

Axiometrics™

Sales Assessment

Prepared for
Demo Sample



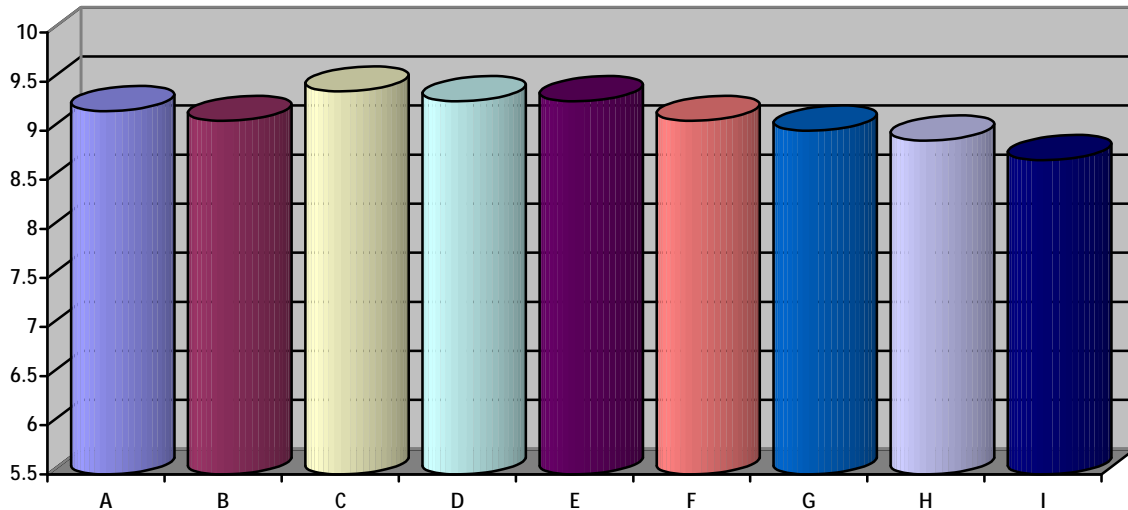
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Sales Assessment

OVERVIEW GRAPH

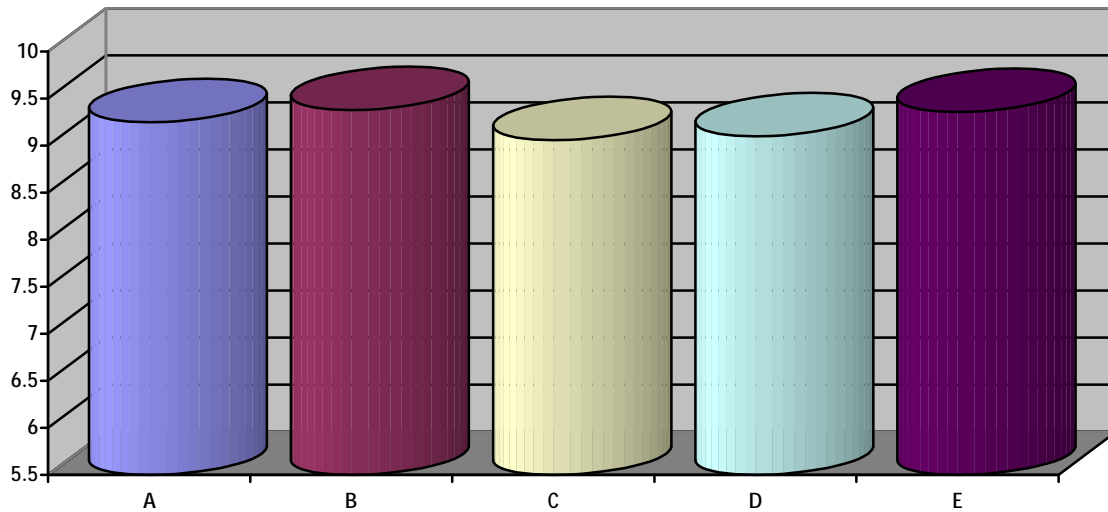


Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Empathy (Secondary Strength) — The ability to see, understand and relate with others.
B) Practical Ability (Secondary Strength) — The ability to see and understand what needs to be done in common sense ways.
C) Organizational Ability (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 Assessment

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.

