

# COMPARABILITY PROCESS

## FOR

### ACCUVISION SALES SYSTEM

The Sales System (SS) is a process for measuring a participant's skills necessary to succeed in a professional sales position. When information from the system will be used to make selection decisions, it is important to ensure that the test will provide valid information for the jobs in question. This form is designed to measure the similarity of the job(s) you intend to use the test for relative to the jobs on which the test was originally validated. Given a sufficient amount of similarity, the test will provide a valid measure of participants' sales skills and abilities, and information from the test can be incorporated into selection decisions.

To assess the similarity of activities, it is suggested that a Comparability Form be completed. It should be completed using the following process.

- Assemble 2-3 individuals who are extremely familiar with the job for which the test is to be used.
- Have the group review and discuss the first activity on the Comparability Form. The discussion should center on whether or not the work activity on the form is actually performed in the job for which the test is to be used. If the answer is "yes", a check should be placed in the blank to the left of the statement. (If the group is comprised of only two people, both must agree on the tasks relevance for it to be checked. If the group is made up of more than two people, the majority of the group must agree on the tasks relevance.)
- Each statement on the form should be reviewed and processed in like manner.
- After all statements have been discussed and evaluated, tally the number of checked statements.
- If the number of checked statements is **11 or more**, significant similarity exists between the job(s) you intend to use the test for and the jobs on which the test was originally validated and therefore, the test will provide a valid measure of participants' sales skills and abilities.

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**Comparability Form**

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| <i>Names of group members</i> | <i>Titles</i> |
|-------------------------------|---------------|
| _____                         | _____         |
| _____                         | _____         |
| _____                         | _____         |

| <i>Job/job family for which evaluation is being made</i> |
|--|
|  |

| <i>Date</i> |
|-------------|
|             |

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- \_\_\_ 1. Identifies potential selling opportunities with prospective customers through discussion, questioning, and other information gathering techniques.
- \_\_\_ 2. Obtains an understanding of customer's needs, goals, desires, and other pertinent information before advocating specific products/services or attempting to influence buying decisions.
- \_\_\_ 3. Tailors own comments in accordance with the expressed needs, goals, desires, etc. of the customer.
- \_\_\_ 4. Overcomes objections and concerns expressed by the customer.
- \_\_\_ 5. Recognizes and acts on buying signals given by the customer.
- \_\_\_ 6. Recognizes and responds to the political and interpersonal issues within the customer's organizational which may affect buying decisions.
- \_\_\_ 7. Displays flexibility and a willingness to compromise in order to gain customer agreement.
- \_\_\_ 8. Establishes priorities to deal with competing work activities.
- \_\_\_ 9. Recognizes situation where additional internal resources (e.g., Sales Manager) should be used to facilitate the sales process.
- \_\_\_ 10. Develops long-term relationships with customers and accounts.
- \_\_\_ 11. Demonstrates concern for and responsiveness to existing customers who experience problems or have complaints.
- \_\_\_ 12. Persists in work activities despite obstacles, setbacks, and unsuccessful sales efforts.
- \_\_\_ 13. Puts forth the extra effort necessary to meet the customer's expectations/needs in order to facilitate the selling process.
- \_\_\_ 14. Listens to others and understands both explicit and implicit aspects of the communication.
- \_\_\_ 15. Prospects for new customers/accounts, as well as additional business opportunities within existing accounts.
- \_\_\_ 16. Develops own sales strategies for individual accounts.
- \_\_\_ 17. Self-manages time and activities.