

Spann & Associates

Sales Assessment

Prepared for:

Demo Sample

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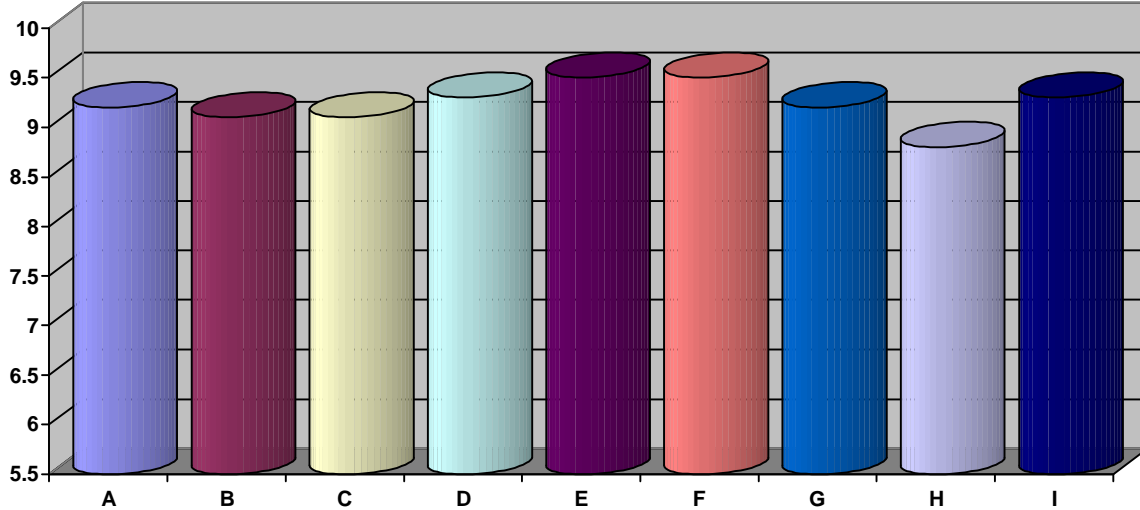
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Sales Assessment

OVERVIEW GRAPH



Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Empathy (Secondary Strength) — The ability to see, understand and relate with others.
B) Practical Ability (Secondary Strength) — The ability to see and understand what needs to be done in common sense ways.
C) Organizational Ability (Secondary Strength) — The capacity to plan and organize ideas into a consistent strategy.
D) Handling Rejection (Secondary Strength) — The ability to maintain a sense of inner self worth.
E) Self Starting Ability (Primary Strength) — The ability to get things done without the need for constant supervision.
F) Achievement Drive (Primary Strength) — The ability to have a strong desire to push ahead and to achieve desired results.
G) Discipline For Selling (Secondary Strength) — The ability to work within guidelines, schedules policies and procedures to get things done.
H) Stress Index (Secondary Development) — The ability to handle stress without allowing it to interfere with getting things done.
I) Motivation Index (Secondary Strength) — The ability to direct one's energy with a sense of purpose and direction.

Sales Assessment EMPATHY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Intuitive Insight		ü		
Attitude Toward Others			ü	
Evaluating Others		ü		
Persuading Others		ü		
Relating With Others		ü		

EMPATHY:

The ability to see and appreciate the value of others, to see and understand the viewpoint of others, to appreciate the needs and interests of others and the ability to utilize one's knowledge and understanding of others to relate and communicate effectively.

Intuitive Insight:

The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.

Attitude Toward Others:

This capacity measures the degree of positive or attitude one feels about others, the degree to which one is either open and optimistic or skeptical about others.

Evaluating Others:

The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

Persuading Others:

The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.

Relating With Others:

This capacity indicates how well one can coordinate knowledge of others into action, how well one can get along with others, to what extent one can develop and maintain an open, positive relationship.

Sales Assessment
PRACTICAL THINKING ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Common Sense			ü	
Evaluating What To Do		ü		
Sense Of Timing		ü		
Appreciation Of Things		ü		

PRACTICAL THINKING ABILITY:

The ability to make practical, common sense decisions, to see and understand what is happening in common sense ways, to readily identify problems and solutions in practical terms.

Common Sense:

The ability to readily understand what is happening and solve problems in practical, concrete ways.

