

● Candidate assessment report

# Jordan Hayes.

Strong cold-outbound SDR. Probes before pitching, recovers fast under pressure, and ready to carry pipeline from week one.

Curiosity

Coachability

Grit

Communication

An AI-native sales assessment. A 15-minute voice interview, scored against meritt's four-trait framework.

# Jordan Hayes.

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- **Selling-style read**

Jordan is a strong cold-outbound SDR. They open on the buyer's problem, not the pitch, and they recover fast when a quarter goes sideways. Coaching lands in the moment. Jordan looks ready to carry a pipeline target from their first month.

*Jordan starts with the buyer's world before planning a single call. They ask what the market is struggling with, then work outward to the deal. When the interviewer offered a new angle, Jordan took it and built on it. They run their numbers out loud, and they hold a steady tone whether the story is a win or a loss.*

- **The four traits, at a glance**

**Curiosity.**

Points outward to the buyer first. Asks before assuming.

**Coachability.**

Takes a reframe and builds on it in the moment.

**Grit.**

Steady under pressure. Back to basics, not to excuses.

**Communication.**

Clear and structured. Listens, then answers with shape.

- **01 Craft**

**Sales skills.**

Strong mechanics for an SDR at this level. Jordan researches with intent, runs the pipeline math out loud, and handles objections with a clear method.

- **6 skills demonstrated**

**How to read this.** These are the SDR craft skills the candidate demonstrated in the assessment. Absence does not mean they lack a skill - it means the assessment did not surface it. Probe for the rest in your interview.

✓ **Skills demonstrated**

⊕ **Probe for these in your interview**

**Pre-call research - looks for funding news and hiring signals, not just a job title.**

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“Before I dial anyone, I want to know what's changed for them recently. New funding, a new VP of Sales, a hiring spree for reps - those are the signals that tell me why now.”

**What this shows.** Researches for triggers, not just a name and title. Knows why now matters.

● **Segment 1 · 01:52**

**Pipeline math - worked the quarterly target down to 45 dials a day, unprompted.**

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“So 250k in sourced pipeline, deals around 25k, that's ten solid opportunities a quarter ... I'm looking at roughly 45 dials a day to keep that engine full.”

**What this shows.** Runs the numbers out loud, from quarterly target to a daily dial count. Numerate without being prompted.

● **Segment 2 · 00:48**

**Discovery - named SPIN, then used implication questions on the price objection.**

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“I'd use a bit of SPIN here. Before I defend the price, I want the implication - what does it cost them to stay where they are for another two quarters?”

**What this shows.** Names a method and applies it - reaches for the implication before defending price.

● **Segment 3 · 02:30**

**Objection handling - acknowledged, asked a question, then reframed. No script, no deflection.**

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“Totally fair, you're busy. Can I ask one question before I go? If it's not relevant I'll never call again. If it is, I'll save you an hour next week.”

**What this shows.** Acknowledge, ask, reframe. Buys a question instead of pushing a script.

● **Segment 3 · 02:10**

**Cold email craft - this is a voice assessment. Ask to see a real sequence.**

**Full multi-channel cadence - they mentioned LinkedIn, but the day-to-day rhythm was not tested.**

**CRM notes and AE handoff - not surfaced here. Worth a quick check.**

Buyer empathy - described the VP of Sales' week and what makes them pick up.

"The VP of Sales I'm calling is staring at a number every Monday ... I get picked up when I lead with their number, not my product."

**What this shows.** Can describe the buyer's actual week and what makes them pick up. Empathy pointed at the deal.

● Segment 1 · 02:14

Tooling - named Apollo, Clay, and a sequencer, each with a real use case.

"For tooling, I'd build the list in Apollo, enrich it in Clay so I'm not sending everyone the same email, and run the cadence through a sequencer so nothing slips."

**What this shows.** Names a real stack with a job for each, not just logos.

● Segment 1 · 03:05

● 02 Behaviour



## Curiosity.

Points outward to the buyer first. Asks before assuming.

● Evidence-backed

### ✓ Demonstrated strengths

Asked what Quota.ai's buyers actually struggle with before planning any outreach.

"First week, honestly, I'm not picking up the phone yet. I want to know what our buyers are actually struggling with."

**What this shows.** Starts with the buyer's pain, not the product. That instinct turns cold outreach into real conversations.

● Segment 1 · 00:40

### + Would benefit from development in

Going a layer deeper on the competition would sharpen how they position.

Writing down what they learn each week would let it compound faster.

Caught the gap in the brief and asked how the current SDRs are performing.

“One thing I noticed you didn't mention - how are the three SDRs already here doing? What's working for them, what isn't?”

**What this shows.** Spotted a gap in the brief and probed it. Audits what works before building.

● Segment 1 · 01:20

Named paying customers as a first learning source, ahead of the product.

