

# Axiometrics™

## Sales Employability Guide

Prepared for:  
Demo Sample



AXIOMETRICS™  
Partners

Tel: 0845 024 0440  
Email: [value@axiometricspartners.com](mailto:value@axiometricspartners.com)  
[www.axiometricspartners.com](http://www.axiometricspartners.com)

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## BACKGROUND TO AXIOMETRICS™

Every person in the world is unique. We all have certain innate or inborn skills and aptitudes but we also develop different attitudes, beliefs, likes, dislikes, prejudices, and biases. These are our values, and our values affect our thinking. In turn, our thinking influences how we make decisions, solve problems, process information, and ultimately, how we behave.

Each one of us has strengths that belong uniquely to us along with blocks that can interfere with our ability to use our strengths. Our challenge and opportunity in life is to translate our strengths into talent and to find ways to use our talent. We have researched high and low performers in many companies. What we find is that talent does not guarantee success but it can certainly help. What we also find is that people who are successful are good at being themselves while knowing what their strengths and blocks are and how to manage them.

Axiometrics™ is a scientific, objective, and reliable way of measuring our ability to value. It identifies our unique strengths and the blocks that may be interfering with our areas of strength. In other words, it tells us "why" we do what we do.

### How will the Axiometrics™ Employability Guide help you?

The Employability Guide identifies your job related strengths and development areas. It highlights your attitudes, your problem solving ability, your self-image, and what motivates you.

You can use it to prepare yourself for interviews and work. It not only identifies your thinking talent and how it will benefit an employer but it will tell you what may trip you up so you can work to improve it. The Employability Guide provides you with an in-depth insight into your thinking and decision making ability. Importantly, the guide will identify not only your strengths, but the areas where your thinking and decision making is vulnerable. It will examine the level of risk this poses to you in specific situations and circumstances, will indicate the potential effects on you, and will highlight the areas you may need to focus on.

The guide includes in-depth questions and comments that an interviewer might like to explore with you based on your report. This provides you with an opportunity to answer questions about your levels of risk and consider how to address them so that you can improve your prospects of employment.

You will see that the report contains codes against the different areas of risk - e.g. MGT-4B. Should you want to work with a coach on any of these areas, the codes will help us meet your specific needs.

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## SUMMARY OF STRENGTHS AND VULNERABILITIES AFFECTING PERFORMANCE

The overview below indicates the effect of how you think, make decisions, process information and take actions on your performance. Key areas that are highlighted in this section include Attitudes, Problem Solving, Self Image, Motivators, and Stressors. In some instances, you may notice that a key area is not listed. This simply indicates that your value talent measurements are not significantly affecting that area.

### ATTITUDES:

- Individualist, covertly does things their own way
- Optimistic about self and world
- Optimistic, positive attitude toward others
- Cautious, hesitant attitude toward getting things done

### PROBLEM SOLVING:

- Practical Problem Solver
- Good intuitive insights, 'gut instincts'
- Excellent, analytical, conceptual thinking and organizing

### SELF IMAGE:

- Doubts and questions about the future
- No fear of failure or success
- May not see their mistakes

