

# Sales Basis

## The Science of Selecting Salespeople

Building a high-performing sales force hinges on hiring candidates who will produce results and boost your company's bottom line. Incorporating a data-driven approach into your strategy for hiring salespeople is the best way to avoid interview pitfalls and find candidates with the capability and motivation to sell.

Rooted in the Hogan Personality Inventory, the Motives, Values, Preferences Inventory, and decades of Hogan's research on sales performance, Sales Basis is an off-the-shelf solution that compares a candidate's behaviors and values with the top-performing sales profiles in our database. By using Sales Basis to pinpoint the sales competencies needed for success, Hogan clients around the world have achieved drastic improvements in annual revenues, turnover, and overall sales performance.

## Find a Salesperson Who Will Succeed

- ▶ Goal oriented, competitive, and energetic
- ▶ Socially proactive and willing to engage customers
- ▶ Perceptive to the needs of customers without being afraid to pursue the sale
- ▶ Dependable and able to follow through
- ▶ Collaborative and enthusiastic about teamwork
- ▶ Focused on the bottom line and profitability

## Sales Basis Specifics

- ▶ Driven by the HPI and MVPI scales critical for sales performance
- ▶ Assessment time: 20-30 minutes, depending on the number of assessments used to generate scoring
- ▶ Interprets scores in a sales context to evaluate a candidate's sales abilities
- ▶ Provides hiring recommendation
- ▶ Predicts how a candidate will align with the role and organizational culture
- ▶ Comes with comparison tools and candidate-specific interview questions
- ▶ Nondiscriminatory, equitable, and inclusive

## Certification Requirements

- ▶ Assessment certification *required*
- ▶ Product training *recommended*

[Learn more about Sales Basis](#)

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