

Axiometrics™

Sales Synopsis

Prepared for
Demo Sample



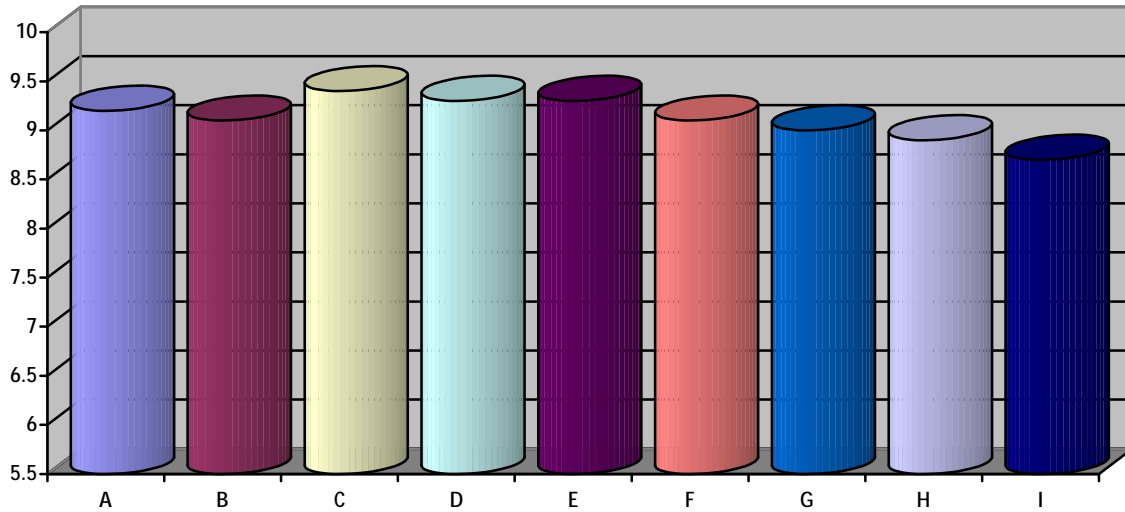
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Sales Synopsis

OVERVIEW GRAPH

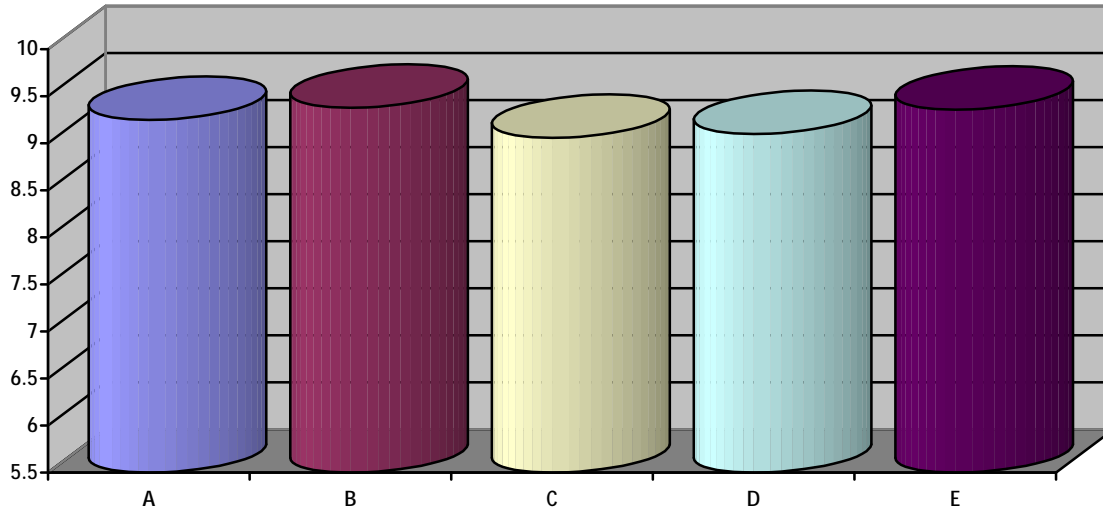


Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Empathy (Secondary Strength) — The ability to see, understand and relate with others.
B) Practical Ability (Secondary Strength) — 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 Strength) — 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 Strength) — 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.