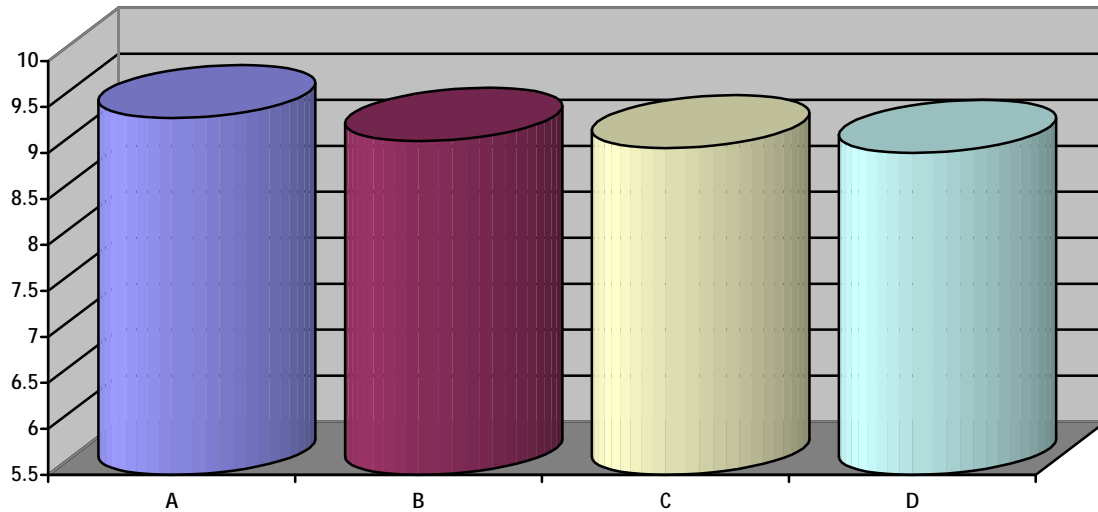
C) Evaluating Others (Secondary Strength) — The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

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.

Sales Assessment

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.

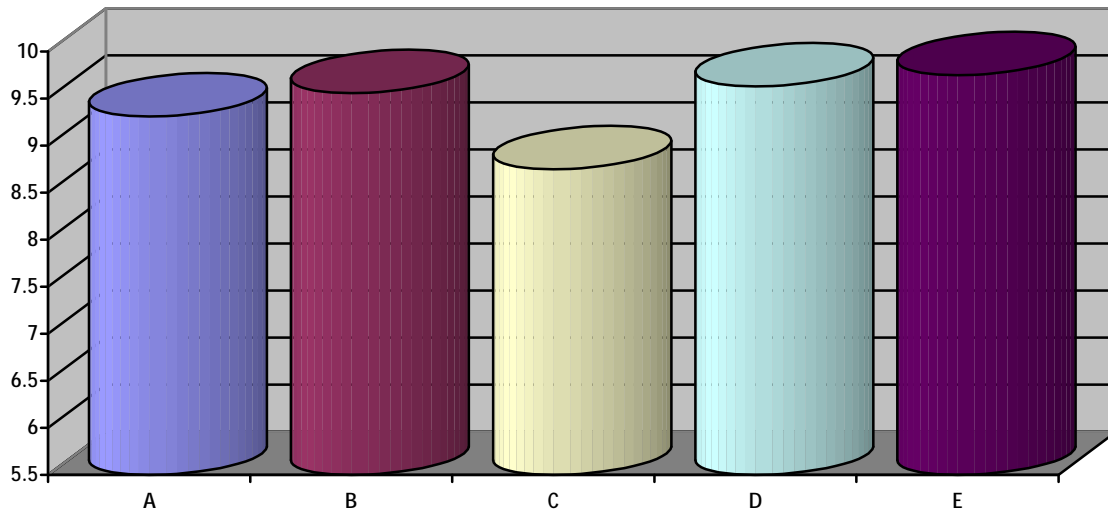
B) Evaluating What To Do (Secondary Strength) — The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

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.

Sales Assessment

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.

