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Dan Joy invents new Sales Assessment Test to help employers hire great sales people. Offers 100 FREE Sales Assessments to businesses

How can an employer tell if a job applicant can sell? New Sales Assessment Test can help them know! Businesses who wish to hire good salespeople and grow their sales can receive 100 FREE Sales Assessments from Dan Joy, Inc.

HOLLYWOOD, FL, October 10, 2008 **/24-7PressRelease/** -- How can an employer tell if a job applicant can sell? A new Sales Assessment Test can help employers know! Businesses who wish to hire good salespeople and grow their sales even in tough economic times can now receive 100 FREE Sales Assessments from Dan Joy, Inc. (www.DanJoy.com).

According to Dan Joy, the inventor of the new online sales tests, "The JOY Tests (tm) of Total Sales Ability (tm) go above and beyond the mundane psychological and personality tests by testing for Total Sales Ability (tm) -- the actual street smarts of Professional Selling. We test for Sales Prospecting Ability, Objection Handling Ability, Sales Closing Ability, Personality, Psychology and much more".

A hiring mistake can cost an employer up to \$100,000 or more. Many employers are deluged with sales resumes, but have no way of knowing who can really sell. So, they often tend to hire someone with whom they "feel comfortable", who is "like them", who "looks good", or has "industry knowledge". None of that necessarily means that the person can actually sell. The JOY Tests (tm) of Total Sales Ability (tm) can help reduce subjectivity and guesswork, and help employers make more objective hiring decisions.

In the past, sales assessments were used primarily by large companies. Now, for the first time, the fully integrated self-serve online system of Dan Joy, Inc., has brought this crucial sales assessment technology within the easy reach of small and mid-sized businesses. Of course, big companies can use it too. According to the company, "this is the world's first 'Complete' Sales Assessment System".

So, how can employers tell which job applicants can sell? They can start with 100 FREE Sales Assessments (Screening Tests) at <http://www.danjoy.com/>

About Dan Joy, Inc.

The JOY Sales Tests (tm) were invented by Mr. Dan Joy, CEO of Dan Joy, Inc., who is an acknowledged Sales and Marketing scientist. Dan has made thousands of Sales Presentations and Sales Calls in many different countries, and has often outsold 3-5 of his immediate peers combined. He has also recruited, trained and led high performance sales teams. Dan has a 5-year degree in Mechanical Engineering, an MBA in Marketing (GPA 4.0/4.0), many awards and honors, and over 21 years of multinational business development experience.

Dan believes that his sales assessment tests help make the Sales and Marketing profession stronger, lead to better compensation for the truly capable sales and marketing professionals, and help the employers achieve their goals more effectively -- so, everybody wins!

Dan Joy, Inc., donates at least Twenty Percent (20%) of its online testing revenue to help blind kids, orphans and children in need, as well as to support other good social, community and humanitarian causes, and medical research.

More information is available at: <http://www.danjoy.com>

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