Sales Synopsis

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 (Secondary 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.

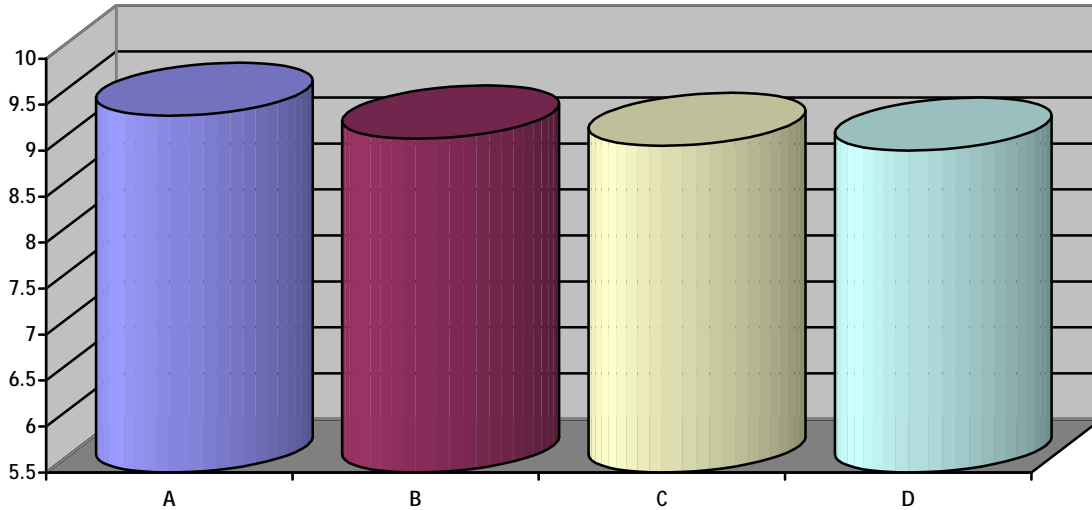
C) Evaluating Others (Secondary Strength) — The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

D) Persuading Others (Secondary Strength) — 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 Strength) — The ability to readily understand what is happening and solve problems in practical, concrete ways.

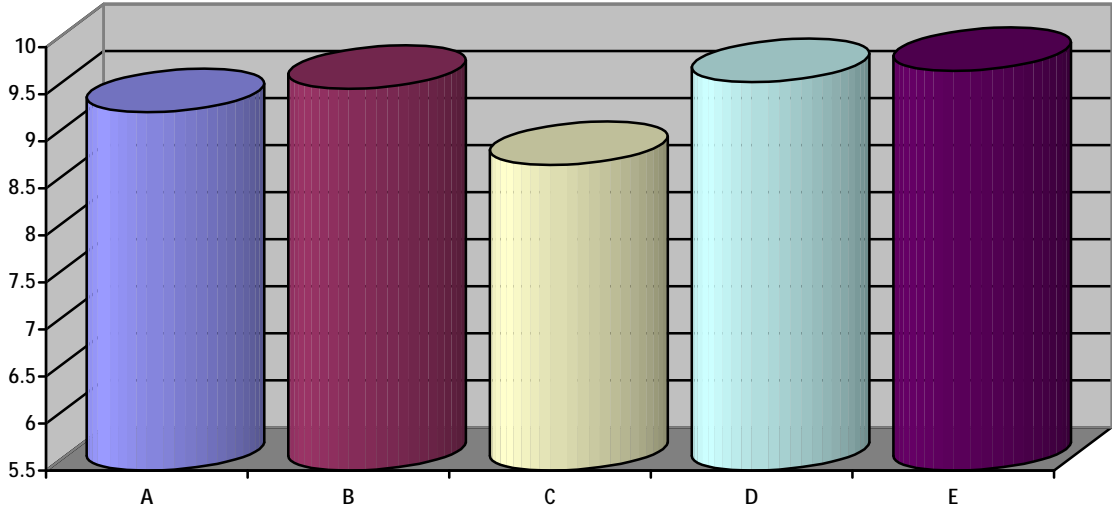
B) Evaluating What To Do (Secondary Strength) — The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

