

ADD ASSESSMENTS TO YOUR INCOME STREAM

Name _____

Date _____

Motivation: You are in a position to influence decision makers to purchase and deploy various assessments – don't miss the opportunity.

Think about selling assessments for your clients to deploy and not you to use in individual coaching episodes.

Determine your comfort level with the different types of assessments:

- Pre-employment
 - Job-Fit
 - Honesty
- Coaching
- 360° Feedback
- Team
- Personality

Investigate the different vendors that publish the type(s) of assessment on which to focus:

- Internet searches
- Fellow NSA members
- Human Resources contacts or local Society of Human Resources Management (SHRM) Chapters www.shrm.org
- American Society of Training and Development (ASTD) www.astd.org
- Business colleagues

Assessments should be:

- Administered online
- Auto-scored
- Multiple languages is a plus
- Valid and reliable

**Be prepared to invest money for the privilege of marketing their assessments.
This investment will normally include:**

- Some assessment inventory and marketing materials
- Training to be certified in the assessments
- Training to market and sell the assessments

Considerations:

- You will need to train, perhaps certify, the users of the assessments unless the publisher does that for you; but more opportunities to cement the relationship with the client user.
- Customer service will be key to the client continuing to use the assessments.
- The better you understand the assessment and its use, the better you will be able to position and sell the assessments.
- The profit margin is there to make significant money.

ACTION PLAN: PROFITING FROM ASSESSMENTS

What are the assessment project(s) I would like to start & complete?

What are the potential obstacles that stand in my way?

Why do I want to actively use assessments? What's in it for me/my clients?

What is my step-by-step action plan to specifically use assessments? _

What is my target date/deadline for integrating/using assessments in my business?

How and when will I measure my success?