Evaluating What To Do:

The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

Sense Of Timing:

This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

Appreciation Of Things:

The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

Sales Assessment
ORGANIZATIONAL ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Realistic Goal Setting		ü		
Short Range Planning		ü		
Long Range Planning			ü	
Concrete Organization		ü		
Conceptual Organization		ü		

ORGANIZATIONAL ABILITY:

The ability to identify the short range and long range needs and implications of a situation, and to set goals which are realistic and to develop plans of action which attain these goals in an effective and efficient manner.

Realistic Goal Setting:

The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.

Short Range Planning:

The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.

Long Range Planning:

The ability to see long range goals and to design plans and strategies for attaining these goals.

Concrete Organization:

The ability to see the immediate, concrete needs of a situation and to set an action plan for meeting these needs.

Conceptual Organization:

The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

Sales Assessment

HANDLING REJECTION

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Esteem		ü		
Self Assessment		ü		
Self Confidence	ü			
Self Control		ü		
Sensitivity To Others		ü		

HANDLING REJECTION:

The ability to see and appreciate one's self worth, to develop ego strength such that one can maintain self identity and self worth apart from how well one meets internal self expectations or the expectations and standards of others.

Self Esteem:

The capacity to see and appreciate one's unique worth and individuality, to see and understand 'Who One Is' apart from one's social/role or ideal self image.

Self Assessment:

The ability to realistically see and understand one's strengths and limitations, to know what one's potential for success as well as one's limitations.

Self Confidence:

The ability to develop and maintain inner strength based on the belief that one will succeed.

Self Control:

The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

Sensitivity To Others:

This capacity indicates the degree to which one can be objective about others without allowing personal feelings, positive or negative, to get in the way of making decisions.

Sales Assessment
SELF STARTING ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Persistence	ü			
Consistency	ü			
Initiative	ü			
Role Satisfaction	ü			

SELF STARTING ABILITY:

This capacity measures the ability of an individual to marshal his or her energy to attain self goals on one's own, the ability of a person to be both persistent and consistent.

Persistence:

The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

Initiative:

The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.

Consistency:

The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

Role Satisfaction:

The ability to feel that one's social/role function is both fulfilling and rewarding, that what one is doing has a useful benefit.

Sales Assessment **ACHIEVEMENT DRIVE**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Goal Directedness		ü		
Results Oriented	ü			
Need To Achieve	ü			
Social Recognition	ü			
Self Attitude	ü			
Ambition	ü			

ACHIEVEMENT DRIVE:

Achievement Drive is a composite of several internal value structures that provide the primary driving impetus for a person to perform at a level higher than the average or to continually strive to achieve a higher performance level. Goal directedness, results oriented, needs to achieve, social recognition, self attitude and ambition have been identified as the primary components of this sales capacity.

Goal Directedness:

Goal Directedness is the ability to be excited about and committed to one's goals and to marshal energy to push toward the attainment of these goals.

Need To Achieve:

Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

Self Attitude:

Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

Results Oriented:

Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

Social Recognition:

The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

Ambition:

Ambition is the ability to set inner ideals which become the standard for achievement and success, a strong sense of expectation and drive pushing one toward excellence.

Sales Assessment
DISCIPLINE FOR SELLING

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Meeting Established Standards		ü		
Doing Things Right		ü		
Attention To Policies And Procedures		ü		
Meeting Deadlines And Schedules		ü		

DISCIPLINE FOR SELLING:

This capacity measures a person's general work ethic attitudes indicating willingness to get things done in an effective and efficient manner.

Meeting Established Standards:

This component measures one's respect for and conformity to established norms and principles.

Doing Things Right:

This component measures one's insistence on doing things right.

Attention To Policies And Procedures:

This component measures one's sense of respect for and commitment to organizational policies and procedures.

Meeting Deadlines And Schedules:

This component measures one's attention to and urgency to meet schedules and deadlines.

Sales Assessment STRESS FACTORS

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Sufficiency			ü	
Role Frustration		ü		
Goal Frustration			ü	
Flexibility		ü		
Handling Despair		ü		
Attitude Index	ü			
Health Tension Index				ü

STRESS FACTORS:

This capacity measures different types of anxieties and frustrations, the degree or level of anxiety and stress and the effect of the stress levels on an individual.

Self Sufficiency:

This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.