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 (Secondary Strength) — 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



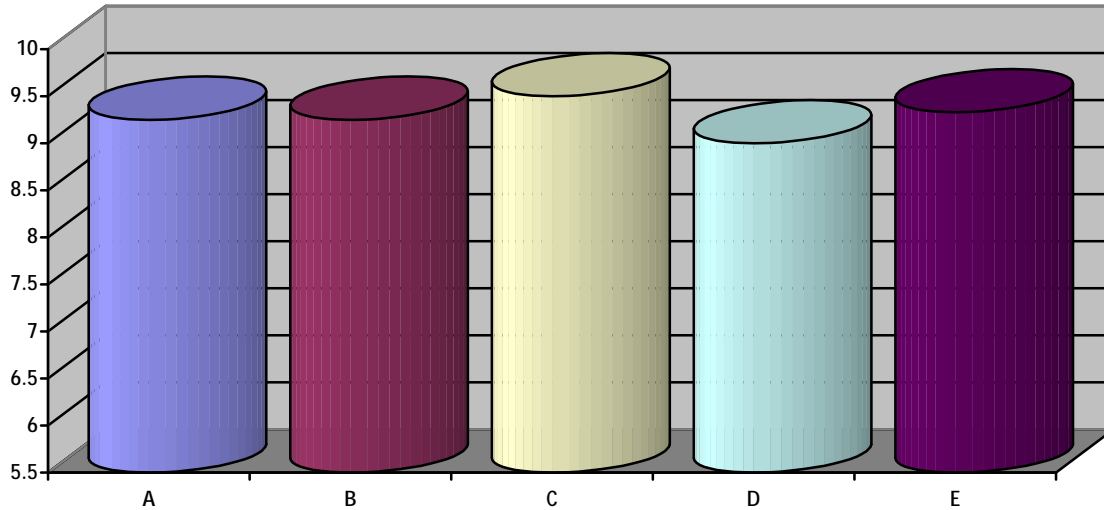
ORGANIZATIONAL ABILITY: The ability to identify the short range and long range needs and implications of a situation, and to set goals which are realistic and to develop plans of action which attain these goals in an effective and efficient manner.

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 (Secondary 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 (Primary Strength)** — The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.
- C) Long Range Planning (Secondary Development)** — The ability to see long range goals and to design plans and strategies for attaining these goals.
- D) Concrete Organization (Primary Strength)** — The ability to see the immediate, concrete needs of a situation and 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 Strength) — 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 Strength) — 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.

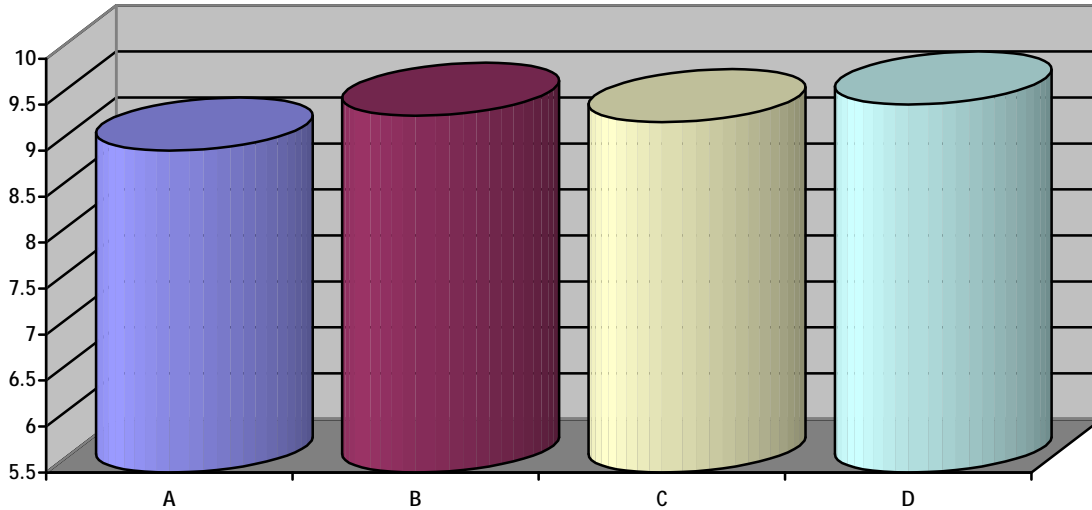
C) Self Confidence (Primary Strength) — The ability to develop and maintain inner strength based on the belief that one will succeed.

