

Spann & Associates

Sales Synopsis

Prepared for:

Demonstration Samples

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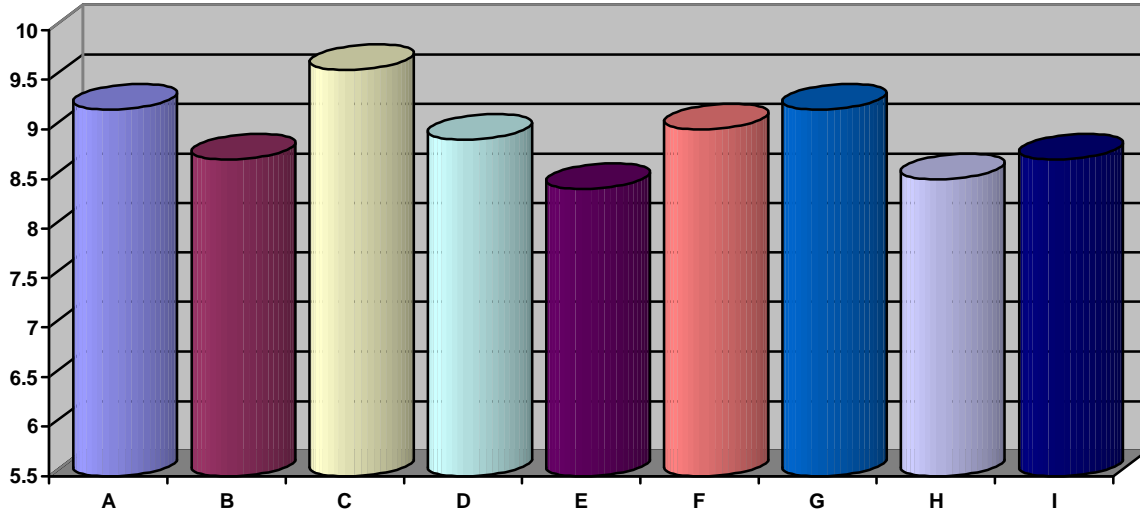
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Sales Synopsis

OVERVIEW GRAPH

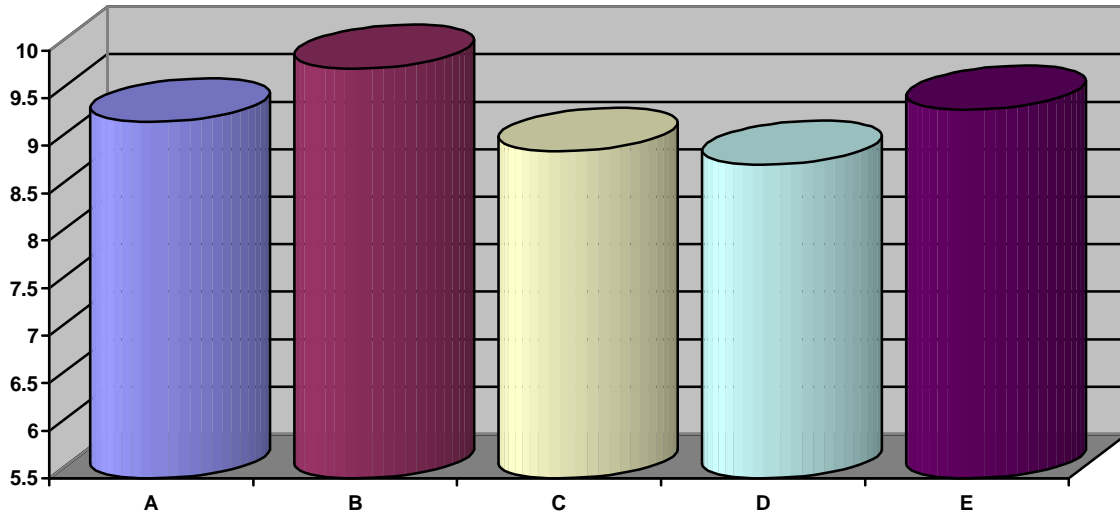


Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Empathy (Secondary Strength) — The ability to see, understand and relate with others.
B) Practical Ability (Secondary Development) — The ability to see and understand what needs to be done in common sense ways.
C) Organizational Ability (Primary 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 (Secondary Development) — The ability to get things done without the need for constant supervision.
F) Achievement Drive (Secondary 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 Development) — The ability to direct one's energy with a sense of purpose and direction.