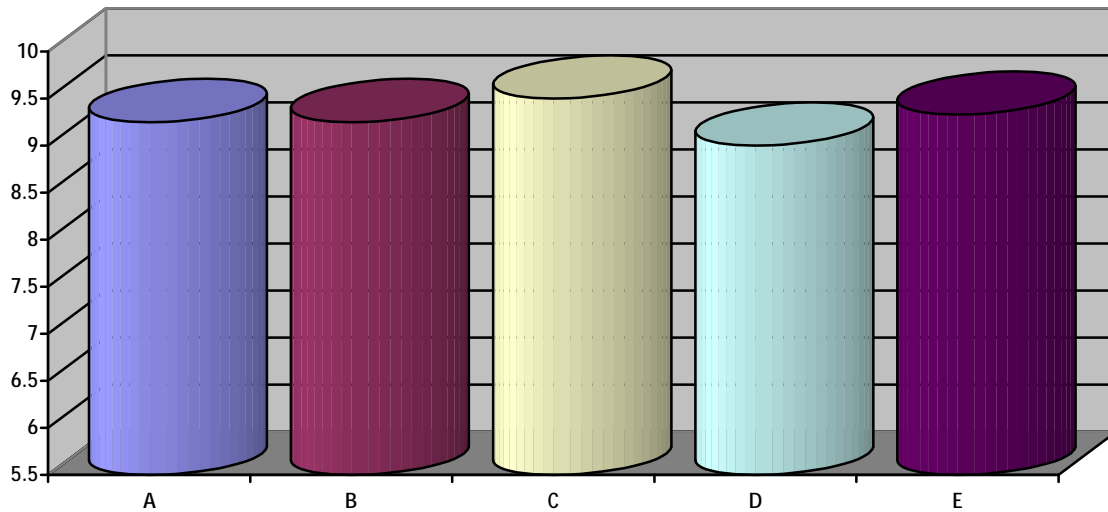
C) Long Range Planning (Secondary Development) — The ability to see long range goals and to design plans and strategies for attaining these goals.

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.

Sales Assessment

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.

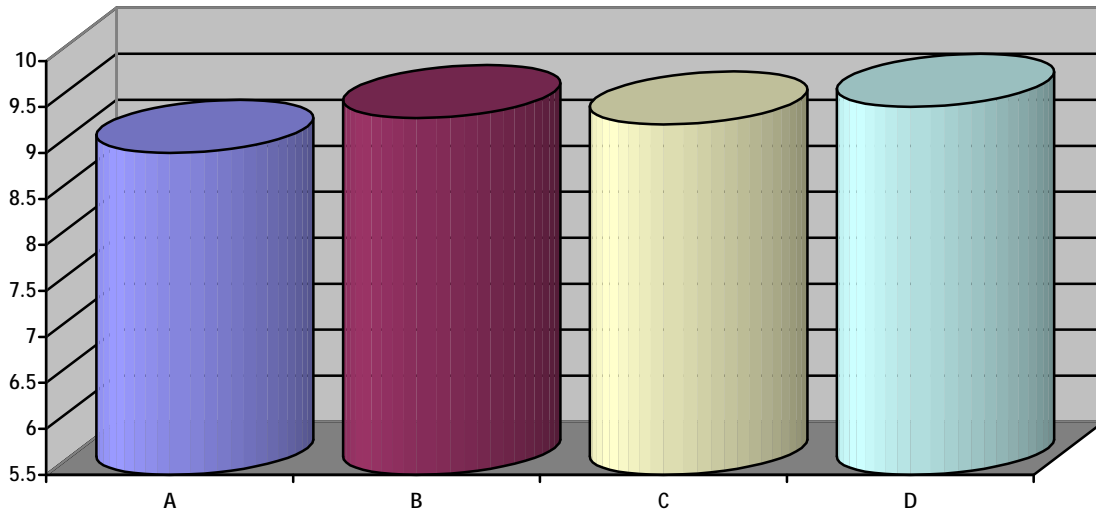
C) Self Confidence (Primary Strength) — The ability to develop and maintain inner strength based on the belief that one will succeed.

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.

Sales Assessment

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.