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

E) Sensitivity To Others (Secondary Strength) — 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 (Secondary Strength) — The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

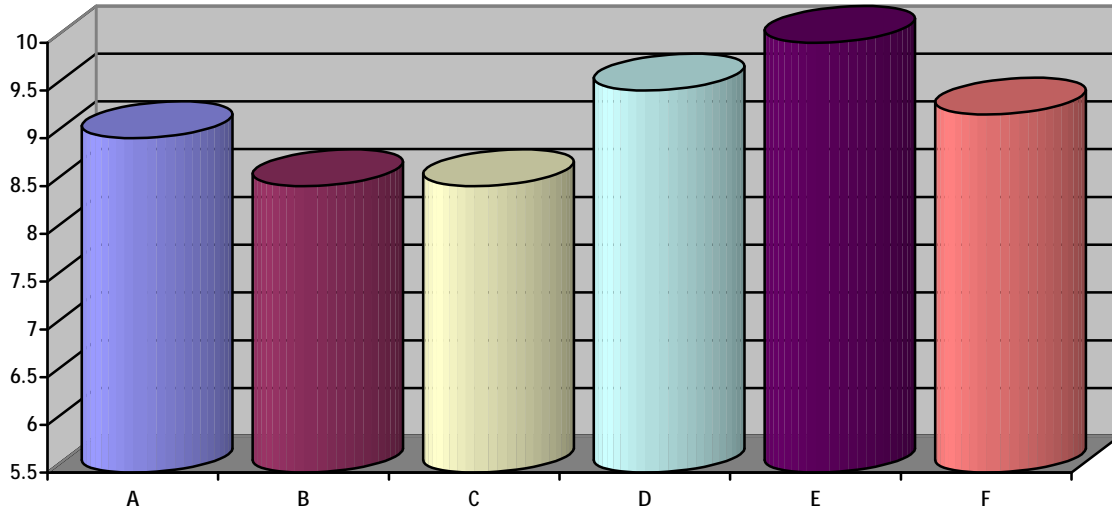
B) Consistency (Secondary Strength) — The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

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 Strength) — 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 (Secondary 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 (Secondary 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 (Secondary Development) — Need to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

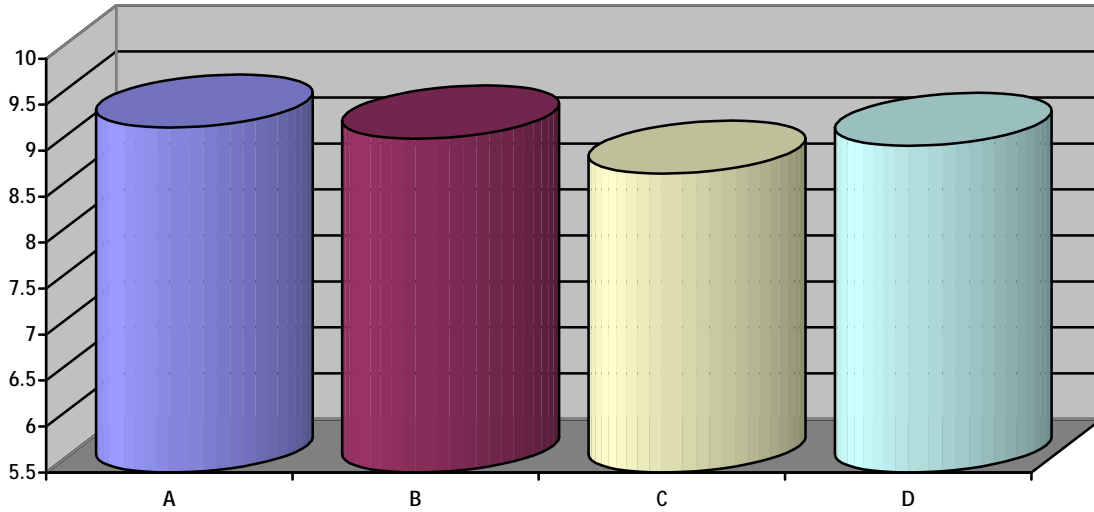
D) Social Recognition (Primary Strength) — The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