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EMPATHY



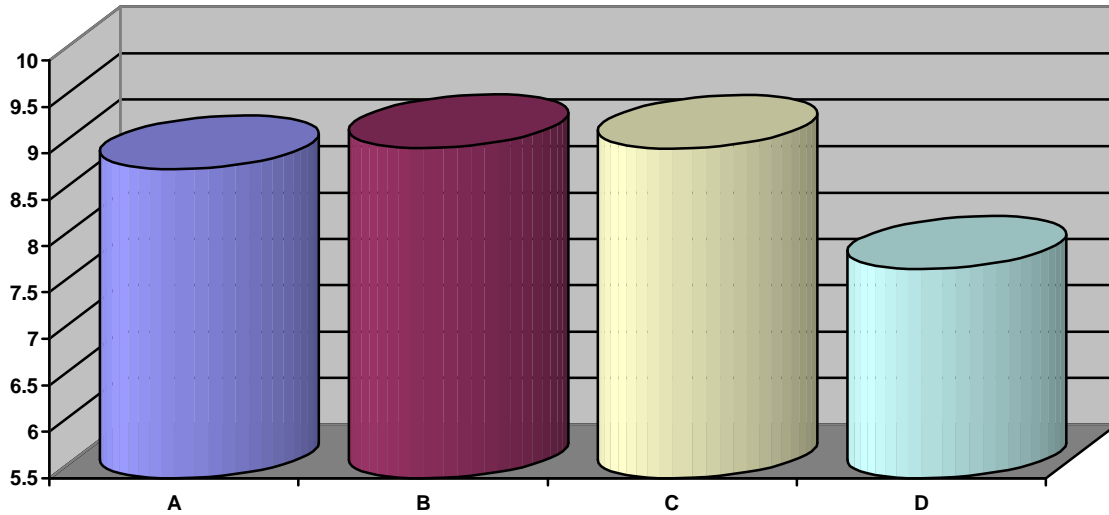
EMPATHY: The ability to see and appreciate the value of others, to see and understand the viewpoint of others, to appreciate the needs and interests of others and the ability to utilize one's knowledge and understanding of others to relate and communicate effectively.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

- A) Intuitive Insight (Secondary Strength)** — The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.
- B) Attitude Toward Others (Primary Strength)** — 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.
- C) Evaluating Others (Secondary Strength)** — The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.
- D) Persuading Others (Secondary Development)** — The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.
- E) Relating With Others (Secondary Strength)** — 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.

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PRACTICAL THINKING ABILITY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Common Sense (Secondary Development) — The ability to readily understand what is happening and solve problems in practical, concrete ways.

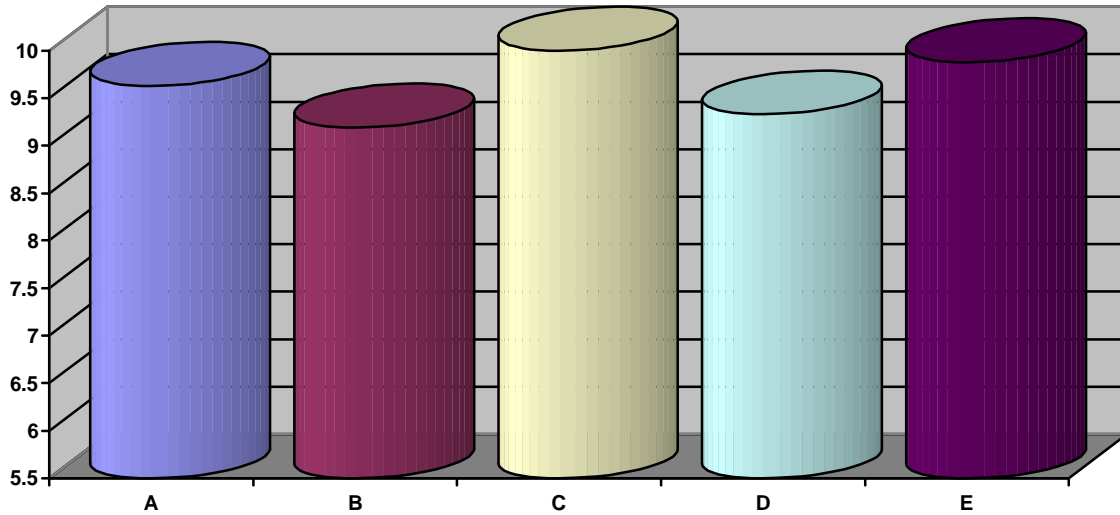
B) Evaluating What To Do (Secondary Strength) — The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