Goal Frustration:

This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.

Handling Despair:

This capacity measures the anxiety and frustration which results when things do not go as expected.

Health Tension Index:

This capacity measures how well an individual can balance and manage anxiety, despair and depressive attitudes.

Role Frustration:

This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.

Flexibility:

This capacity measures the effect of rigid self views and the imposition of these views on others.

Attitude Index:

This capacity measures the anxiety which results from negative, depressive attitudes.

Sales Assessment

SOURCES OF MOTIVATION

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Service		ü		
Money, Material Things	ü			
Status, Recognition	ü			
Personal Development		ü		
Sense Of Mission		ü		
Sense Of Belonging		ü		

SOURCES OF MOTIVATION:

This capacity is a composite of six motivators, both internal and external. It is a measurement of a person's attitude toward service, material possessions, recognition and status, personal development, sense of mission, and sense of belonging.

Service:

This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

Money, Material Things:

This capacity measures the degree to which money and material wealth are important to an individual.

Status, Recognition:

This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

Personal Development:

This capacity measures the importance of a well designed plan for one's career development.

Sense Of Mission:

This capacity measures the degree of commitment to personal ideals, goals and principles.

Sense Of Belonging:

This capacity measures the importance of being a member of a team and working in a comfortable place where one is liked and accepted.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Self Confidence: (Ability To Handle Rejection)

You have the ability to develop and maintain realistic confidence in your capacity to perform and to live up to social and role images and expectations. Rely on the strength and realistic nature of your confidence to get things done and promote optimism around you.

Persistence: (Self Starting Ability)

Your strong commitment to your inner ideals, your personal goals and beliefs about the future, and your sense of what is right provides a compulsive need to push ahead and will also act as a beacon to keep you on track in difficult and confusing situations.

Consistency: (Self Starting Ability)

You have strong confidence about what you can do which leads to a sense of comfort and acceptance with your current circumstances. Your confidence gives you a sense of personal competence and satisfaction with what you are doing and acts as a springboard to action as well as personal justification that what you are doing is right for you.

Initiative: (Self Starting Ability)

You not only have the ability to see and understand what type of social/role image and role will give your life meaning and purpose but you have a sense of confidence that your commitment to these social/role expectations is right for you. This combination of commitment and confidence to what you are doing provides a strong urgency to act.

Role Satisfaction: (Self Starting Ability)

You are confident that what you are doing not only is what is best for you but also that your social/role accomplishments will serve a useful function for yourself and for society. This confidence and feeling of personal competence will build an urgency to get things done and to push ahead with energy and commitment.

Results Oriented: (Drive)

You have a strong need to create practical, pragmatic results and this need combined with your overall practical problem solving ability and attentiveness to practical, pragmatic values generates a strong drive center which will propel you toward your immediate circumstances.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Need To Achieve: (Drive)

You tend not to give yourself enough credit, to blow up your own imperfections and to be extremely hard on yourself when you do not measure up. This tendency builds a compelling drive to achieve such that you can receive recognition and credit from others.

Social Recognition: (Drive)

You value social status and social/role recognition as an extremely important measure of your own self worth and as a result the need for attaining social status, for accomplishing tasks which have high social image and for attaining of social power and position will act as strong drive centers.

Self Attitude: (Drive)

You have a very dynamic, positive overall attitude which can overcome any temporary feelings of anxiety, despair or negative expectations and can generate a strong expectation that the best is possible for you. This sense of overall optimism can serve as a beacon to keep you pushing ahead and on track especially in difficult situations.

Ambition: (Drive)

You have developed a very strong sense of commitment to an idealistic, perfectionistic self image which builds expectations and standards for your action that can propel you through even the most difficult situations and can give your actions and decisions a guiding sense of mission and purpose.

Attitude Index: (Stress Factors)

You have the ability to maintain an extremely positive and optimistic overall personal attitude which builds an expectation that the best can and will happen to you. As a result of your optimism, you have the ability to deal with personal setbacks, misfortunes and mistakes as opportunities for development rather than as failures.

Money, Material Things: (Motivators)

You not only have the ability to see and understand the importance of money and material things but you also are willing to spend time and energy in activities which will generate concrete results. As a result, you are likely to be highly motivated by opportunities to make money or accumulate material things and wealth in general.

