CREATE IMPACT WITH TRAIT ONLINE PERSONALITY ASSESSMENT

"TRAIT IS COMPREHENSIVE ENOUGH TO BE USEFUL WHILST BEING SIMPLE ENOUGH TO UNDERSTAND. FROM A COST/ BENEFIT ANALYSIS PERSPECTIVE, IT IS THE BEST PSYCHOMETRIC ON THE MARKET." - GLOBAL LEARNING AND DEVELOPMENT CONSULTANT, FIDESSA
Research and development at ABA is led by Professor Stephen A. Woods - a leading world authority on personality assessment for business and human resource management, a Chartered Practitioner Occupational Psychologist, and holds a PhD in Psychology from the University of Surrey.

Originally spun out from Aston University and now fully independent as of 2015, ABA specialises in the assessment and development of people at work.
WHAT IT IS & WHAT IT DOES

- A modern web application bringing you the most up-to-date and easy-to-use online psychometric tools
- Send invitations to complete the assessment to all your candidates or employees in one go
- Receive their individual results straight to your inbox
- Optimised usability and implementation
- Quick, secure access instantly & on the go
- Unparalleled candidate experience
- Highly customisable tools and reports tailored specifically to your business
Head of Sales, Alex, will soon be launching a new product. She wants to build a super team to beat her sales targets and needs to hire people with the potential to succeed and progress quickly. What can she do?

1. **Prepare**
   - Build an ideal candidate profile for your vacancy

2. **Assess**
   - Invite candidates to complete Trait Online in a quick and easy process

3. **Sift**
   - Progress candidates whose Trait profile best matches your ideal profile

4. **Interview**
   - Explore candidates' potential and suitability using recommendations from the selection report

5. **Select**
   - Select the best candidates based on the insights gained

6. **Onboard**
   - Structure your new employees' training and development using Trait reports

Alex has successfully hired 3 new sales reps and is confident they'll smash their targets. She now looks forward to developing her future sales leaders and is sure Trait can help her do this.
INDUSTRY PROBLEMS TODAY

Worst Staffing Crisis for a Generation
There is a greater need to hire the right recruits where ‘no experience required’ is an option.

Keeping your Top Talent
Growing your organisation requires knowing who your best people are and investing in them.

Hiring Less Productive Talent Costs You
Hiring the wrong talent leads to wasted resources and higher turnover.

OUR SOLUTIONS

Provide you with critical insights into candidate sales potential when ‘no experience’ is an option.

Will enable you to identify and develop your top talent more effectively.

Assess drive, ambition, and motivation helping you hire people more likely to succeed in their role and stay with you.
Used in the recruitment and development of sales people, the Trait Sales Profile (TSP) is a quick, accurate and easy to use profiling tool that measures the 6 critical areas essential for sales success.

- Positivity and Resilience
- Drive for Performance
- Sales Process Management
- Solution Innovation
- Communicating & Persuading
- Customer Care
This high impact and detailed report from the Trait Inventory focuses on the core competencies of leadership, and is an essential tool for leader recruitment and development.

- Drive for Performance
- Resilience and Adaptability
- Leading Boldly
- Coaching and Developing People
- Engaging the Team
- Promoting Teamwork
- Resolving Conflict
- Leading Strategically
- Leveraging Innovation
- Managing and Organizing

For all competencies the report provides:
- Leadership behaviour implications
- Development needs and recommended actions
- Highlighted leadership potential strengths
- Priority development action plan
OUR EXPERTISE: GREAT EASTERN CASE

MISSION: DEVELOP A BESPOKE ASSESSMENT SYSTEM FOR GE:
- To select Insurance agents working in the field
- To identify future Unit Sales Managers
- To develop them into leadership roles

IMPACT
- Managers actively request access to assessment for hiring
- More than 2000 hires and existing staff evaluated
- GE Tool now used as a pro-active self-selection screen
- Talent self-identify, self-select and prioritize their effort

BUILD YOUR SALESFORCE DEVELOP FUTURE LEADERS
**HOW WE KNOW IT WORKS**

**Validation and R&D**
Research and data from a variety of industries
- Automotive
- Retail
- Recruitment
- Finance and Real Estate

**We looked into:**
- Job performance
- Sales performance
- Productivity
- Leadership

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**SALES REVENUE CONTRIBUTION OVER TIME**

<table>
<thead>
<tr>
<th>Year</th>
<th>Profile A</th>
<th>Profile B</th>
<th>Profile C</th>
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<tbody>
<tr>
<td>YEAR 1</td>
<td>38%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>YEAR 2-3</td>
<td>45%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>YEAR 4-5</td>
<td>62%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>YEAR 6+</td>
<td>40%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>OVERALL</td>
<td>45%</td>
<td>30%</td>
<td>24%</td>
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Hires Matching the Ideal Profile (A) Contribute More towards Overall Sales and Progress Quicker Over Time
Per-person sales revenue improved by 86% in a financial services company, after introducing Trait in recruitment.