C) Sense Of Timing (Secondary Strength) — This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

D) Appreciation Of Things (Primary Development) — The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

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ORGANIZATIONAL ABILITY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Realistic Goal Setting (Primary Strength) — The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.

B) Short Range Planning (Secondary Strength) — The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.

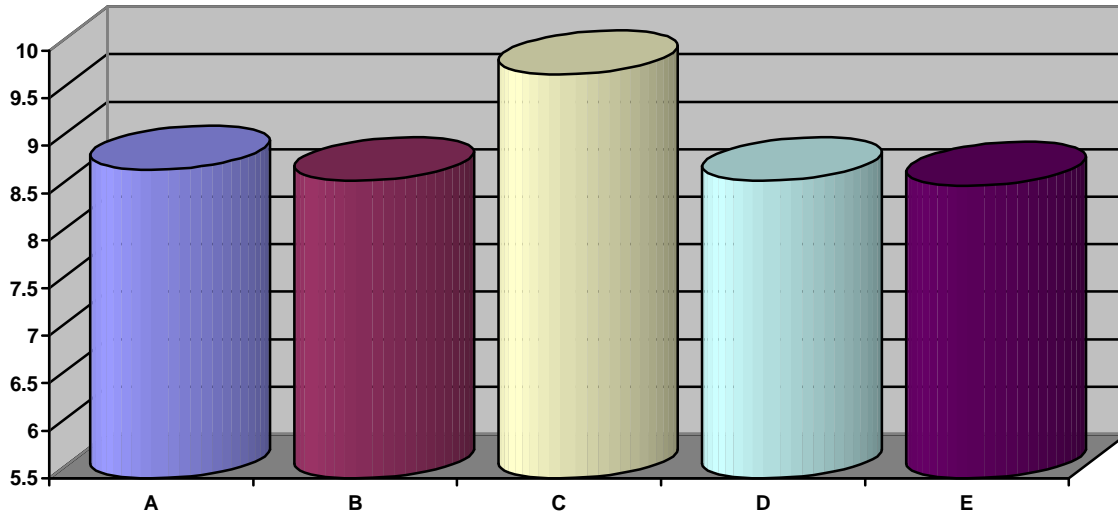
C) Long Range Planning (Primary Strength) — The ability to see long range goals and to design plans and strategies for attaining these goals.

D) Concrete Organization (Secondary Strength) — The ability to see the immediate, concrete needs of a situation and to set an action plan for meeting these needs.

E) Conceptual Organization (Primary Strength) — The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

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HANDLING REJECTION



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Esteem (Secondary Development) — 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.

B) Self Assessment (Secondary Development) — 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.

