

NEW INSURANCE AGENT TALENT SCREEN (IATS)

The Insurance Industry's Sales
Assessment Tool

OVERVIEW

If you're planning on recruiting or developing insurance sales professionals, our new IATS psychometric assessment tool will enable you to measure the 6 key competences that impact on insurance sales success.

This evidence based test was built on the Trait platform and developed following a comprehensive analysis of the insurance sector and our work with insurance clients. As a result, IATS provides powerful insight into the personality traits and competencies of successful sales agents in the insurance sector.

SCIENTIFICALLY PROVEN AND VALIDATED

IATS is developed from our well validated Trait assessment which was formed as result of extensive research and development by leading personality authority, Professor Stephen A. Woods PhD CPsychol.

As a result of over 3000 evaluations on people working in the UK, our research demonstrated that Trait is accurate in predicting job performance, sales success and leadership potential in the workplace.

REAL-WORLD RESULTS

In our scientific studies and real-world use psychometric sales tools, we have demonstrated the value that IATS can bring to the insurance sales industry. Specifically, our Trait assessments have identified people who are:

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- 2.5x more likely to exceed sales targets
 - 4x more likely to be high sales performers
 - 20% more productive in terms of products sold
 - able to generate 80% more sales revenue than their peers

CUSTOMISED TO YOUR ORGANISATION

With varying levels of customisation available, IATS can easily be branded to your organisation. You can change the landing page and reports to suit your company branding. Ask to see our customisation suite for more detail on available options.

HOW IT WORKS

Designed by work psychologists for the insurance industry, IATS measures 6 key competency areas critical for insurance sales success:

- **Client Relationship Building** - communication confidence, rapport building
- **Solution Innovation** - ability to understand clients needs and problems
- **Resilience** - level of positive self belief, perseverance through obstacles
- **Drive for Performance** - ambition and drive to succeed
- **Compliance** - propensity to follow rules and guidelines
- **Emotional Intelligence** – ability to empathise and respond accordingly

As a result, IATS enables you to quickly identify the individual's potential for sales success based on their underlying personality traits.

CONCISE, RELEVANT AND FAST

With IATS, we've condensed the assessment from the full Trait Inventory to focus solely on the traits required for insurance sales success. As a result, the test and reports are concise, succinct and relevant to the role you are recruiting for.

The online test itself takes just 5 minutes to complete, after which you can instantly download a clear, easy-to-read report, which can be used in two ways:

- For Recruitment - the report shows performance implications and questions for follow-up at interview.
- For Development - the report highlights development needs with recommendations for improvements in these areas.

As with all our products, our reports illustrate results with diagrams, graphs and scores to enable you to compare and assess your candidates and employees with ease.

IT'S EASY TO START

With IATS, there are no upfront costs or pre-purchase of credits required, and you won't need to buy any software to use the tool. Simply pay for what you use each month or arrange an annual licence for reduced rates.

Start accessing the benefits of IATS right away by signing up for an assessment account. You'll be able to receive your first assessment reports immediately. Alternatively, you can work with an approved assessor or complete an ABA Training course.

Contact us to start today.