Sales Assessment
PRIMARY STRENGTH COMMENTS

Social Recognition: (Motivators)

You see and accept the importance of status, social image and social/role accomplishments. Moreover you are willing to commit your energies more readily to activities which will result in social recognition and reward as well as personal recognition in your current role situation.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Intuitive Insight: (Empathy)

You have a well developed ability for intuitive thinking which gives you the capacity for developing a fruitful direction or identifying potential problem area by the strength of your inner, 'gut' feelings and instincts.

Evaluating Others: (Empathy)

You have an excellent capacity to see and understand the positive potential of each person, to identify the contribution each person can make to the team as well as what will be necessary to motivate them to perform and fit in. You are aware of the time and commitment necessary to build and maintain team synergy and performance.

Persuading Others: (Empathy)

You have the ability to identify and understand the consequences of your responses on others and are likely to take this information into consideration when you are developing a response. Your responses are likely to be objective but cautious and critical especially in situations when you are dealing with opposing points of view.

Relating With Others: (Empathy)

You have the ability to critically evaluate and objectively focus time and energy on each person. You are very concerned about what others will think or say about you and will likely be more comfortable in social situations where the boundaries are clearly defined. You tend to be more likely to open up individuals who meet your expectations.

Evaluating What To Do: (Practical Thinking)

You have an excellent ability for sizing up situations, for identifying problems especially in difficult or confusing situations and for generating constructive alternatives for resolving problems. This ability is a combination of practical, common sense thinking and conceptual, analytical thinking ability.

Sense Of Timing: (Practical Ability)

Your thinking tends to be so results and 'now' oriented that you lack balance and objectivity. As a result, your sense of timing can be too focused on immediate needs. Seek feedback from others to help you develop and maintain focus on a more balanced and objective view of the world.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Appreciation of Things: (Practical Ability)

You have the capacity to see, understand and appreciate the value of things, social status and image, and money and material things. You pay attention to maintaining the worth of things, are sensitive to flaws as well as features, and have the ability to utilize the practical, functional value of things.

Realistic Goal Setting: (Organizational Ability)

Your strong need to set goals which are challenging combined with your perfectionism and insistence that things be done right will build a strong sense of commitment and compulsive attention to setting goals and plans which reflect what you think is right.

Short Range Planning: (Organizational Ability)

You are a practical, pragmatic planner and have both the ability and the commitment to translate the immediate needs of your situation into a concrete, action oriented plan designed to accomplish immediate results.

Concrete Organization: (Organizational Ability)

You have the ability to understand the value of organizing and planning your environment. This ability combined with your practical, results oriented thinking and problem solving will build a very good capacity for organizing things in an effective, functional manner.

Conceptual Organization: (Organizational Ability)

Your individualism can generate a strong need to do things in your own way. This individualism combined with your ability to see and understand how to organize can lead to innovative and novel ways to build and carry out organizational plans and strategies.

Self Esteem: (Ability To Handle Rejection)

You have a keen appreciation of your uniqueness and individuality and a realistic assessment of your ability to perform, your strengths and talent, and your limitations. Your self awareness and self worth can act as an anchor in difficult times and can help you maintain your worth even when things do not work out as expected.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Self Assessment: (Ability To Handle Rejection)

You have the capacity to realistically see and accept your strengths and limitations. You know what you are capable of doing, what it will take to accomplish your goals, and what will give you both a sense of contribution as well as a sense of satisfaction.

Self Control: (Ability To Handle Rejection)

You have the capacity to maintain your sense of balance and equilibrium when dealing with stressful and emotional situations, to respond rationally and objectively to problem situations.

Sensitivity To Others: (Ability To Handle Rejection)

You have the ability to objectively assess not only the positive and negative potential of others but also the risk to you of becoming involved with others in personal, social and role relationships. You have the capacity to develop cautiously optimistic relationships without either becoming overly critical or too involved.

Goal Directedness: (Drive)

Your strong sense of inner perfection can lead you to set goals which are extremely challenging; however, you tend to either set your goals too high and be unable to achieve them or set goals which are not fulfilling or satisfying and lose interest. Build short term goals based on your past successes.