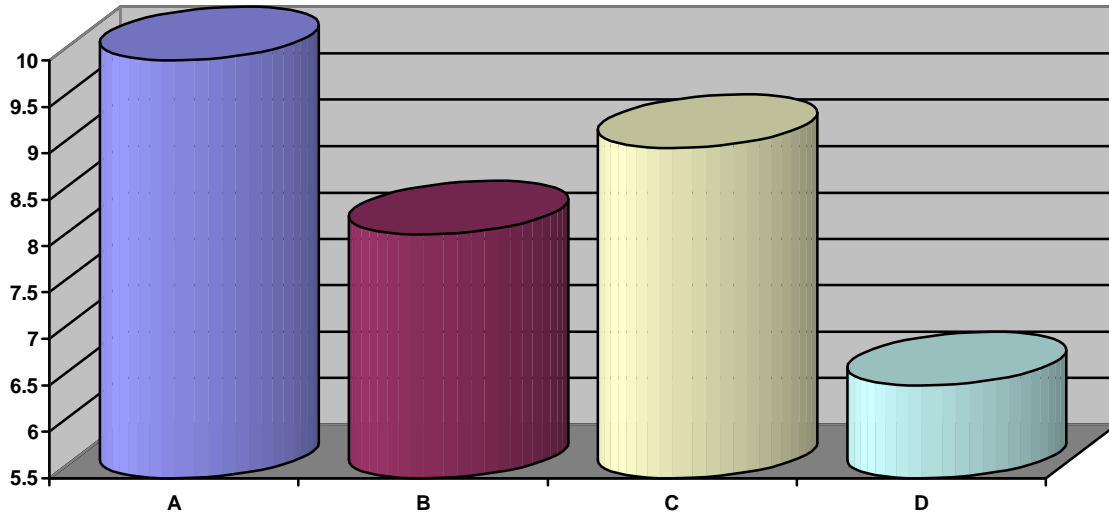
C) Self Confidence (Primary Strength) — The ability to develop and maintain inner strength based on the belief that one will succeed.

D) Self Control (Secondary Development) — The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

E) Sensitivity To Others (Secondary Development) — 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.

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SELF STARTING ABILITY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Persistence (Primary Strength) — The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

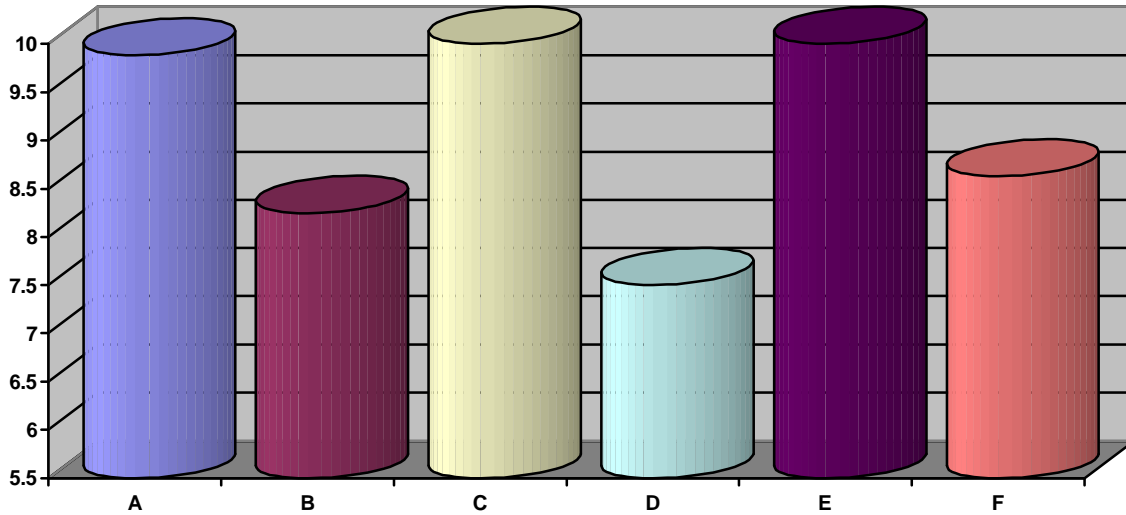
B) Consistency (Primary Development) — The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

C) Initiative (Secondary Strength) — The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.

D) Role Satisfaction (Primary Development) — The ability to feel that one's social/role function is both fulfilling and rewarding, that what one is doing has a useful benefit.

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ACHIEVEMENT DRIVE



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Goal Directedness (Primary Strength) — 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.

