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## **Breakthrough Possibilities for Using Assessment Packages**

Coaches, consultants, OD and HR professionals, Training Managers and facilitators all agree that a well-designed assessment package will provide tremendous value when implemented as part of a comprehensive performance improvement plan. Assessment packages help organizations hire, train, develop, place and grow their most valuable asset—people with talent.

### **Tips for those who administer assessments:**

1. Get in front of the key decision makers or you could be wasting your time. What path will you take to communicate with the right people?
2. Differentiate yourself from others who offer assessments. What makes you unique?
3. Make sure the assessments you are using have statistical validity and reliability.
4. Learn how to sell, sell, sell! You are selling yourself and your services.
5. Get certified in your assessment(s) of choice.
6. Know your customers and know when you have a customer.
7. Business success comes from establishing interconnected, integrated profit centers for your business. Some examples of effective combinations are coaching, consulting debriefings, training/seminars, assessments, and OD work.
8. Create passive income. Most companies who distribute assessments encourage coach and consultant users to include their assessments as part of a package and for the user to create their own pricing. There are overhead costs to providing assessments and coaches and consultants can charge what they believe the market will bear. Keep in mind, however, that the distributors usually recommend prices and do not want their distributors price competing with one another.
9. When used for hiring and for other organizational initiatives, assessments must be job related and can be used for 1/3 of the hiring decision only IF THEY ARE EEOC COMPLIANT (Unites States).
10. You cannot build a huge practice or business by only selling your time. It is labor intensive to offer coaching alone unless you are charging high fees for your coaching. In other words, if you are paid by the hour, you can count on an hour of administrative and other work in addition to the hour coaching that you are really not getting paid for. It takes a lot of energy to maintain a client load and expect to earn a lot of money without marketing your services in unique ways and adding products.
11. Build internal advocates and champions in organizations. Who do you know who is likely to understand the benefit of assessments for this organization?
12. Discover how using a particular assessment will help solve a problem and include this information in explaining how it works. Know your products.
13. Pricing comes last. Sell value, not price. AND no lowering prices. You may want to ask a question similar to “What is in your budget for this endeavor?”
14. Repeat and referral business is easier to sell than new business. Satisfied clients are a great resource!
15. Be part of your client’s business strategy. Ask questions like: What is your biggest problem? What would it do for you personally if you were able to solve that problem?
16. Put a “hard” edge around a “soft” topic. Say “personal skills” instead of “soft skills.”
17. Think of yourself and your offerings as intellectual capital. You have made a huge investment in your training and other education that you are sharing with others.

18. Find multiple clients in a singular industry. Work your specialty and niche. Who do you want for clients? Get very clear about that.
19. Be in your clients' lives as a strategic partner and leverage that. How does knowing you help your client? What does the client get from a relationship with you? Then, create a win-win for you AND the client.
20. Ask for referrals and testimonials. After an assessments delivery, use an evaluation process that articulates what impact the assessments package had and the difference it made for your client to partner with you on the project.

**Tips for organizational sponsors of assessments:**

1. Contract with someone who has experience and expertise using assessments in organizations and find out what his/her qualifications are.
2. Make sure you know how the assessment will be used and the information each person will get.
3. Ensure that the feedback process is addressed and fits your organization's culture to fold that into the planning. A strengths-based approach works best.
4. Learn how each person will be able to interpret and apply the results of the assessment(s).
5. Tie the assessments to business/strategic objectives and performance improvement.
6. Find out what kinds of follow-up options are available and the prices.
7. What else does your assessments consultant have to offer that will integrate your objectives?
8. Know the purpose for using a particular assessment or tool and what you want to achieve to make it relevant for the context.
9. Ask the consultant if there are validity and reliability reports and technical manuals for the assessment(s). You probably won't need to read them; however, you will want to make sure they exist.
10. Be aware that assessments are NOT tests. A test implies there are right or wrong answers. An assessment merely provides information and the meaning-making comes from that.
11. No one assessment tells everything about a person nor are the results an excuse for "bad" behavior.
12. Assessments can be used for selection, hiring, performance improvement, employee development, leadership development, executive planning, coaching, job benchmarking, employee satisfaction, 360-degree feedback, succession planning and more.
13. Assessments can be used at three different levels: organizational, group and/or individual.
14. Determine ahead how the information derived from the assessments will be shared and then communicate and manage participant expectations.
15. Hire a consultant who knows how to facilitate an assessment process to help participants make meaning out of their results and avoid perceptions of being "labeled."
16. Without follow-up coaching, people might never make full use of the assessment information provided or they might arrive at some erroneous interpretations of their results.
17. Clarify the process, roles and expectations prior to rolling out an assessment package.
18. Tie assessment results to the work context and competencies for any given job within an organization.
19. Address the issue of "confidentiality" and how the assessment results will be used in the organization.
20. Through a process of checking references and recommendations, assure yourself that the consultant you are using for assessments can be trusted and uses ethical practices.

For more resources and information or for a complimentary phone consultation, please contact Margie Heiler at 540.635.4843 or [info@AssessmentsForYou.com](mailto:info@AssessmentsForYou.com).