People selected using Trait generated 75% more profit and 25% fewer customer cancellations in a kitchen retail business.

In a real estate company, Trait identified managers who are 2.5x more likely to exceed targets and run profitable businesses.

Trait has transformed the leadership pipeline and development for a major multinational automotive client using bespoke Trait products.
WHAT MAKES US DIFFERENT?

Specialised Selection Reports

Made for Business – Practical & Easy to Read

Ongoing Support and Calibration

Competitive Pricing - Unlimited Usage

Rooted In Science - Using Organisational Data

Assessment and Results tailored to a Sales-Focused Business Environment

No complicated narrative. Only comprehensive, relevant insights for quicker application

We make sure the assessments you use stay relevant as your business evolves.

With no per-report or outsourcing cost, you get more value for your money and less admin.

Based on years of research, using data and samples from real businesses to inform our design.
**ADVANTAGES**

**In-House Expertise:** Bring the expertise of assessment in-house and upskill your HR and L&D teams.

**More Insight:** Leverage your people capital with scientifically validated insight from day one.

**Better value:** No set-up, training or outsourcing cost for you. Competitively priced with unlimited usage.

**Save time:** Trait Online is a simple and effective system, and is easy to set-up and use for you and your team.

**IMPACT**

**Be more productive and profitable:** Trait has proven impact on improving bottom-line company performance.

**Recruit better salespeople:** Tailored reports for sales staff allow fast and easy screening and development.

**Enhance leadership capability:** Identify effective leadership capabilities and where current and future leaders need to develop.

**Understand your people capital:** Find out more about the talent in your business and prioritize areas for investment and development in people.
MAX IMPACT: BESPOKE ASSESSMENT DESIGN

- Your branding added to online environment and reports
- Reports designed around your company’s recruitment and development processes
- Trait assessment customised to fit your competencies
- Reconfiguration of Trait to fit your assessment criteria
- Multi-assessment integration and group reporting
## Solutions for You

<table>
<thead>
<tr>
<th>If You Want Critical Insight</th>
<th>If You Want Tailored Elements</th>
<th>If You Want to Establish a Framework and Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gold License</strong></td>
<td><strong>Tailored Package</strong></td>
<td><strong>Calibration Package</strong></td>
</tr>
<tr>
<td>- Up to 3 Administrator User Accounts &lt;br&gt;     - Unlimited Usage of Trait Online &lt;br&gt;     - GOLD Suite: Includes the Leadership Evaluation and Sales Profile Report &lt;br&gt;     - Admin Training, Hosting, Updates and Helpdesk &lt;br&gt;     - Data Reporting to Spreadsheet Format as Required for Your Team &lt;br&gt;     - £7,200 +VAT</td>
<td>- GOLD License &lt;br&gt;     - A Selection Report Tailored for You with Your Branding &lt;br&gt;     - £10,200 +VAT</td>
<td>- GOLD License &lt;br&gt;     - Tailored Selection Report &lt;br&gt;     - Annual Calibration of Report &lt;br&gt;     - Ongoing Analytics of Personality and Performance Data &lt;br&gt;     - Ongoing Consulting on Profiling and Establishing Assessment Processes &lt;br&gt;     - Base: £10,200 +VAT &lt;br&gt;     - Calibration: On Request &lt;br&gt;     - Analytics and Consulting: On Request</td>
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CALIBRATION PACKAGE OPTIONS

TO HELP YOU MAXIMISE IMPACT AND BUILD THE VALUE OF OUR PRODUCTS WE CAN OFFER

Level 1: Ongoing Maintenance and improvement of your customisable report and scales as a result of your feedback from usage and changes in the roles and company.

Level 2: Data-Driven Calibration - all that performance data you log, after a year, we will help make sense of it and use it to fit your assessment and reports even more to your needs.

Level 3: Support Consulting Helping you profile jobs to create ideal profiles for recruitment, interpret profiles and consult on how to integrate assessment into your selection and development processes, in order to create maximum impact.
"In developing our assessment products, ABA has always been really responsive, great with advice and amazingly flexible and adaptable in their approach. If anyone is considering designing and developing profiling tools for specific sectors or roles, we would not hesitate to recommend the ABA team." - HR Director, MIC