B) Results Oriented (Primary Development) — Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

C) Need To Achieve (Primary Strength) — Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

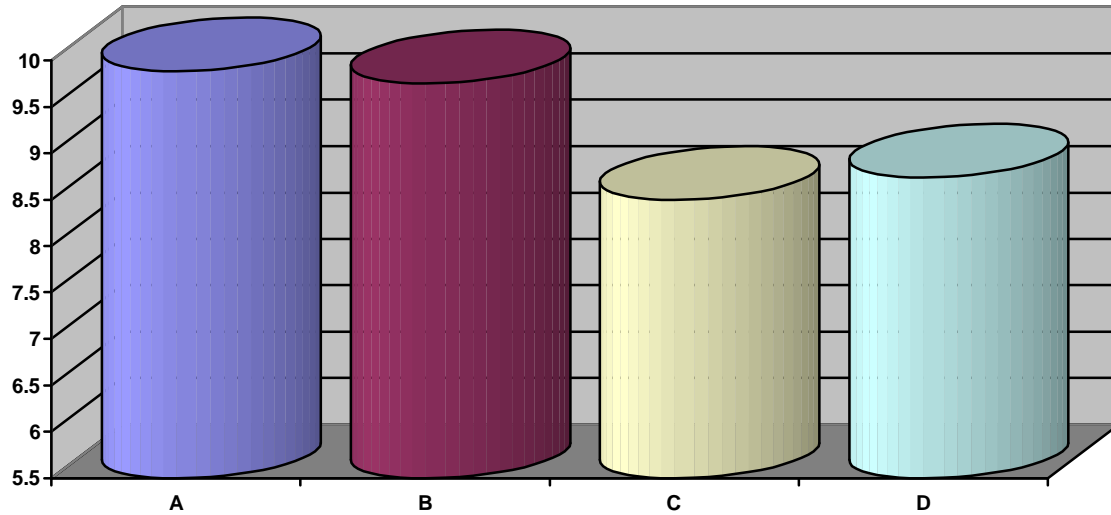
D) Social Recognition (Primary Development) — The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

E) Self Attitude (Primary Strength) — Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

F) Ambition (Secondary Development) — 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.

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DISCIPLINE FOR SELLING



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Meeting Established Standards (Primary Strength) — This component measures one's respect for and conformity to established norms and principles.

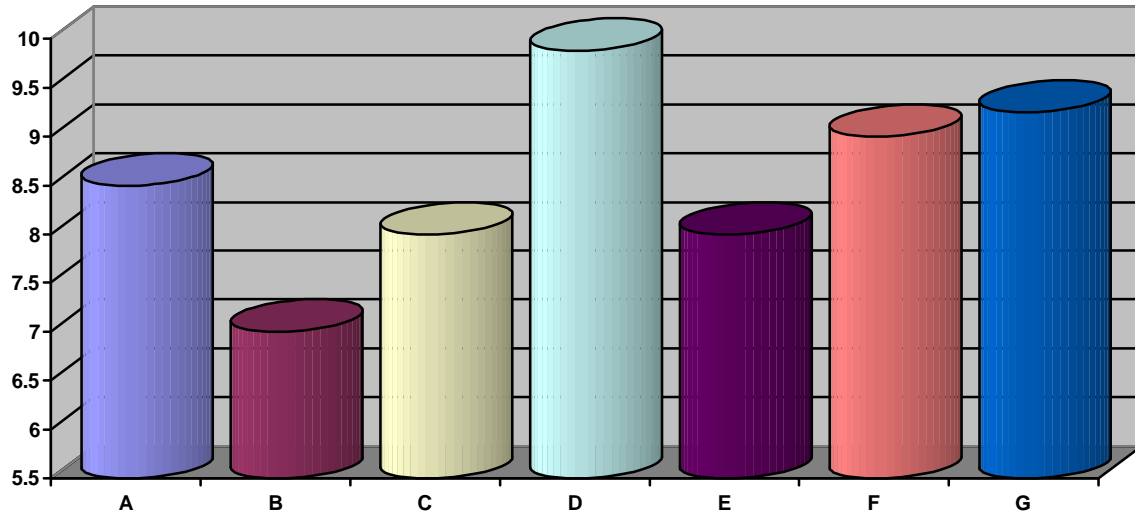
B) Doing Things Right (Primary Strength) — This component measures one's insistence on doing things right.

C) Attention To Policies And Procedures (Secondary Development) — This component measures one's sense of respect for and commitment to organizational policies and procedures.