### MOTIVATORS:

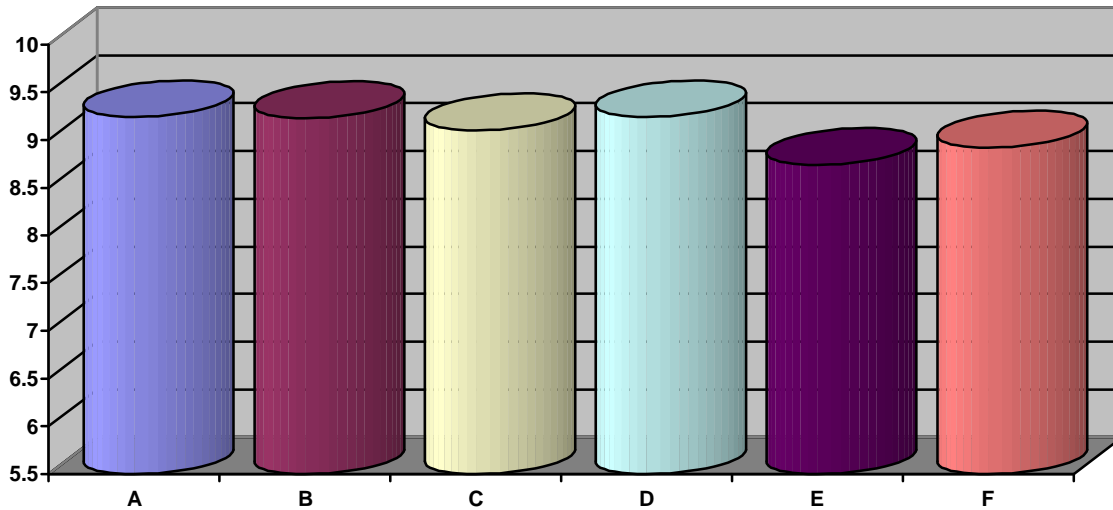
- Status, recognition

### STRESSORS:

- Anxiety about how others see and value them

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## GLOBAL GRAPH



Everyone is unique and will demonstrate a range of strengths as well as levels of risk. The table below explains what the levels of risk mean.

Low Risk - Excellent ability to utilize the capacity and translate the talent into decisions; reduces the potential for errors and mistakes.	8.8 to 10.0
Situational Risk - Very good ability to utilize the capacity especially in well-defined areas; however, there are specific situations that can interfere with the translation into decisions.	8.5 to 8.79
Conditional Risk - Limited access to the capacity indicating actual conditions that will increase the potential for mistakes and errors and restrict the transfer into decisions.	8.2 to 8.49
Real Risk - Restricted access to the capacity indicating the ability is consistently unavailable and individuals are subject to mistakes and errors in judgment.	6.0 to 8.19

The Global Graph gives you an overview of your strengths and your levels of risk, i.e. the areas in which you may be vulnerable and may need to focus. The table below provides you with an explanation for each of the lettered columns in the graph.

A) Empathy (Low Risk) - Measures the ability to see, understand, and relate with others.
B) Handling Rejection (Low Risk) - Measures the ability to maintain a sense of inner self worth.
C) Achievement Drive (Low Risk) - Measures the ability to have a strong desire to push ahead and to achieve desired results.
D) Self Starting Ability (Low Risk) - Measures the ability to get things done without the need for constant supervision.
E) Motivation Index (Conditional Risk) - Measures the ability to direct one's energy with a sense of purpose and direction.
F) Discipline For Selling (Situational Risk) - Measures the ability to work within guidelines, schedules policies and procedures to get things done.

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## PRIORITISED CORE STRENGTHS

1) Self Attitude: (Achievement Drive)-Low Risk

Driven by a strong sense of personal optimism, a belief that the best can and will happen.

2) Attitude Toward Others: (Empathy)-Low Risk

Positive, open attitude toward prospect and client needs and concerns.

3) Self Confidence: (Ability To Handle Rejection)-Low Risk

Strong sense of confidence in social and role image and attention to the importance of status and recognition.

4) Social Recognition: (Achievement Drive)-Low Risk

Driven by the need to attain social and role recognition as well as social power.

5) Role Satisfaction: (Self Starting Ability)-Low Risk

A strong and realistic confidence about one's ability to perform to potential.

6) Service: (Motivation)-Low Risk

Motivated by a strong desire to help others and meet their needs and concerns.

7) Social Recognition: (Motivation)-Low Risk

Highly motivated by a desire to receive social and role recognition, status, and attention.

8) Relating With Others: (Empathy)-Low Risk

The ability to develop discriminating, discrete relationships treating prospects and clients in a professional manner.

9) Initiative: (Self Starting Ability)-Low Risk

The ability to feel an urgency to push ahead even though there is uncertainty and indecisiveness about the future.

## PRIORITISED DEVELOPMENT COMMENTS

1) Sense Of Mission: (Motivation Index)-Real Risk/SLS-29B

Uncertainty and indecision about the future can generate a lack of attention to personal goals.

