

Recruitment Report Extract: Decision Support Matrix™ (DSM)

The Decision Support Matrix™ (DSM)

This one off numerical score ('Total Points' in blue banner at the bottom), helps you to grade the individual in terms of potential and SCR severity. It also allows you to compare candidates very quickly when you have multiple

Decision Support Matrix™ Checklist

This section looks at how an individual has scored in 5 vital areas. If scores are outside the acceptable parameters you are urged to explore the issue further by alternative methods (preferably face to face interview) in order to verify the test scores.

Response Consistency and **Impression Management** are both connected to an individuals approach to the questionnaire. Therefore, if the scores are out of range (i.e. higher or lower than an 'acceptable' range), then the degree of consistency and / or manipulation needs to be explored.

Motivation and **Goal Level** are both connected to how much energy and focus the sales person has

Oppositional Reflex this relates to how challenging the person will be to work with and if they are likely to conform to your expectations.

Total Points Score

The higher the score in the Total Points Box the better.

This section weights each of the 20 categories from 0 (-'ve) to 12 (+'ve).

For the 12 SCR Traits the higher the score on the Call Reluctance Scale (100 = **Red**), the Lower the score on the DSM

Impostors (Motivation and Goal Level) the higher the score on the Call Reluctance Scale (100 = **Green**) the Higher the score on the DSM

Impostors (Goal Diffusion) the lower the score on the Call Reluctance Scale (0 = **Green**) the Higher the score on the DSM

With the filters (Impression Management, Hedging and Response Consistency) it works on the basis that the more yellow or red the scores are, the lower the DSM score is regardless of high or low position.

Example Report The Call Reluctance® Scale Test Date: 9:43:46 PM Nov 24, 2015
GMT Standard Time

Decision Support Matrix™

Decision Support Matrix™ – Checklist

Is RESPONSE CONSISTENCY score over 247 (38)	✔	YES
Is IMPRESSION MANAGEMENT score under 817 (40)	✔	YES
Is MOTIVATION score over 627 (63)	✔	YES
Is GOAL LEVEL score over 407 (50)	✔	YES
Is OPPOSITIONAL REFLEX score under 337 (33)	❗	NO – CAUTION! Scores outside acceptable range. Verify test scores with other sources of information.

Presence/Degree	Raw Score	Points
Sales Call Reluctance® Overview		
Prospecting Brake™	51	0
Prospecting Accelerator™	49	0
Sales Call Reluctance® Types		
Doomsayer SalesCR™	40	0
Over-Preparer SalesCR™	33	4
Hyper-Pro SalesCR™	100	0
Stage Fright SalesCR™	63	0
Role Rejection SalesCR™	27	4
Yielder SalesCR™	50	0
Social Self-Consciousness SalesCR™	60	0
Separationist SalesCR™	40	4
Emot. Unemancipated SalesCR™	15	2
Referral Aversion SalesCR™	50	0
Telephobia SalesCR™	100	0
Oppositional Reflex SalesCR™	33	0
Sales Call Reluctance® Imposters		
Prospecting Motivation™	63	8
Prospecting Goal Level™	50	8
Prospecting Goal Diffusion™	40	2
Problem Solving	0	0
Attitude Toward Questionnaire (Filters)		
Impression Mgmt	40	2
Hedging	36	0
Response Consistency	38	0
TOTAL POINTS	34	

Total score is *lower* than usually observed. Verify using non-test information.

Red, Yellow and Green Score Representation

Once the Total Points Score has been established the purpose of this section is to place your candidate in one of three distinct categories, Red, Yellow or Green.

The arrow on the coloured scale does this for you.

There is no automatic correlation between the coloured score on the DSM and the coloured overall score on the Call Reluctance Scale. The DSM takes into account ALL the scores whereas the Call Reluctance Scale excludes the impact of the Imposters and Filters.

A high green score in itself doesn't guarantee that a candidate is 'perfect', you will still need to look at other factors such as personality, skills, knowledge and team fit ... to name but a few!

However if all of these other factors are in place then a high green score is a very positive additional factor as it shows a high propensity to not just sell but to also self promote effectively and consistently.

Conversely a low red score doesn't mean a person cannot sell... it does, however, suggest that if a sales person suffers from higher levels of SCR then delivering results will be taking a much bigger toll on them and therefore sustaining this may be difficult.

This may mean your investment in their training and wider induction may be costly