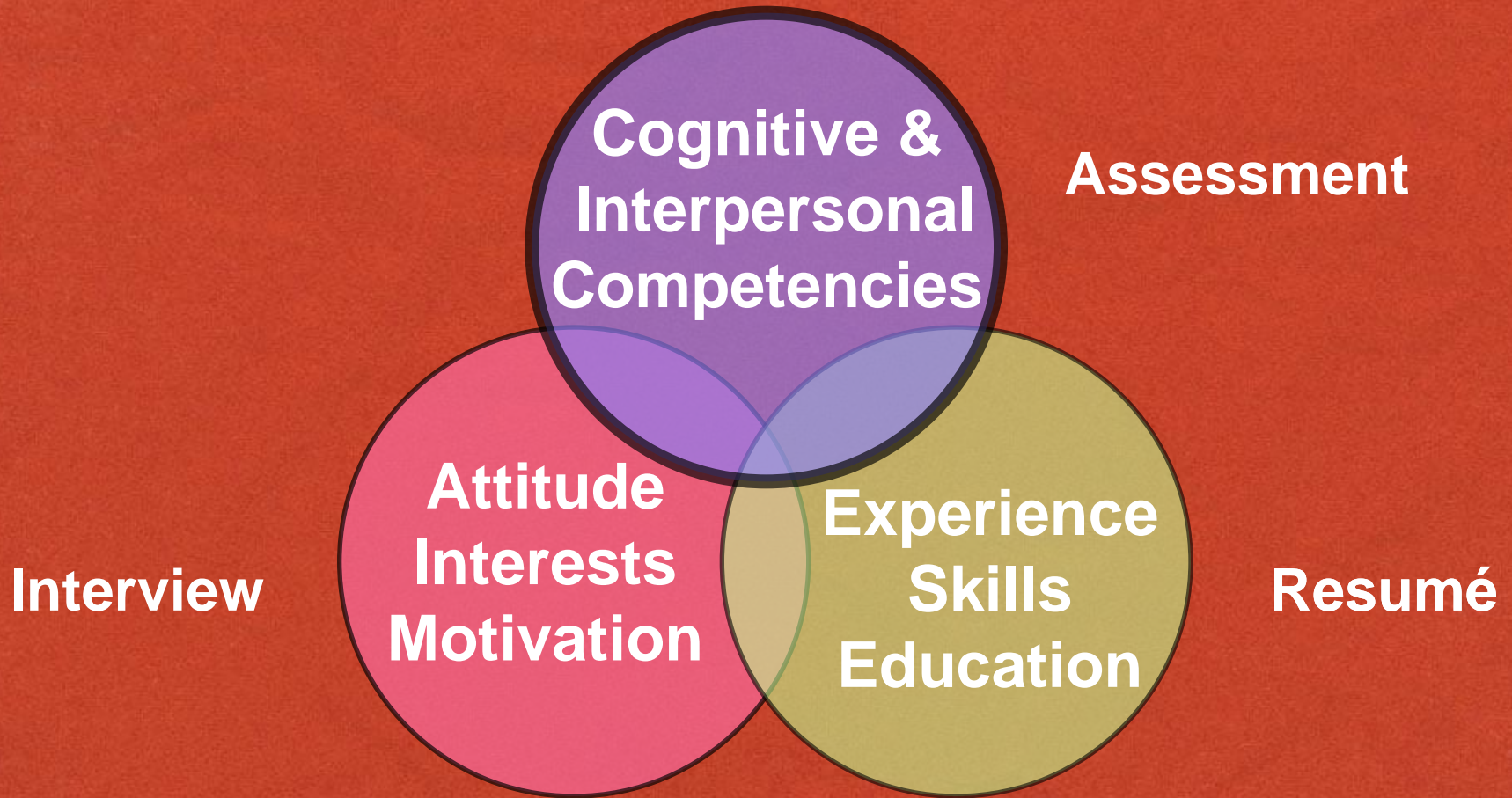
The Traditional View of Job Performance



This is what drives key decisions on hiring, promotion, careers, training, management, and more.

