

Telemarketing Staff Selector

1-HOUR
VERSION

Purpose

To evaluate the knowledge and skill necessary for successful performance as a telemarketing representative.

General description

This test, from which a five-page detailed evaluation report on each candidate is provided to the client, consists of instruments measuring the following:

- **Verbal Communication Skills:** Section 1 asks the candidate to write down as many words as he/she possibly can that match the description given. This section measures verbal fluency.
- **General Knowledge of Telemarketing Situations:** in Section 2, the candidate has to answer 20 multiple-choice questions.
- **Understanding of Basic Telemarketing Facts:** the candidate must answer 15 true/false questions in Section 3.
- **Problem Solving in a Telemarketing Environment:** Section 4 contains 5 short problems that require specific answers.

Positions for which the test is appropriate

- Telemarketing Representative
- Telemarketing Manager

Sample question (segment)

1. When selling cosmetic products on the phone, which one of the following is the most important?
 - a. Sociability
 - b. Good looks
 - c. Tenacity
 - d. Phone skills

Test administration

The test requires only clerical supervision to administer and takes 81 minutes to complete. Each section in the booklet version must be timed precisely to ensure proper evaluation. Internet version coming soon.

Sample report (excerpt)

Telemarketing Staff Selector

Name of Candidate: Jane Brown

Verbal Communication Skills

This test measures the ability to think of words rapidly and easily, and to write or talk without blocking or searching for the right word. A superior score would be 43 or higher. Therefore, above average skill in this area was shown with a score of 36.

General Knowledge of Telemarketing Situations

The candidate had to answer 20 multiple-choice questions that measured telemarketing knowledge. Ms. Brown scored 14 out of a possible 20 points.

Understanding of Basic Telemarketing Facts

The candidate had to answer 15 true/false questions in this section. Ms. Brown scored 12 out of a possible 15 points.

Problem Solving in a Telemarketing Environment

This section measured the candidate's problem solving ability by asking her to solve 5 short problems that each required a specific answer. This candidate scored 9 out of a possible 15 points.

Validation information

A major validation study is either available or in progress. Walden can perform a validation study of this test at a moderate cost.

Languages published

English, French

Date introduced

1997, Revised 2000.