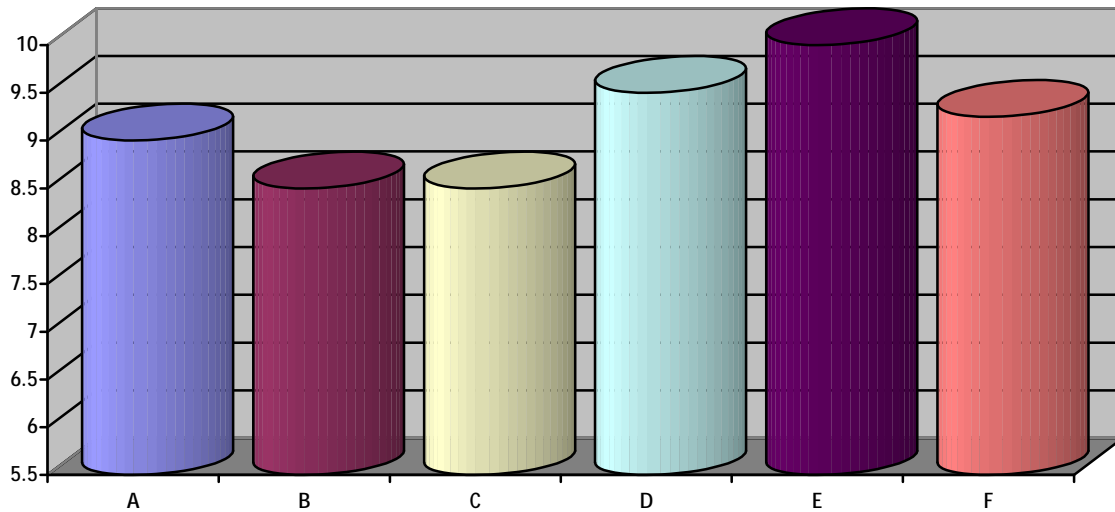
B) Consistency (Secondary Strength) — The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

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.

Sales Assessment

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.

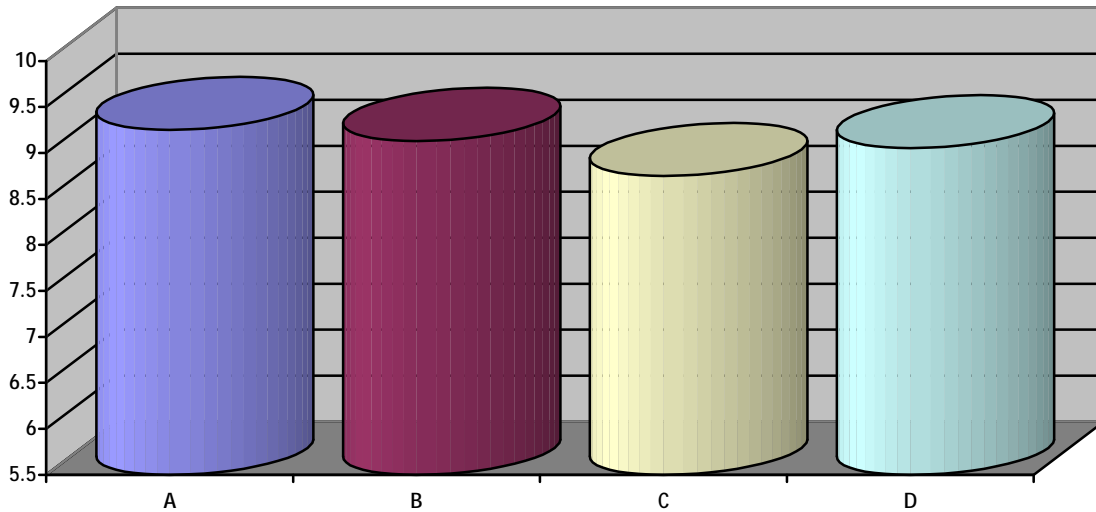
D) Social Recognition (Primary Strength) — The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

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.

Sales Assessment

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.

