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NEW REPORT TO CHANGE SALES SELECTION PROCESS

Valparaiso, IN – The Executive Group, a business development consulting firm, recently introduced The Sales Personnel Report (SPR). This new report is generated from the results of the 16PF Personality Questionnaire that clearly defines the capabilities and limitations of an organization's sales candidates.

The Sales Personnel Report (SPR) provides hiring managers with information on how their candidate compares with successful sales people in performance potential and other critical sales characteristics. The report also identifies where potential areas for development lie that are beneficial for sale success.

The Executive Group worked with Michael Karson, a respected psychologist whose practice includes organizational consultation and personnel selection to develop this concise, easy-to-interpret, report. The SPR contains a graph of primary personality factors with shaded areas outlining a range of scores necessary for determining sales success, areas for development, potential areas for concern, and a range of scores comparing your candidate to other successful sales people over six key performance factors for sales.

"The Sales Personnel Report provides you with insight into your candidate's ability to succeed in a sales role; and more importantly, succeed within your organization," states Rick Tiemann, President of The Executive Group.

For more information about the Sales Personnel Report or the other products and services offered by The Executive Group, contact the office at 219.477.6378 or visit the website at www.theeg.com.

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