

PASAT 2000

Measuring sales behavior

The new PASAT 2000 is an extensively researched and rigorously constructed personality questionnaire, designed to measure those personality attributes, which have a direct bearing on success in a sales environment. PASAT 2000 identifies a range of effective and ineffective behaviors that differentiate between successful and unsuccessful sales personnel. The research included personnel selling a variety of products, within different industries and in different corporate cultures.

how it works

The PASAT 2000 model defines personality as being essentially how an individual copes with, or adjusts to, life but it is concerned not so much with personality in general, but with the "sales personality" in particular. PASAT 2000 has eight main scales. These are:

- **Social Adjustment**
The tendency to establish and maintain effective relationships with others.
- **Motivational Adjustment**
Is concerned with goal-directed behavior and seeking challenges.
- **Emotional Adjustment**
Is concerned with coping effectively with emotionally challenging events and in showing resilience in the face of adversity.
- **Adaptability**
Is concerned with the capacity to embrace change, adapt to it and generally react in a positive way towards it.
- **Conscientiousness**
Is concerned with doing things conscientiously, planning, paying attention to detail and following rules.
- **Social Control**
Is concerned with influencing others by a variety of means, including deception.
- **Emotional Stability**
Is concerned with mood control.
- **Self-Assurance**
Is essentially concerned with having a positive view of oneself.

In addition, PASAT 2000 has three further scales designed to detect attempts to present false impressions:

- **Attentive Distortion**
Attention to the social cues given by others as a guide to one's own behavior.
- **Adaptive Distortion**
Adapting one's own behavior to match or compliment that of others.
- **Social Distortion**
This scale is composed of items, which are inclined to be distorted when a person is giving inaccurate responses.



the benefits

PASAT 2000 can be used to select staff in all areas, who have a significant sales perspective. It can also be used in training and development, either as a diagnostic tool or as an evaluation method.

The PASAT Report produces:

- A clear profile showing success-related factors
- A narrative report presents a concise analysis of sales personality strengths
- Strong correlations between high scores and sales success in a variety of sales-orientated roles

All of the above provides an excellent basis for further probing in interview or selection discussions.

THE COST

User Guide – PASAT 2000 Technical Manual	\$65.00
Question Booklet – for PASAT 2000	\$10.00
Self Score Answer Sheets – with integrated Profile Chart x 10	\$95.00
Specimen Set – for PASAT 2000	\$95.00
Web based assessment – self	\$30.00
Web based assessment – 360 degree or team	\$75.00