

# Talent Assessments

---

## Turning Talent into Performance

Hiring decisions can be the most critical decisions a company makes and it's essential to start with talent, before adding training and tactics. Starting with talent is the best path to reduce turnover, increase revenue, and retain long-term customers.

## Talent Recruitment & Selection

**Decrease turnover and increase performance.**

We offer the most effective talent instruments available on the market to help you accurately identify the best candidates for the right roles and guide you to develop strategies and coach them in a way that will maximize their individual strengths.

Our clients have seen a direct Return on Investment (ROI) in the following ways:

- Reduced costly turnover
- Recruited better hires
- Increased new business development
- Improved client retention

## Talent Assessments

**Operations Manager Talent Assessment (OMTA)** Predicts leadership success and is ideal for managers responsible for leading and developing others, managing a budget or financial data, creating and executing a strategic plan, moving projects forward, and ensuring a healthy business and profit. Ideal job roles include General Manager, Operations Manager, VP/Market Manager, VP of Innovation.

**Management Talent Assessment (MTA)** Predicts leadership success and is ideal for sales managers. Measures behaviors that make sales managers great at leading people, projects, and processes, building strong employee relationships, developing people, making smart business decisions, and driving revenue.

**Professional Associate Talent Assessment (PATA)** Predicts success in project and team management roles that require subject matter expertise and specialized skills for creating, planning, analyzing, organizing, and implementing information that helps an organization grow. Ideal job roles include content, strategy, and project management roles.

**Sales Talent Assessment (STA)** Predicts success in B2B sales and is ideal for salespeople responsible for identifying prospects, setting appointments, discovery calls, building and presenting solutions, closing business, delivering on promises, and up-selling and renewing clients.

**Customer Service Talent Assessment (CSTA)** Predicts success in both internal and external customer support and service roles requiring people who are self-directed, hard-working, multi-taskers who strive to reach challenging goals while building strong relationships. Ideal job roles include business managers, digital leads, account managers, and assistants.

## Talent Feedback

**Maximize strengths, work around weaknesses, and turn talent into performance.**

We offer both Pre-Hire Talent Feedback and ongoing Talent Feedback calls with a Certified Talent Analyst to discuss each individual's talent assessment, related behaviors, and the coaching strategies that will likely be necessary to maximize their performance.

### Manager Feedback (Pre-Hire Review)

For **hiring** purposes, the Analyst will work with the hiring manager in advance of making the hire to:

- Understand both the strengths and weaknesses of the candidate.
- Consider how the candidate's talents, skills, and experience "fit" with the role being filled.
- Detail the coaching strategies that will likely be necessary to maximize the candidate's performance in the job.

### Manager Feedback (Current Staff)

For the **development** of current staff, the Analyst will work with the direct manager to:

- Identify Priority Strategies that will maximize the individual's strengths and increase their performance.
- Build solutions for performance issues that are getting in the way of success.
- Implement motivational tactics.
- Provide specific talent feedback to the individual they are coaching.

## Scientifically Validated

Our tools don't just describe the candidate – they predict whether the candidate will become a top performer for your organization.

The Center for Sales Strategy partnered with Talent Plus\* of Lincoln, Nebraska to create the Sales Talent Assessment, the Management Talent Assessment, the Professional Associate Talent Assessment, and the Customer Service Talent Assessment.

All Talent Assessments are statistically valid and extremely reliable, far exceeding all industry standards.

- Benchmarked against B2B superstars, these talent assessments examine an individual's potential rather than their experience. That means that they can accurately predict success even in individuals who have not done the job yet.
- These assessments report an individual's intensity levels in the specific themes that separate the best from the rest in this particular job.
- These assessments provide a clear understanding of how an individual is innately wired, the behaviors that can be expected, and the coaching strategies that will likely be most effective in maximizing their performance.