

Candidate: **Betty Penske**  
Assessment: Fundamental Sales Concepts (Portuguese)  
Completed: July 27, 2024  
Prepared for: Susan Bookman  
HR Avatar Data Collection Account

## Test Results and Interview Guide

The Fundamental Sales Concepts (Portuguese) assessment measures key factors related to high performance and tenure in this job. Attribute types measured vary by test, but can include cognitive ability, skills, knowledge, personality characteristics, emotional intelligence, and past behavioral history. This report includes a one page summary, followed by detailed results with an embedded interview guide. Note that these results should always be used as a part of a balanced candidate selection process that includes independent evaluation steps, such as interviews and reference checks.

## Overall

Candidate	Score	Interpretation
<b>Betty Penske</b> bettypenske@yourcompany.org Fundamental Sales Concepts (Portuguese) July 27, 2024  As pontuações indicam um conhecimento prático sólido das práticas e dos princípios básicos de vendas. O candidato provavelmente está pronto para ser produtivo sem treinamento básico ou com entrada imediata em treinamento avançado. Provavelmente capaz de dar mentoria.	<b>81</b>	

**Key**

- ▼ Candidate Score
- Higher Risk
- Lower Risk
- Custom Baseline (Optional)

## Competency Summary

Competency	Score	Interpretation
<b>Skills/Knowledge (relates to immediate readiness)</b> Fundamental Sales Concepts	81	

## Comparison

Percentile scores indicate how the candidate compares to other test-takers within various groups. The candidate scored equal to or better than the fraction of test-takers indicated by the percentile.












Test-Taker Group	Percentile	0	10	20	30	40	50	60	70	80	90	100	
Global	81st												
United States	67th												
HR Avatar Data	75th												

## Detail

Candidate: **Betty Penske**, bettypenske@yourcompany.org  
 Assessment: Fundamental Sales Concepts (Portuguese)  
 Authorized: July 27, 2024, by Susan Bookman, HR Avatar Data Collection Account, sue.bookman@richardson.biz  
 Started: July 27, 2024, 10:18:47AM EST  
 Completed: July 27, 2024, 10:18:47AM EST  
 Overall Score: 81

## Knowledge and Skills Detail

This section contains a list of job-related knowledge areas and skills that have been evaluated. Low scores in these areas often indicate that additional learning may be required before top performance can be achieved.

Detail	Interview Guide
<p><b>Fundamental Sales Concepts</b> Score: 81</p>  <p><i>Description:</i> Avalia o conhecimento do candidato sobre as práticas e os princípios básicos de vendas, com o objetivo de determinar o grau de treinamento que será necessário antes de o candidato se tornar produtivo.</p> <p><i>Interpretation:</i> Candidate should achieve superior job performance in this area with little or no training.</p> <p>As pontuações indicam um conhecimento prático sólido das práticas e dos princípios básicos de vendas. O candidato provavelmente está pronto para ser produtivo sem treinamento básico ou com entrada imediata em treinamento avançado. Provavelmente capaz de dar mentoria.</p>	<p>Fale de um acordo específico ou situação de vendas em que seus conhecimentos das práticas e dos princípios de vendas ajudaram você a concluir a venda. Como tudo correu?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  1 O exemplo não exigiu nem demonstrou conhecimento.         </div> <div style="text-align: center;">  2 O conhecimento foi apenas moderadamente importante ou moderadamente demonstrado no exemplo.         </div> <div style="text-align: center;">  3  </div> <div style="text-align: center;">  4  </div> <div style="text-align: center;">  5 Aplicação e demonstração claras e relevantes do conhecimento.         </div> </div> <hr/> <p>Como você se mantém atualizado e melhora suas técnicas de venda?</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  1 Não faz um esforço ativo para se manter atualizado ou melhorar.         </div> <div style="text-align: center;">  2  </div> <div style="text-align: center;">  3 Faz uso adequado de um ou mais recursos para melhorar a capacidade.         </div> <div style="text-align: center;">  4  </div> <div style="text-align: center;">  5 Faz uso efetivo de múltiplos recursos para melhorar a capacidade.         </div> </div>

## Identity Confirmation Photos

The following photos of the candidate and any identification were uploaded during the assessment session.