“So I'd sit in on a couple of customer calls in week one. The people already paying tell you more than any deck.”

**What this shows.** Treats paying customers as the richest source of buyer language.

● Segment 1 · 02:55

● 03 Behaviour



## Coachability.

Takes a reframe and builds on it in the moment.

● Evidence-backed

### ✓ Demonstrated strengths

Took the nudge about customer voice and rebuilt the answer around it.

“Yeah, that's a better starting point than what I said. I'd flip it - customers first, then leadership. The customers give me the words that actually land.”

**What this shows.** Took the reframe and rebuilt the answer on the spot. Coachability you can see, not just claim.

● Segment 1 · 02:40

### + Would benefit from development in

Asking the coach a question back would turn good listening into a real exchange.

Tracking what they change after feedback would make their progress easy to see.

Named a weekly call-review session with a peer, not a one-off.

“Every Friday I sit with another rep and we listen back to two calls each. You catch things in someone else's call you're blind to in your own.”

**What this shows.** A standing habit for feedback, not a one-off. Reps who self-coach ramp faster.

● Segment 2 · 02:05

Stayed open and even-toned when challenged, with no defensiveness.

“You're right to push on that. Volume without listening is just noise. I'd rather make 30 dials I learn from than 60 on autopilot.”

**What this shows.** Engaged with the challenge instead of defending. Conceded the point, then sharpened it.

● Segment 2 · 03:18

● 04 Behaviour



**Grit.**

Steady under pressure. Back to basics, not to excuses.

● Evidence-backed

✓ Demonstrated strengths

Told a specific story about a flat quarter and the reset they ran.

“Last year my Q2 was flat. I'd lost my rhythm. So I stripped it back - I stopped tweaking my pitch and went back to more conversations, a tighter list, the same opener every time.”

**What this shows.** A real, specific setback, not a platitude. Names the slump and the fix in one breath.

● Segment 3 · 00:35

+ Would benefit from development in

Naming the deeper why behind the work would lift their motivation story.

Holding the long view would steady them through the month-three dip.

Went back to basics first - more dials, a tighter list - before anything clever.

“Basics first, always. More dials, a tighter list, before anything clever. The clever stuff is usually how I lost the rhythm in the first place.”

**What this shows.** Default under pressure is more reps and a tighter list, not a new gimmick. The durable instinct.

● Segment 3 · 00:48

Kept the same calm tone describing a loss as a win.

“I lost a deal I was sure of in March. I was gutted for a day. Then I asked the prospect what I missed, wrote it down, and moved on.”

**What this shows.** Felt the loss, learned from it, moved on in a day. Steady regulation under a real knock.

● Segment 3 · 01:40

● 05 Behaviour



## Communication.

Clear and structured. Listens, then answers with shape.

● Evidence-backed

### ✓ Demonstrated strengths

Built longer answers with a clear shape - setup, tension, resolution.

“So, three things. First, understand the buyer. Second, learn from the team that’s already winning. Third, get my tools set up. In that order.”

**What this shows.** Structures a long answer in order. Easy to follow under pressure.

● Segment 1 · 03:20

### + Would benefit from development in

A little more warmth in the first ten seconds would lift the cold open.

A half-beat pause before answering would give each point more room to land.

Paraphrased the price objection back before answering it.

“So what I'm hearing is, the value's clear, it's the budget timing that's the problem. Is that right?”

**What this shows.** Plays the objection back before answering. Confirms he heard it, and buys a beat to think.

● Segment 3 · 02:18

Used sales language well - pipeline, ICP, discovery - with no padding.

“And I'd want a tight ICP before I touch the phones. Spray-and-pray wrecks your pipeline, and your discovery calls go nowhere.”

**What this shows.** Uses ICP, pipeline, and discovery correctly and lightly. Craft fluency, not buzzwords.

● Segment 1 · 01:05

● 06 Next step



## Interview probes.

Hand these to your interviewer. Each tests a signal the assessment could not fully surface.

● 5 questions

**1 Take the last buyer persona you sold to. Outside of what colleagues told you, how did you build your own picture of their week?**

Checks whether their curiosity points outward to the buyer, not just inward to the team.

**2 Walk me through your last cold email sequence - the subject line, the hook, and the call to action.**

This is a voice assessment, so their written outbound craft is still untested.

**3 Tell me about a time a manager's feedback stung. What did you change, and what did you push back on?**

Separates real coachability from polite agreement.

4

**Describe your hardest month in a sales role. What did your day-to-day look like while you climbed out?**

Checks the grit story against lived, specific detail.

5

**Walk me through how you take an annual target down to a daily plan.**

Confirms the pipeline math holds up away from the case study.

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meritt. assessments are a skills snapshot, not a pass/fail verdict. Use this alongside your own interview.

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