



a SYNEOS HEALTH company

THE TSPFOCUS **DIFFERENCE**

BACKED BY KEY INSIGHTS

TSPFOCUS SALES PROFESSIONAL ASSESSMENT:

Painting a Full Picture of Your Candidate and
Fostering More Meaningful Hiring Conversations

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Introduction

In the fiercely competitive landscape of the life sciences industry, the efficacy of sales teams is pivotal for organizational success. Recognizing this imperative, we discuss tspFOCUS, a cutting-edge sales talent assessment tool meticulously crafted to cater specifically to the demands of the life sciences sector. This whitepaper showcases the differentiators that establish tspFOCUS as the right choice for sales talent assessment in this industry, emphasizing the benefits it offers to both hiring managers and candidates.

About tspFOCUS

tspFOCUS is TSP's proprietary, customized online assessment designed to assess critical competencies through specific, job-relevant situations. We help you select and qualify through customized assessment and cultural alignment. This includes:

- Listening and developing the right competency model for success
- Customized assessment approaches, tools, and technology to identify traits and behaviors that are important to your unique culture
- A team of top-notch recruiters who do not just look at a resume for specific experience but listen to who you are and help identify candidates that are the right fit for your organization
- Design and consultation on interview guides, processes, and techniques

The tspFOCUS Difference

tspFOCUS stands apart by its holistic approach to sales talent assessment and our intentional choice not to score results in the traditional sense. Candidates are not "scored" per se, as there is no right or wrong answer. We recognize people can be successful in many ways and understanding their how - not just their what - is critical. Another reason tspFOCUS is different is because, unlike conventional assessments that focus on singular traits such as grit or extraversion, tspFOCUS evaluates multiple dimensions critical to the sales representative role. From accountability and drive to win, to collaboration skills and territory management, tspFOCUS delves deep into the core competencies essential for success in the life sciences sales domain. Our approach also supports hiring managers in going beyond the traditional interview. Salespeople tend to be good at selling themselves - that is their job after all - and tspFOCUS helps uncover insights around decision making and problem-solving approaches.

Unlock Insights for Rich Conversations

One of tspFOCUS' hallmark features is its ability to unlock invaluable candidate insights, fostering better, richer conversations between hiring managers and candidates. By empowering hiring managers to pose real-world questions, they can leverage customized follow-up questions, based on candidate responses to the tspFOCUS scenarios. tspFOCUS elevates the interview process to a more meaningful level. This interactive approach enables hiring managers to glean deeper insights into candidates' potential contributions, thereby facilitating informed decision-making.

Highly Customizable Assessment

tspFOCUS epitomizes customization, catering to the unique needs and preferences of each client. Unlike many other assessment tools that shy away from customization in favor of accumulating future data, tspFOCUS embraces tailor-made assessments. We listen attentively to our clients' requirements, crafting real world scenarios based on the client's culture, product, sell, and needs. This approach ensures that tspFOCUS not only assesses for traits like grit but paints a much fuller picture of candidates' competencies and behaviors. Again, we recognize people can be successful in many ways and prefer understanding their how - not just their what. This ultimately helps hiring managers see the whole person, which is critical in selecting the right people for jobs/teams.

Hiring Manager & Candidate Insight

Benefits for Hiring Managers - Surveyed by TSP*

Seamless Usability

96%

96% of hiring managers surveyed by TSP attest to the ease of use of the assessment feedback, seamlessly incorporating into the interview process.

Relevant Scenarios

The questionnaire effectively captures scenarios relevant to the sales rep role, fostering deeper discussions with candidates and adding value to the hiring process.

Customization

Working in tandem with I/O psychologists, tspFOCUS ensures that competencies crucial for success in the sales role are meticulously integrated into the assessment process, rendering the questionnaire highly customized to each client's definition of success.

Benefits for Candidates - Surveyed by TSP*

Candidates also stand to gain significantly from engaging with tspFOCUS:

Realistic Assessment

91%

A staggering 91% of surveyed candidates affirm the realism of tspFOCUS' questionnaire, resembling what they would encounter on the job.

Relevance

93%

93% of surveyed candidates found the assessment relevant to the hiring process.

Positivity

92%

92% reported a positive experience, and agreed that tspFOCUS prioritizes candidate satisfaction, fostering a conducive and empowering evaluation atmosphere.

Conclusion

In summary, tspFOCUS serves as a transformative force in the realm of sales talent assessment, redefining the standards of excellence in the life sciences industry. tspFOCUS challenges hiring managers to think beyond the traditional interview, leveraging unique insights to dig deep into behavioral tendencies. tspFOCUS is a value-add to the interview process, not only by empowering hiring managers with richer information to drive decision making but also considering the importance of candidate experience.

*TSP conducted our surveys on the following dates:
June 2020, August 2020, August 2021, October 2021

About TSP

TSP is proud to be a member of the Syneos Health® family. TSP's talent solutions are driven by recruiting and talent consulting leaders who utilize life science industry experience and people expertise to grow and develop Clinical and Commercial organizations.

Rooted in search, TSP is powered by a healthcare solutions organization made of nearly 30,000 Clinical and Commercial minds and the relationships behind them. Unrivaled in the industry, our unique position, experience, and complete dedication to life science generate a one-of-a-kind client experience. As a global organization, TSP provides solutions in the United States, Canada, Europe, and APAC.

Contact Us

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