Meeting Established Standards: (Discipline For Selling)

Your strong sense of individualistic thinking combined with a cautious, skeptical attitude toward authority, structure and conformity can lead you to covertly or overtly challenge existing standards and to spend your time and energy looking for innovative, novel norms and rules and developing a flexible attitude toward standards or working to get around them.

Doing Things Right: (Discipline For Selling)

You have the ability to understand the need for doing things right but this capacity is combined with a strong sense of individualism which can lead you to covertly or overtly challenge existing ways of doing things and spend your time and energy looking for novel, unique ways of getting things done.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Attention To Policies And Procedures: (Discipline For Selling)

Your strong sense of individualism builds a compulsion to maintain respect for the individuality and rights of your customers and for insisting on organizational responsibilities and commitments. You have a knack for finding ways for taking care of customer issues even when these ways do not fit the existing regulations or programs.

Meeting Schedules And Deadlines: (Discipline For Selling)

Your strong sense of perfectionism both about what is right for you and about what is right for the world around you generates an approach to schedules and deadlines which is based on preset, preorganized plans and programs. You have a well developed capacity for turning timetables into expectations and standards for actions and decisions.

Role Frustration: (Stress Factors)

You not only have a clear sense of social/role image and function which defines your social and personal sense of responsibility but also have a strong sense of personal confidence. This social/role confidence can act to deflect any stresses and anxieties you may be experiencing.

Flexibility, Adaptability: (Stress Factors)

You have the ability to see and understand what is worth your personal commitment and energy. Moreover you are willing to see and accept the mistakes that you make and to change direction when you do not attain the results which you desire.

Despair Index: (Stress Factors)

You have the ability to see what needs to be done in a clear and balanced manner. You are also willing to deal with things an objective manner when they do not work out as expected. As a result, you are likely only to experience temporary anxiety and frustration from any setbacks.

Service: (Motivators)

You have the ability to see and understand the importance of identifying and satisfying the needs and interests of others. As a result, you can realistically assess the value of committing your time and energy to activities which will meet the personal needs and concerns of others.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Personal Development: (Motivators)

You have a very clear sense of your own personal plan for development and a need for organizing this plan into strategies plans and personal goals which can be realistically achieved. You are likely to be highly motivated by actions and activities which will give you an opportunity to accomplish your goals and plans.

Sense of Mission: (Motivators)

You have a strong, compulsive need to commit yourself to attain your personal goals such that actions and activities which give you a sense of personal mission and add meaning to your life are not only highly rewarding but are strong motivators which can propel you consistently to action.

Sense Of Belonging: (Motivators)

You have a strong need to spend time and energy in situations and with people which make you feel comfortable and which will give you a sense of worth and value. As a result, you are motivated by actions, activities and situations which will provide the personal feedback and comfort which you need.

Sales Assessment

SECONDARY DEVELOPMENT COMMENTS

Attitude Toward Others: (Empathy)

You can become skeptical, cautious and impatient with others especially when they do not measure up to expectations. As a result, you may tend to overlook critical needs and concerns, be too competitive and eager to close too soon, overlook buying signals.

Common Sense Thinking: (Deciding What Needs To Be Done)

You tend to pay too much attention to the need for results, money and the value of material things. Learn to be more patient with people, to be less critical of others and to pay more attention to values other than practical, 'now' oriented and functional values.

Long Range Planning: (Planning and Organizing)

You tend to be naturally skeptical about the value of spending time and energy on long range planning. You should attend a workshop which develops and reinforces the value of long range planning and provides techniques for developing realistic and workable plans.

Self Sufficiency: (Stress Index)

You are currently depreciating your own inner worth which can cause you to not give yourself enough credit, be too hard on yourself and develop feelings of frustration anxiety and despair when you do not live up to expectations. Spend time with people who make you feel good and doing things you enjoy.

Goal Frustration: (Stress Index)

Your strong sense of self perfectionism can lead you to feel a compulsion to push toward goals which may or may not be realistic or fulfilling. You are likely to feel anxiety, frustration and despair when your expectations are not met. Set short term goals which are based on past successes.