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 Strength) — 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 (Secondary Strength) — This component measures one's respect for and conformity to established norms and principles.

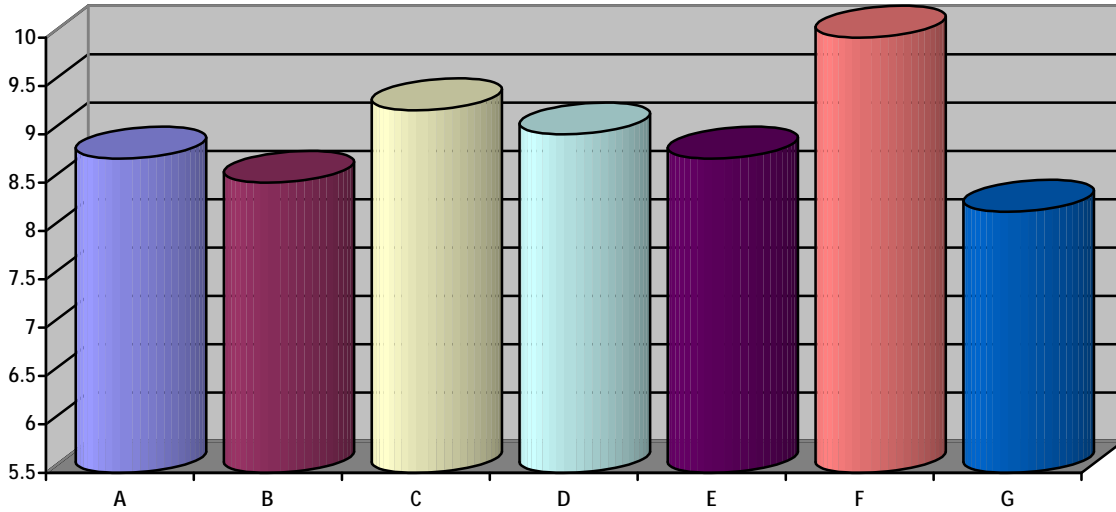
B) Doing Things Right (Secondary Strength) — This component measures one's insistence on doing things right.

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 Strength) — 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 (Secondary Development) — This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.

C) Goal Frustration (Secondary Strength) — This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.

D) Flexibility (Secondary Strength) — This capacity measures the effect of rigid self views and the imposition of these views on others.