D) Meeting Deadlines And Schedules (Secondary Development) — This component measures one's attention to and urgency to meet schedules and deadlines.

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STRESS FACTORS



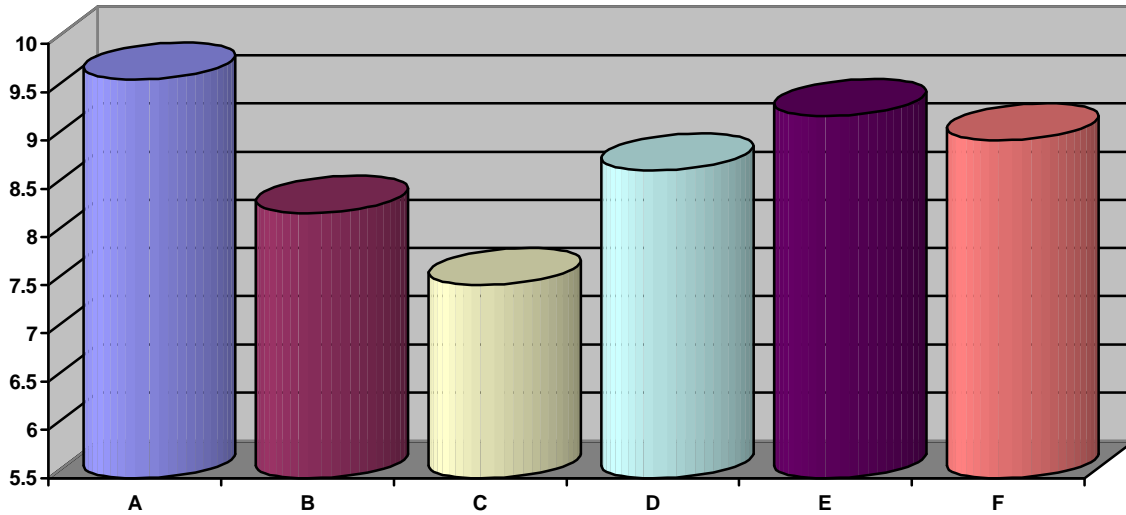
STRESS FACTORS: This capacity measures different types of anxieties and frustrations, the degree or level of anxiety and stress and the effect of the stress levels on an individual.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Sufficiency (Secondary Development) — This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.
B) Role Frustration (Primary Development) — This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.
C) Goal Frustration (Primary Development) — This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.
D) Flexibility (Primary Strength) — This capacity measures the effect of rigid self views and the imposition of these views on others.
E) Handling Despair (Primary Development) — This capacity measures the anxiety and frustration which results when things do not go as expected.
F) Attitude Index (Secondary Strength) — This capacity measures the anxiety which results from negative, depressive attitudes.
G) Health Tension Index (Secondary Strength) — This capacity measures how well an individual can balance and manage anxiety, despair and depressive, attitudes.

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SOURCES OF MOTIVATION



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Service (Primary Strength) — This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

B) Money, Material Things (Primary Development) — This capacity measures the degree to which money and material wealth are important to an individual.

C) Status, Recognition (Primary Development) — This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

D) Personal Development (Secondary Development) — This capacity measures the importance of a well designed plan for one's career development.

E) Sense Of Mission (Secondary Strength) — This capacity measures the degree of commitment to personal ideals, goals and principles.

F) Sense Of Belonging (Secondary Strength) — 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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PRIMARY STRENGTH COMMENTS

Attitude Toward Others: (Empathy)

You have a very dynamic, optimistic attitude toward others which gives you the ability to see and understand their positive potential, to be concerned about and attentive to their needs and interests, and to be open and available to them.

Appreciation of Things: (Practical Ability)

You can see and understand the practical, pragmatic value of things, social status and image, and money. You may, however, not spend the time and energy necessary to maintain things, to preserve money or to develop status and image.

Long Range Planning: (Organizational Ability)

You have a strong combination of attentiveness to conceptual and analytical thinking and planning as well as a very well developed capacity to see and understand how to set long range objectives and plans. You are likely to build your actions around the translation of strategic issues into specific long term plans.