2) Need To Achieve: (Achievement Drive)-Conditional Risk/SLS-13A

Lack of attention to inner self worth can lead to push too hard to get things done and to an over commitment of energies.

3) Sense Of Belonging: (Motivation Index)-Conditional Risk/SLS-30B

Doubts and questions about inner self worth can generate too much concern about what others expect, think and say.

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## PREPARING FOR INTERVIEW

Imagine you are preparing for an interview with a potential employer. Your profile has given you a lot of information about your strengths and where you have excellent and very high potential. It has also identified your development areas.

The following section focuses specifically on areas which have been highlighted as being of potential risk. If the person interviewing you had access to your report, they would want to ask you questions about these risks and explore whether they are a barrier to employing you.

Read the statements carefully and prepare answers that address each potential concern. It is always helpful if you can give specific examples that demonstrate you are aware of these risks and how you can – or occasions when you have - overcome them.

Prepare a response so you are ready for the question, "What do you know about this company?" Know the interviewer's name and use it during the job interview. If you're not sure of the name, call and ask prior to the interview. Try to relate what you know about the company when answering questions.

### Get Ready

Make sure your interview attire is neat, tidy and appropriate for the type of firm you are interviewing with. Bring a nice portfolio with copies of your CV. Include a pen and paper for note taking. Be on time for the interview. On time means five to ten minutes early. If need be, take some time to drive to the interview location ahead of time so you know exactly where you are going and how long it will take to get there.

### Stay Calm

During the job interview try to relax and stay as calm possible. Take a moment to regroup. Maintain eye contact with the interviewer. Listen to the entire question before you answer and pay attention - you will be embarrassed if you forget the question!

### Show What You Know

Try to relate what you know about the company when answering questions. When discussing your accomplishments match them to what the company is looking for.

### Follow Up

Always follow-up with a thank you note reiterating your interest in the position. If you interview with multiple people send each one a personal thank you note. Send your thank you note (email is fine) within 24 hours of your interview.

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## PRIORITISED INTERVIEW NOTES

### 1) Sense Of Mission: (Motivation Index)-Real Risk/SLS-29B

Currently they are in transition about their future direction, uncertain about what is best and indecisive about what to do. Remember that they are searching for meaning and purpose. Make certain that you do not hype them such that your drive and energy becomes theirs. Interview them to discover the priorities and values that can drive them.

### 2) Need To Achieve: (Achievement Drive)-Conditional Risk/SLS-13A

Tendency to not give themselves enough credit and to blow up their imperfections and mistakes can lead them to be too concerned about what others think, to talk price too soon, to avoid touch closing issues or close too soon. In a mock interview, be aggressive, use distractions, objections, and criticisms to test their ability to stay focused.

### 3) Sense of Belonging: (Motivation Index)-Conditional Risk/SLS-30B

Tendency to self depreciate and to blow up inadequacies and mistakes can lead them to become too sensitive about what others think or say, to have difficulty seeing mistakes as opportunities for learning and to have difficulty staying on track in difficult situations. Remember that their doubts can turn into unrealistic fears that can inhibit their actions.

You will see that the report contains codes against the different areas of risk - e.g. MGT-4B. Should you want to work with a coach on any of these areas, the codes will help us meet your specific needs.

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SALES CAPACITIES - Chart 1

Capacity	Low Risk	Situational Risk	Conditional Risk	Real Risk
Empathy				
- Intuitive Insight	ü			
- Attitude Toward Others	ü			
- Evaluating Others	ü			
- Persuading Others		ü		
- Relating With Others	ü			
Handling Rejection				
- Self Esteem	ü			
- Self Assessment	ü			
- Self Confidence	ü			
- Self Control		ü		
- Sensitivity To Others	ü			
Achievement Drive				
- Goal Directedness			ü	
- Results Oriented			ü	
- Need To Achieve			ü	
- Social Recognition	ü			
- Self Attitude	ü			
- Ambition	ü			