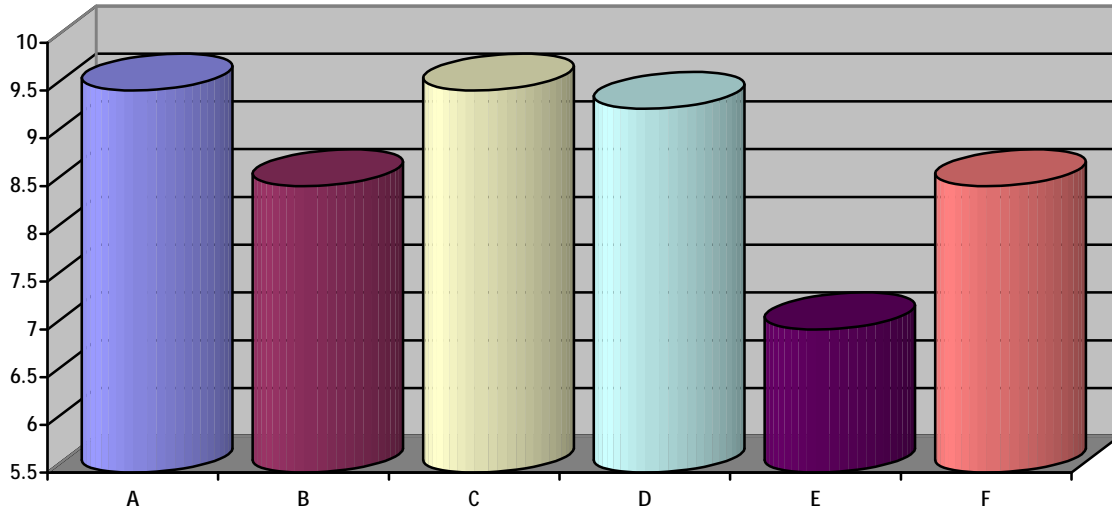
E) Handling Despair (Secondary Development) — This capacity measures the anxiety and frustration which results when things do not go as expected.

F) Attitude Index (Primary Strength) — This capacity measures the anxiety which results from negative, depressive attitudes.

G) Health/Tension Index (Primary Development) — 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 (Secondary Development) — This capacity measures the degree to which money and material wealth are important to an individual.

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

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

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

F) Sense Of Belonging (Secondary Development) — 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 Synopsis

PRIMARY STRENGTH COMMENTS

Short Range Planning: (Organizational Ability)

You have the ability to understand why setting short term, tactical goals is important and the capacity to focus your energies to carry out that task. You are an individualist and an unconventional thinker and may not always spend all of the time necessary to plan results because you tend to stay busy making things happen according to your expectations.

Concrete Organization: (Organizational Ability)

Your highly individualistic and unconventional thinking gives you the capacity to see how to organize things in ways which others, who think in a more structured and habitual manner, may overlook. Your individualism may, however, lead you to be cautious and skeptical in your thinking to the point that you delay organizational activities.

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 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.

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.

Sales Synopsis

PRIMARY STRENGTH COMMENTS

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.

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.

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.

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 Synopsis

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.

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.

Evaluating Others: (Empathy)

You have the capacity to see and understand the positive potential of each person, to see how others can contribute and feel useful and to identify what will motivate each person. Moreover, you place the needs and interests of others high on your priority list and will make an effort to cooperate with others and to help them do their best.

Persuading Others: (Empathy)

You have the ability to identify and understand the consequences of what and how you respond to others. Moreover, you are concerned about making certain that what you say has a positive effect and that what you say is understood by others. As a result, you are likely to be concerned about limiting the effect of impulsive responses.

Relating With Others: (Empathy)

You have the ability to develop discriminating, discrete relationships treating each person consistently and fairly. You are in touch with the needs and interests of others, respect their rights and individuality. You are cautious about opening up to others and will likely test their motives and intentions and how they will affect you.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

Common Sense: (Practical Thinking)

You have a well developed ability to see and understand how to get things done in a practical, common sense way and to understand what is important and needs your immediate attention. You may not, however, always rely on or utilize this capacity making this ability a source of potentially untapped strength.

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 overly cautious and skeptical attitudes can lead you to a negative, critical view of the world and can cause you to delay decisions and actions. Your timing is likely to be skewed. Check your judgments with others to test their relevance and objectivity.

Appreciation of Things: (Practical Ability)

You are an individualistic, unconventional person who tends to see and understand the worth and applications of things, status and image, and money and material things which others are likely to overlook. You may, however, overlook, flaws in things. You may not spend time and energy taking care of things, preserving money, or developing image and status.

Realistic Goal Setting: (Organizational Ability)

Your strong need to set goals which are challenging combined with your insistence that things be done the way you think is right and your innovative, unconventional thinking builds a capacity for setting goals which will be novel, spontaneous and potentially creative and which will demand your full commitment and attention.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

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.