Conceptual Organization: (Organizational Ability)

You have a very strong need for planning and organizing things according to a preorganized plan or strategy. This need combined with your capacity for conceptual and analytical thinking and planning builds the ability to see and focus your energy on conceptual organization.

Self Confidence: (Ability To Handle Rejection)

Even though you are feeling uncertain and extremely frustrated in your social/role environment. You can use this opportunity to identify new opportunities for development. Stop, look and listen to opportunities around you before you are look for greener pastures.

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.

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PRIMARY STRENGTH COMMENTS

Goal Directedness: (Drive)

Your self perfectionism and idealism combined with keen appreciation for structured, analytical thinking generates strong drive toward your personal goals and objectives and commitment to the goals and objectives which you adopt from organizational or other sources.

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.

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.

Meeting Established Standards: (Discipline For Selling)

Your strong sense of perfectionism generates attention to making certain that things are done right. As a result, you have a keen appreciation of the need for standards and norms as well as a willingness to make certain that standards and preorganized strategies and expectations are met.

Doing Things Right: (Discipline For Selling)

You are a perfectionistic thinker who pays attention to making certain that things are done right. As a result, you are likely to spend time and energy developing respect for accepted standards and ways of getting things done.

Flexibility, Adaptability: (Stress Factors)

You have a strong sense of personal commitment to what you believe is right. You also have the ability to redirect your energy and direction when you discover that what you are doing is not working and to see and accept your mistakes and use them as opportunities for pushing ahead.

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PRIMARY STRENGTH COMMENTS

Service: (Motivators)

You not only have the ability to see and accept the needs and interests of others but you also are extremely concerned about making certain that the personal needs and concerns of others are fulfilled. As a result, you are likely to be highly motivated by activities which give you an opportunity to help others.

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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, and to understand what will motivate them to perform and fit in. You are willing to spend the time and energy necessary to develop team synergy and team commitment.

Relating With Others: (Empathy)

You have the ability to develop personal relationships without losing perspective and becoming too involved. You have the capacity to see both the positive contribution and the potential for mistakes in each person. Moreover, you see and appreciate their point of view and how it fits within your goals and objectives.

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)

You tend to see the world as it ought to be rather than as it is and your perfectionism can cause you to be out of sync such that your sense of time and timing is too idealistic. Seek advice from others to help you stay in touch with what is happening in your environment.

Short Range Planning: (Organizational Ability)

You tend to be idealistic and perfectionistic in your thinking, focusing on organizing and structuring things according to a preorganized plan or strategy. As a result, planning for short term results is necessary to guarantee that things will happen effectively and efficiently.

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SECONDARY STRENGTH COMMENTS

Concrete Organization: (Organizational Ability)

A combination of your need for things to work according to preset plans and strategies and your capacity for conceptual thinking and planning gives you the ability to develop a plan for organizing your current environment and the willingness to spend the time and energy carrying out organizational tasks.

Initiative: (Self Starting Ability)

You have the ability to identify those goals, ideals, actions and activities which not only give your life a sense of meaning and purpose but also provide you a sense of urgency to act. You are currently in social/role transition uncertain about which social/role image is best and this indecisiveness can lead you to delay your decisions.

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.

Health Tension Index: (Stress Factors)

You have a unique combination of clear personal identity and an excellent sense of balance in your life. You also have the ability to see and accept not only your personal successes and but also the successes and mistakes which happen in the world in a realistic way. You will likely maintain your belief that things will work for the best.

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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SECONDARY DEVELOPMENT COMMENTS

Persuading Others: (Empathy)

Your tendency to become too personally involved can lead you to feel such a strong need to be liked and accepted that buying signals are overlooked and more time and energy is spent on personal issues which are distracting. You may also talk price too soon and have difficulty handling objections.

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

You need to develop a more balanced view of practical, common sense thinking such that you do not feel the need to reinvent things and see from a different perspective. Seek feedback to make certain that you are paying attention to crucial issues.

Self Esteem: (Ability To Handle Rejection)

You are currently depreciating your own inner worth, measuring yourself against ideals and expectations and blowing up your imperfections. As a result, you may have difficulty keeping control and promise more than can be delivered or more than is necessary.