Sales Assessment
PRIMARY DEVELOPMENT COMMENTS

Health Tension Index: (Stress Index)

You currently do not see or value your self as well as the world around you and, as a result, are subject to anxiety and stress effects. Seek feedback to identify development steps which will reduce this stress and spend time and energy doing things you enjoy and with people who make you feel valuable.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Intuitive Insight

Intuitive insight and intuitive feelings provide a powerful and reliable source for problem solving. Our research has shown that entrepreneurs, artists, salespeople and crisis problem solvers have strong intuitive ability as a common strength. Intuitive insight is a legitimate source of thinking. In many circles, this talent is treated as a source of emotion rather than thinking and logic. We measure intuitive insight as the ability to readily identify a problem, a potential solution or a direction which is fruitful, and as the ability to see a person, thing, situation or idea in its total meaning.

You have very good intuitive insight. Your intuitive ability gives you knowledge that is accurate and reliable which can immediately identify when something is wrong, when someone can be trusted, when a decision is the right decision and when the direction in which you are heading is your best and most fruitful path.

Practical Problem Solving Ability

Practical problem solving ability (common sense thinking) measures the ability (1) to rely on practical, common sense thinking for identifying and solving problems, (2) to readily see crucial issues in complex, difficult and confusing situations, and (3) to see how to respond with good 'street sense' to attain practical results.

You have excellent practical, common sense ability. This key strength helps you see what is important and needs immediate attention, to identify problems and practical common sense ways for solving them and to see flaws in things and situations. Our research indicates that many individuals have this talent but either do not recognize it or do not rely on it. As a result, this strength may be a surprise to you and may not be recognized by you or by others who know you. The talent is yours, however, and is available for you to recognize and develop.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Keen Insight Into Others

You have a unique and powerful gift. You are a keenly perceptive individual who has an excellent capacity to see and appreciate the worth of others. You have the ability to see both the positive character potential and the potential character flaws in others. You have a genuine gift for identifying and valuing what makes each person unique and special. Moreover, you have the ability to evaluate and understand what is being said, to identify constructive alternatives, and to organize and plan an effective response. Your keen intuitive insight can guide you toward solutions to personal problems.

Your key strength is the ability to compare and evaluate crucial issues and to organize your thinking such that you are aware of what is needed to develop and maintain relationships. You may have difficulty trusting others when you cannot determine your risk. You may also have difficulty accepting others as they are. As a result, you may spend too much time and energy trying to determine the outcome of relationships.

Very Good Practical, Common Sense Thinking

We live our daily lives in a concrete world full of things, events, circumstances, problems, details. We mark time by the passage of events, the growth and deterioration of things, the importance of events and situations. We measure each other by our physical and material successes. Although we know that there is more to us than the physical, we are constantly aware of the need to live and survive in our concrete world.

You have a very good ability to be in touch with things and circumstances. You have the ability to see, understand and appreciate the functional, practical value of things, people, ideas and situations. You have the ability to function well in such activities as evaluating and analyzing, and for operational activities which involve doing, acting, and executing. You pay attention to your immediate circumstances and are sensitive to what needs to be done. Moreover, you are results, oriented focusing your time and energy on getting things done in a practical, common sense way.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Very Good Conceptual, Analytical Thinking Ability

Each morning when we get up, we believe that the sun will be in the sky and that the air we breathe will be available to us. This faith or belief factor gives meaning to our experiences. Meaning brings order to our experiences, gives us names and labels which we can use on a common basis, helps us anticipate where we will go, reinforces our beliefs and helps us form habits such that we do not have to experience each experience as totally new.

You have a very good ability for seeing and appreciating the need for order, structure and conceptual meaning. You have a keen appreciation for ideas, plans and strategies. You understand the importance of rules, norms and authority for helping us feel secure. You do tend, however, to be somewhat cautious and skeptical about rules, structured situations and 'black and white' thinking. You tend to be an individualist who will likely covertly or overtly challenge existing ways of thinking, rules, authority and norms for conduct, especially when you think they infringe on personal freedom.

Self Direction and Self Determination

The basic questions for all time are enduring 'Who am I?', 'What am I?' and 'What ought I to be?'. These three questions sum up our quest to be. We want to know that we have a purpose, that our lives have meaning. In fact, our research indicates that the strongest and most consistent motivating factor in all individuals is self direction and self purpose.