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 and realistically evaluate both the positive and negative potential of others and the positive or negative consequences of your relationships with others. Moreover, you have the capacity to be open and available without risking becoming too trusting and too involved.

Persistence: (Self Starting Ability)

You have the ability to identify your personal goals and ideals which can act not only as a source of strength during difficult times but also as a source of energy and direction for pushing ahead. You are currently somewhat uncertain about which direction is best and this uncertainty may lead you to delay action.

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SECONDARY STRENGTH COMMENTS

Consistency: (Self Starting Ability)

You have the ability to see and understand what course of action is best for you; however, you are uncertain about which steps to take. This combination of clarity about goals and uncertainty about when to act can lead you to shift from being inner directed, energetic and filled with an urgency to act to delaying your decisions and actions.

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 indecisive about which direction is best for you and this indecisiveness about the future can lead you to delay your decisions.

Goal Directedness: (Drive)

You have the ability to see and understand personal goals can give you a sense of achievement. You are however, currently in a transition period uncertain about which direction is best for you. As a result, you may not be utilizing your capacity to direct and push yourself in new or challenging directions.

Ambition: (Drive)

You have the ability to see and understand how to utilize your inner self goals and ideals which define what you ought to be and in turn form the core of your personal ambition to succeed; however, you are currently uncertain about which direction is best for you and may not fully utilize this drive center as a source for actions and decisions.

Meeting Established Standards: (Discipline)

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.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

Doing Things Right: (Discipline)

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.

Meeting Schedules And Deadlines: (Discipline)

You have the ability to understand the importance of schedules and deadlines and the ability to build timetables which reflect your personal expectations as well as expectations and standards set in the world around you. However, you are uncertain about which direction or set of standards is best and this may build an indecisiveness about when to act.

Goal Frustration: (Stress Factors)

You have the ability to clearly identify your personal goals; moreover, you have a strong sense of personal commitment to these goals and plans. As a result, you have the ability to stay on track and complete whatever you set out to do, to be satisfied and fulfilled by your successes, and to be undaunted by your failures and mistakes.

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.

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.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

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.

Results Oriented: (Drive)

You have a cautious, skeptical attitude toward practical thinking which can cause you to be hesitant about deciding or acting. As a result of this skepticism, you may not feel an urgency to act, may overlook crucial, immediate issues and become distracted by circumstances around you.

Need To Achieve: (Drive)

You tend not to give yourself enough credit, to blow up your imperfections, and to build expectations which are either unrealistic or do not reflect your genuine needs and desires. As a result, you may develop a sense of uncertainty about success and potentially a fear of failure.

Attention To Policies And Procedures: (Discipline)

Your individualistic need to challenge existing rules, standards and expectations will likely lead you to disregard policies and procedures which do not meet your needs. Make certain that your natural need for challenging and rebelling does not interfere with what common sense and the rule of law dictate.

Soul Frustration: (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.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

Role Frustration: (Stress Index)

You are either expecting more out of yourself in your role than you can give or more satisfaction and recognition from role accomplishments than you can achieve. You will likely feel anxiety, frustration and despair. Seek feedback to evaluate what you can do, what you want do and what you are willing to do.

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 lack of attention to practical thinking and results can lead you to discount the importance of money and material things. Unless money and the attainment of material wealth is an personal ideal or goal which commands your time, energy and commitment, you are likely to feel no drive or energy to gain money and material wealth.

Sense Of Belonging: (Motivation)

You tend to depreciate yourself and not give yourself enough credit to the point that you are susceptible to a fear of not living up to either your own expectations or to the expectations of others. Your inner uncertainty can lead to excessive concern about what others expect, think, and say about you.

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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.

Mission: (Motivation)

You are currently in transition about what course of action is best for you and, as a result, may or may not be currently motivated by a sense of mission and purpose. You may feel a hesitancy about pushing ahead and may not demand the most out of yourself, especially until you are certain about what is right for you.