### Photo Analysis Results

- Risk:	Medium risk of cheating based on image inconsistencies
- Percent match among processed faces	100%
- Total images processed	17
- Total images with valid faces	14 (82%)
- Total pairs of faces compared	13
- Pairs in which faces matched	13 (100%)



Pre/Post-Test Photo



ID Photo



In-Test Error Detected (No Face Detected)



In-Test Error Detected (No Face Detected)



In-Test Error Detected (No Face Detected)



In-Test Photo



In-Test Photo



In-Test Photo



In-Test Photo



Pre/Post-Test Photo

## Report Preparation Notes

- Hiring decisions should never be based on a single source of information. The most effective use of this assessment report is as a part of a multi-faceted program of candidate evaluation that includes resume review, interviews, and reference checks.
- Overall vs Percentiles Scores: The overall score reflects the success in the test, based on the mean (average) and standard deviation of the test scores. The percentile score reflects the percentage of test-takers who scored equal or below this overall score. We recommend you use the Overall Score as your primary evaluation criteria. However, percentile scores can often be useful in comparing specific candidates against one another and with a group, such as for test takers in a certain organization or within a certain account.
- Note that comparison information is calculated based on completed instances of this assessment at that time the assessment is scored. As additional instances are completed, the comparative data may change. You can always update a report to the current values by clicking on 'Recalculate Percentiles' within the online results viewing pages at [www.hravatar.com](http://www.hravatar.com).
- Most competency scores are norm-based, which means that they can be interpreted in terms of their distance from the average or mean score. For all scales, a score equal to the mean receives a score of 65 and scores above and below this value are set so that a score change of 15 equals one standard deviation.
- For linear competencies, higher is better across the entire scale. For these scales a score between 65 and 80 (light green) represents 0 to 1 standard deviation above the mean and a score above 80 (dark green) represents more than one standard deviation above the mean. Similarly, a score of 50 - 65 (yellow) represents 0 to 1 standard deviation below the mean, while a score of 35 - 50 (orange) equates to 1 to 2 standard deviations below the mean, and a score below 35 represents more than 2 standard deviations below the mean.
- Sim ID: 16041-1, Key: 0-0, Rpt: 68, Prd: 6995, Created: 2024-07-27 15:18 UTC
- UA: Mozilla/5.0 (Windows NT 6.3; Trident/7.0; Touch; rv:11.0) like Gecko

## Score Calculation Detail

The following table provides a summary of how the overall score was calculated from the individual competency scores. Competency scores are calculated on a 0-100 scale by first calculating a Z statistic based on test-taker responses and then transforming the Z value to a scale with target mean and standard deviation. Certain competencies have a normal score distribution where it is best to be closest to the mean. For these competencies we modify the Z statistic by multiplying its absolute value by minus 1 for the overall score calculation. Next, to calculate the overall score, a weighted average of all modified competency Z statistics is computed and this weighted average is itself transformed to a Z statistic, which is then transformed to a score with the same target mean and standard deviation. Finally outlier scores are adjusted if they are below 0 or above 100.

Competency	Score	How applied to overall	Score Value Used	Weight (%)
Fundamental Sales Concepts	81.7819	Z-Statistic	1.1188	100.0000

Weighted Average of Competency Z-Scores:	1.1188
Mean applied to Raw Weighted Avg:	0.0000
Standard Deviation applied to Raw Weighted Avg:	1.0000
Normalized Raw Score:	1.1188
Mean:	65.0000
Standard Deviation Used:	15.0000
Final Overall Score:	81.7819

## Notes

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