

# *Spann & Associates*

## **Sales Synopsis**

**Prepared for:**

*Demo Sample*

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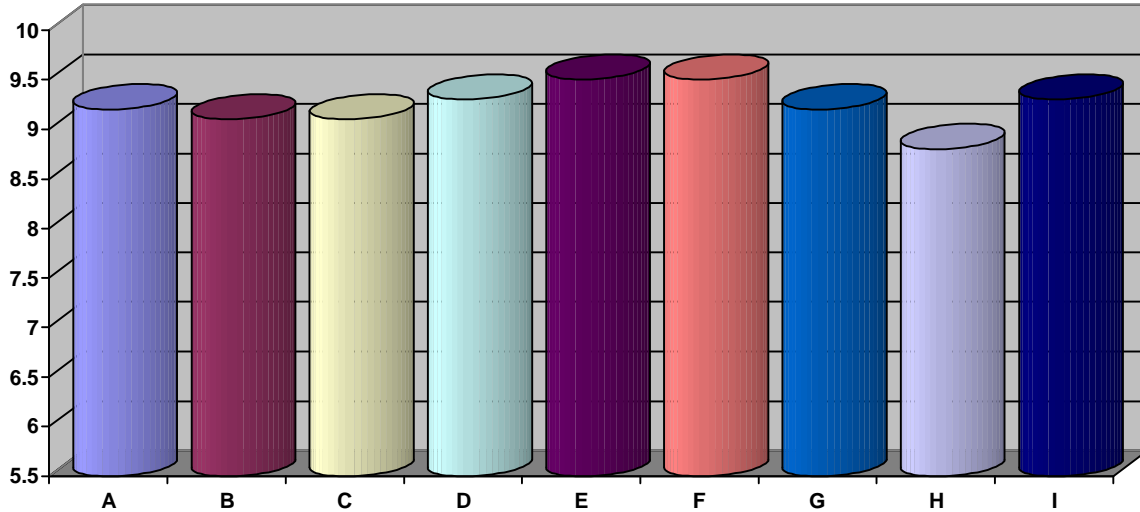
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## Sales Synopsis

### OVERVIEW GRAPH



<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>6.0 to 8.29</b>

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

## Sales Synopsis 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 Synopsis**  
**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 Synopsis**  
**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 Synopsis**

### **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 Synopsis**  
**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 Synopsis**

### **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 Synopsis**  
**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.

**Attention To Policies And Procedures:**

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

**Doing Things Right:**

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

**Meeting Deadlines And Schedules:**

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

## **Sales Synopsis 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 Synopsis**

### **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.

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## **Sales Synopsis**

### **PRIMARY STRENGTH COMMENTS**

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**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.

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## **Sales Synopsis**

### **PRIMARY STRENGTH COMMENTS**

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#### **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.

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***Sales Synopsis***  
**PRIMARY STRENGTH COMMENTS**

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**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.

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## **Sales Synopsis**

### **SECONDARY STRENGTH COMMENTS**

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#### **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.

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## **Sales Synopsis**

### **SECONDARY STRENGTH COMMENTS**

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#### **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.

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## **Sales Synopsis**

### **SECONDARY STRENGTH COMMENTS**

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**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.

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## **Sales Synopsis**

### **SECONDARY STRENGTH COMMENTS**

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#### **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.

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**Sales Synopsis**  
**SECONDARY STRENGTH COMMENTS**

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**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.

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## **Sales Synopsis**

### **SECONDARY DEVELOPMENT COMMENTS**

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#### **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.

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***Sales Synopsis***  
**PRIMARY DEVELOPMENT COMMENTS**

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**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.