You are extremely fortunate to have a powerful combination of insight into inner ideals and a strong commitment to self direction, to the creation and fulfillment of your goals. This combination gives you the capacity to be very goal directed, capable of seeing goals and driving toward them with persistence. Your commitment to personal ideals gives you a sense of self excellence and perfection which can lead you to demand the best out of yourself and a strong moral code which instills a sense of responsibility for your conduct. Your persistence, however, can turn into insistence that your way is right regardless of circumstances.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Social, Role Confidence

Our research identifies three key sources for motivation needs, wants and expectations. Expectations define our goals, our sense of meaning and purpose. Needs define our total inner self, including everything from fulfillment to ambition. Our wants focus on what we are doing, what satisfies us, what gives us a sense of enjoyment and makes us feel that we fit into society. Wants then define our social and role self, what we are, and bring to one point in time, what we think we ought to be and who we ultimately are.

You have a good understanding and appreciation of your social and role image. You have a keen understanding of what is required from you. You feel confident about your ability to perform which gives you a sense of personal contribution, competence and satisfaction, a sense of comfort and belonging in the world around you, and a strong need to be recognized for your achievement and effort. You have the ability to see and pay attention to opportunities for development, but you may expect more from your job or more from yourself than is possible.

Dynamic, Positive Attitude Toward The World

Our research proves that all individuals have special talent and gifts which form the basis of their uniqueness and which can be developed and applied. Our experience also shows that most performance difficulties occur not because of lack of talent but from a lack of access to the talent. Many times individuals who succeed do not have the greatest talent. What these successful persons do have is the ability to utilize what talent they have. They believe that things can and will work out for them.

You are extremely fortunate to be one of those individuals who has a dynamic, positive overall attitude toward the world around you. Regardless of the difficulties that come your way, you believe that things can and will work out. Your trust and optimism gives you a sense of comfort in difficult situations and provides you the ability to bounce back and deal with stress, mistakes and failures.

Sales Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Too Much Attention To Social, Role Image And Expectations

How well you perform in your role or job and how you are seen by others is extremely important to you. In fact, you tend to define your self worth through your social image and your job performance. Your concern about how well you are performing and about social recognition can act as a source of confidence and strength. You tend, however, to become too concerned about how other people see you, to place too much emphasis on status and social image, and to overestimate either how much fulfillment you can attain through your achievements or your ability to perform.

You tend to see and value yourself only through your role and through what others think or say about you. As a result, you are likely to be too sensitive to what others think or say. You tend to be overconfident about your ability to perform and are likely to overlook your potential for mistakes, to not see your mistakes and errors, and to be too quick to take on tasks before you have realistically evaluated what you can do.

Cautious, Selective Attitudes Toward Others

You have respect and concern for the worth and individuality of each person; however, this concern will be shown discretely and can be couched in critical advice, impatience, and suspicion of the intentions of others. You tend to be too quick to judge others when they do not measure up to your standards and expectations. You tend to have doubts and questions about the intentions of others and to spend too much time and energy on why things cannot or will not work out. You tend to overlook or discount the needs, interests and concerns of others, especially if they are different from your way of thinking and acting.

Your strong sense of individualism can cause you to stubbornly insist that your way is right potentially leading you to overlook the value of other perspectives, ideas, and opinions. You tend to be hesitant or cautious in close, personal relationships until you are certain of the risk. Your tendency to be too quick to give advice may lead you to be frustrated when others do not readily see, accept and value your thinking.

Sales Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Individualistic, Potentially Reactive Thinking

The individualism and potentially inventive thinking which can function as a strength for you may interfere with your decision making. You can become so involved with immediate, crisis situations and with finding a way, covertly or overtly, to do things your own way that you develop a reactive, crisis way of thinking which leads to impatience, to frustration, and potentially to a 'chip on the shoulder' attitude things do not happen as you expect.

You can become so caught up with challenging existing ways of thinking and doing things that you do not take the time to think through all of the consequences of your decisions and actions. You tend to overtly or covertly question the authority of rules, norms and institutions, especially if you see them as ineffective or in the way. You will likely feel uncomfortable in rigidly controlled or structured environments and situations. Moreover, you tend to underestimate the need for taking the time to think and plan prior to making your decisions.

Inner Directed Focus In Your Thinking

Your ability to see and accept yourself is a unique gift which can function as a key strength. Your inner directedness, however, can also interfere with your decision making and with your ability to successfully apply your talent. The same inner focus which acts as a source of power can lead you to become impatient and frustrated with the world when your ideas and ways of thinking are not accepted or do not fit. You may be too quick to write off the accepted way of doing things, what others think, and even what objective evidence says if that evidence is different from what you believe is right.