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SALES CAPACITIES - Chart 2

Capacity	Low Risk	Situational Risk	Conditional Risk	Real Risk
Self Starting Ability				
- Persistence		ü		
- Consistency	ü			
- Initiative	ü			
- Role Satisfaction	ü			
Motivation Index				
- Service	ü			
- Money And Material Things			ü	
- Status And Social Self Recognition	ü			
- Personal Development	ü			
- Sense Of Mission				ü
- Sense Of Belonging			ü	
Discipline For Selling				
- Meeting established standards	ü			
- Doing Things right			ü	
- Attention To Policies and Procedures			ü	
- Meeting schedules and deadlines		ü		

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## REFLECTION ON FINDINGS

What key strengths highlighted in the report surprised you?  
What key development areas surprised you?  
Who will you share the findings with (someone who knows you well)?

A: I know the kind of roles I want

In the roles you are thinking of, how will these strengths help you?  
What examples do you have of where you have demonstrated these strengths?  
    What was the situation?  
    What action did you take?  
    What was the outcome of your actions?

Action Planning

In the roles you are looking at, what key development areas do you need to address?  
What options do you have to help you address these?  
What could you do?  
Who could give you useful feedback on these areas?

What goals do you need to set yourself to put you in a better position to get the role you want?  
What timescales do you need to set yourself to achieve these?

B: I don't know what the right role is for me

What roles are you aware of where these strengths would be useful?  
If you don't know, who could you talk to; how could you find out?  
What examples do you have of where you have demonstrated these strengths?  
    What was the situation?  
    What action did you take?  
    What was the outcome of your actions?

Action Planning

What key development areas do you need to address that would be essential for most roles?  
What options do you have to help you address these?  
What could you do?  
Who could give you useful feedback on these areas?

What goals do you need to set yourself to put you in a better position to define and get the role you want?  
What timescales do you need to set yourself to achieve these?

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## STRATEGY FOR PERSONAL DEVELOPMENT

The following model for strategy building is organized around five key steps:

1. Choose A Place To Begin
2. Set Priorities
3. Design A Path For Change
4. Make An Action Plan
5. Put The Plan To Work

### STEP 1. CHOOSE A PLACE TO BEGIN

The first step is the most critical. It represents the commitment to live with purpose, to be dedicated and disciplined to work toward the goals that you set for yourself, and the willingness to define yourself in terms of your purpose.

Now that you've made the commitment, use the chart below as a tool for defining the remaining steps.

<p><b>STEP 2. SET PRIORITIES</b></p> <ul style="list-style-type: none"> <li>• Decide What Is Important</li> <li>• Make Up Your Mind What You Want</li> <li>• Decide What You Are Willing To Do Or Give For What You Want</li> </ul>	<p><b>STEP 3. DESIGN A PATH FOR CHANGE</b></p> <ul style="list-style-type: none"> <li>• Look At The Big Picture</li> <li>• Find Out What You Need To Do To Accomplish Your Goal</li> <li>• Make Certain That You Start Something You Can Finish</li> </ul>
<p><b>STEP 4. MAKE AN ACTION PLAN</b></p> <ul style="list-style-type: none"> <li>• Set Concrete Goals</li> <li>• Set A Time Table For Action Which You Are Willing To Follow</li> <li>• Create Alternatives And Options For Those Times When Things Don't Work Out</li> </ul>	<p><b>STEP 5. PUT THE PLAN TO WORK</b></p> <ul style="list-style-type: none"> <li>• Build By Taking One Step At A Time</li> <li>• Keep Your Sights Set On Where You Are Heading</li> <li>• Be Persistent But Know When To Fold</li> </ul>

Remember That There Are Always New Beginnings

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## ACTION PLAN

Development Area	Development Objective	Action Steps	Progress Success Measures	Target Completion Date
1) Sense Of Mission: (Motivation Index)- Real Risk/SLS-29B				
2) Need To Achieve: (Achievement Drive)-Conditional Risk/SLS-13A				
3) Sense Of Belonging: (Motivation Index)-Conditional Risk/SLS-30B				

N.B

Progress Success Measures:

- Set the expectation for gradual, realistic growth.
- Make sure they are easily visible and therefore, measurable.