- **Subjective information**
- **Questionable information**
- **Varied sources**
- **Biased sources**
- **Without common terminology**
- **No accepted standards**

Today's View of Job Performance



The Right Information is available.

Assessment information is used by many companies to validate hiring decisions.

The pool of candidates has usually been decided prior to that point.

This keeps poor hires out.

**It does nothing to help Talent &
Talent Seekers find each other.**

The job of Shortstop may be defined by capabilities such as:

- **Fielding grounders**
- **Catching pop flies**
- **Throwing to first base**
- **Batting**
- **Running the bases**
- **Wearing the uniform correctly**
- **Encouraging the pitcher**

Some of these are CRITICAL to winning the game.

- **Fielding grounders**
- **Catching pop flies**
- **Throwing to first base**

Some of these are IMPORTANT to winning the game.

- **Batting**

- **Running the bases**

Some of these are NICE TO HAVE but are not necessarily essential to winning the game.

- Wearing the uniform correctly**
- Encouraging the pitcher**

**The same is true for any job in
any industry.**

The job of Salesperson may be defined by capabilities such as:

- **Prospecting**
- **Closing sales**
- **Qualifying prospects**
- **Following the sales path**
- **Handling stalls & objections**
- **Organization**
- **Keeping sales records**

Some of these are CRITICAL to success in sales.

- **Prospecting**

- **Closing sales**

- **Handling stalls & objections**

Some of these are IMPORTANT to success in sales.

- **Qualifying prospects**
- **Following the sales path**

Some of these are NICE TO HAVE but are not necessarily essential to success in sales.

- **Organization**

- **Keeping sales records**

In the business world, any job can be defined with a set of job behaviors.

JOB

=

CRITICAL

IMPORTANT

OTHER

CRITICAL

IMPORTANT

OTHER

CRITICAL

IMPORTANT

OTHER

CRITICAL

IMPORTANT

OTHER

CRITICAL

IMPORTANT

OTHER

IMPORTANT

OTHER

IMPORTANT

The successful performance of any job behavior depends upon a hard-wired personality trait or cognitive ability.





**COG
ABILITY**





**PERS
TRAIT**

★ **Easily measured**

★ **Objective**

★ **Accurate**

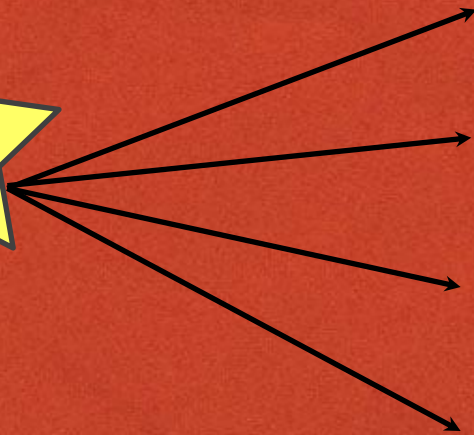
Now there is a common method of measurement .

	LOWEST	LOW	LOW MID	HIGH MID	HIGH	HIGHEST
JOB BEHAVIOR						

The job behavior performance of Talent A & Talent B can be compared objectively.

Talent can match their strengths to the set of job behaviors.

Job ●



CRITICAL ✓	IMPORTANT ✓	OTHER ✓
CRITICAL ✓	IMPORTANT ✓	OTHER ✓
CRITICAL ✓	IMPORTANT ✓	OTHER ✓
CRITICAL ✓	IMPORTANT	OTHER
CRITICAL ✓	IMPORTANT ✓	
	IMPORTANT	
	IMPORTANT ✓	

Job behaviors becomes a common language for describing jobs and talent.

It is a language that is accessible to both parties through BestWork DATA's assessment system.

BestWork™ **DATA**

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