Self Assessment: (Ability To Handle Rejection)

You may have difficulty clearly and realistically assessing your strengths and limitations. As a result, you may bite off more than you can chew, overlook your own potential for mistakes and have difficulty maintaining consistent confidence in your ability to perform.

Self Control: (Ability To Handle Rejection)

You do not always maintain a sense of balance in your ability to identify and respond to problems, potentially leading you to react impulsively in stressful situations. You may spend too much time and energy on unnecessary problems, talk price too soon and become too impatient in the close.

Sensitivity To Others: (Ability To Handle Rejection)

You are extremely concerned about meeting the needs and interests of prospects and clients and as a result can become overly sensitive about what others think or say. As a result you may have difficulty handling objections and dealing with difficult closing situations.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

Ambition: (Drive)

You have a perfectionistic attitude toward yourself which can restrict your options for decision and action and lead you to hesitate until you believe the perfect conditions exist. As a result, you may unnecessarily delay deciding when you see buying signals.

Attention To Policies And Procedures: (Discipline For Selling)

Your perfectionistic need for order and structure can lead you to dogmatically insist on obeying rules, policies and procedures to the letter of the law and without exception. Make certain that your zeal for conformity does not interfere with common sense and the natural flow of circumstances which are not always predictable.

Meeting Schedules And Deadlines: (Discipline For Selling)

You have a strong sense of perfection and idealism which can lead you to very perfectionistic and insistent attitudes toward your schedules and time tables. Rely on your common sense to keep an open, flexible attitude toward getting things done on time.

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.

Personal Development: (Motivation)

You tend to be uncertain about which course of action is best for you and about what strategies, plans, and goals will provide a sense of accomplishment and fulfillment. As a result, you are likely to delay decisions that would keep you on track, even when you believe your direction is right.

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PRIMARY DEVELOPMENT COMMENTS

Appreciation of Things: (Practical Ability)

Your compulsion for seeing things in an unconventional and possibly creative manner can cause you to overlook concrete, practical values, flaws in things and concrete detail. Build a reminder system to help maintain a sense of balance and seek feedback to test the relevance and practicality of your inventiveness.

Consistency: (Self Starting Ability)

A combination of a compulsive need to push ahead and a feeling of frustration and dissatisfaction about your current circumstances can lead to inconsistencies in your decisions and actions potentially leading you to shift from demanding too much to demanding too little of yourself.

Role Satisfaction: (Self Starting Ability)

You are currently in social/role transition uncertain about what you want to do and feeling frustrated and dissatisfied about your current circumstances. Your uncertainty can lead you to impulsive decisions or actions and can cause you to either over estimate or under estimate your ability to perform.

Results Oriented: (Drive)

Your unconventional, individualistic and inventive common sense, practical thinking can cause you to be inconsistently driven by the need to create results generating a compulsion to see and do things from a new or different perspective and can interfere with your ability to get things done.

Social Recognition: (Drive)

You are in social/role transition feeling frustrated and uncertain about what you want to do. As a result of this transition, your decisions and actions can be inconsistent. You may overlook potential in your immediate environment, focusing instead on the past or on an ideal expectation.

Role Frustration: (Stress Index)

You are currently in social/role transition. You are uncertain about what type of social/role accomplishments will make you feel comfortable. You are likely to feel anxiety, frustration and despair. Seek feedback to identify the source of your anxiety and uncertainty and to identify opportunities for action.

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PRIMARY DEVELOPMENT COMMENTS

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.

Despair Index: (Stress Index)

Your overall attitude tends to be somewhat cautious and skeptical leading to anxiety and frustration, especially when things do not work out as you expect. Spend time and energy evaluating your accomplishments and developing opportunities for development in your life.

Money, Material Things (Motivation)

Your unconventional, individualistic practical thinking can lead you to inconsistent attitudes toward money and material things. You tend to shift from valuing money as an important motivator to discounting the importance of money and material things.

Social Recognition: (Motivation)

You are currently in social/role transition leaving you uncertain about what type of social/role image will make you feel comfortable and motivate you consistently to action. As a result, you are likely to shift from compulsive attention to social and role activities to delays and hesitation.