When your thinking is in 'sync' with the rest of the world, you have the ability to push ahead of others who must deal with inner doubts and fears. However, when your thinking is different from or not accepted by the world, you may have difficulty getting things to work out as you expect. Moreover, this lack of fit can lead to stress and anxiety which may interfere with your day-to-day decisions.

Sales Assessment
VALUE STRUCTURE OVERVIEW
WORLD

EMPATHY
(CRYSTAL CLEAR)

You are a keenly perceptive individual who has an excellent capacity to make sound judgments about others. You are an intuitive, feeling person but you tend to relate in a cautiously discrete manner. Moreover, you are likely to open up more readily to those who meet your biases and expectations and can become overly critical of and impatient with others especially when they do not measure up.

PRACTICAL THINKING
(CLEAR)

You are a very pragmatic, results oriented person who has a very good capacity to see and appreciate practical, functional results. You have the ability to be a very good practical, results oriented thinker but can become too pragmatic and 'now' oriented in your thinking, paying too much attention to practical, functional results.

SYSTEM JUDGMENT
(CLEAR)

You are an individualist who will tend to overtly or covertly get things done in your own unique, creative and original way. Your individualism can generate an overly skeptical and cautious attitude which can lead to a 'chip on the shoulder' attitude when things do not work out as you expect. You may also become a reactive or retroactive thinker focusing on crises as they occur.

Sales Assessment
VALUE STRUCTURE OVERVIEW
SELF

SELF ESTEEM
(CRYSTAL CLEAR)

You have an excellent capacity for seeing and understanding your own inner self worth and unique individuality. You tend, however, to not give yourself enough credit, to measure yourself against your own idealistic and perfectionistic expectations or against the expectations of others. In either case, you are likely to blow up your imperfections and to be overly sensitive to what others think or say about you.

ROLE AWARENESS
(CLEAR)

You have a very good capacity to see and understand the importance of social/role image, of social status and recognition. You do, however, tend to pay too much attention to your social/role image and role responsibilities. As a result, you may overestimate either the importance of your social/role accomplishments and social image or potentially become overconfident, overestimating your ability to perform.

SELF DIRECTION
(CLEAR)

You are an extremely goal directed person who has a strong sense of commitment to inner ideals and principles, to what you think is right. You are a very persistent person who is likely to remain on target regardless of circumstances; however, this persistence can turn into insistence that your way is right regardless of circumstances and into a compulsive need to push ahead.

COMPOSITE ATTITUDE SURVEY

WORLD CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
EMPATHY (CRYSTAL CLEAR)	KEENLY PERCEPTIVE CAUTIOUSLY DISCRETE INTUITIVE			
PRACTICAL JUDGMENT (CLEAR)				PERCEPTIVE RESULTS ORIENTED CONCRETE ORGANIZER
SYSTEM JUDGMENT (CLEAR)		PERCEPTIVE INDIVIDUALISTIC CAUTIOUS SKEPTICAL REACTIVE		

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

SELF CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
SELF ESTEEM (CRYSTAL CLEAR)	KEENLY PERCEPTIVE FEELINGS OF INNER SELF DOUBT			
ROLE AWARENESS (CLEAR)			PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT	
SELF DIRECTION (CLEAR)				PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.

COMPOSITE ATTITUDE SURVEY

WORLD

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
EMPATHY	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY DISCRETE INTUITIVE
PRACTICAL JUDGMENT	CLEAR	OVERATTENTIVE TO THE CAPACITY	PERCEPTIVE RESULTS ORIENTED CONCRETE ORGANIZER
SYSTEM JUDGMENT	CLEAR	CAUTIOUS ABOUT THE CAPACITY	PERCEPTIVE INDIVIDUALISTIC CAUTIOUS SKEPTICAL REACTIVE

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

SELF

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
SELF ESTEEM	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE FEELINGS OF INNER SELF DOUBT
ROLE AWARENESS	CLEAR	ATTENTIVE TO THE CAPACITY	PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT
SELF DIRECTION	CLEAR	OVERATTENTIVE TO THE CAPACITY	PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
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