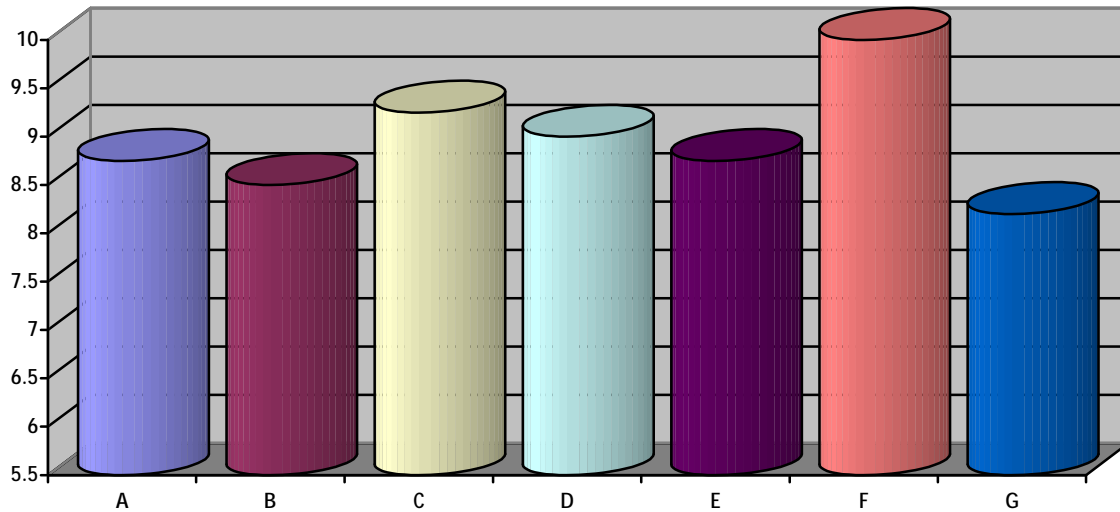
B) Doing Things Right (Secondary Strength) — This component measures one's insistence on doing things right.

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.

Sales Assessment

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.

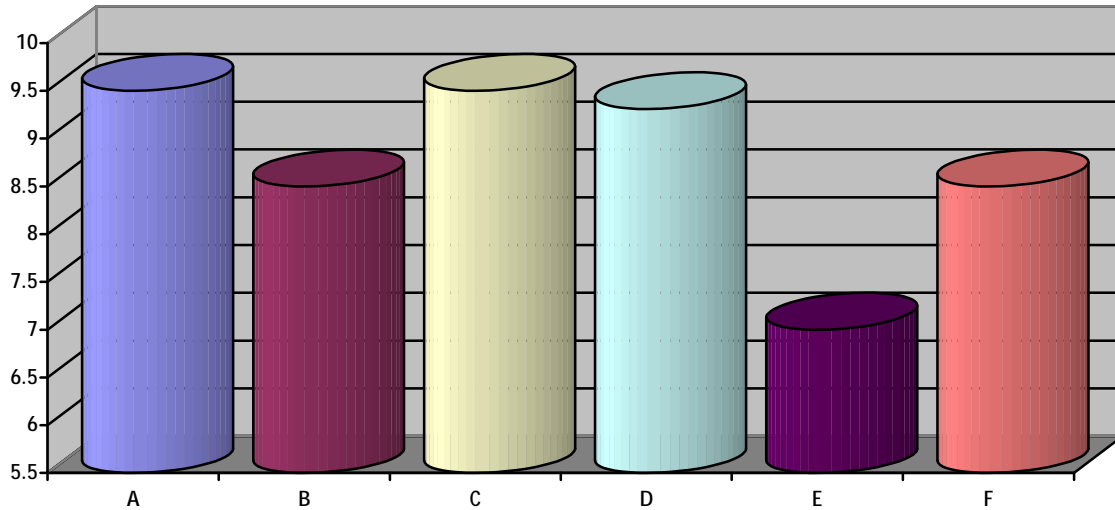
E) Handling Despair (Secondary Development) — This capacity measures the anxiety and frustration which results when things do not go as expected.

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.

Sales Assessment

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 Assessment

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 Assessment

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 Assessment

SECONDARY STRENGTH COMMENTS

Intuitive Insight: (Empathy)

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

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 Assessment

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 Assessment

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.

Sales Assessment

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 Assessment

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 Assessment

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 Assessment

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.

Sales Assessment
PRIMARY DEVELOPMENT COMMENTS

Health Tension Index: (Stress Index)

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

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.

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

Intuitive Insight

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

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

Practical Problem Solving Ability

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

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

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

Keen Insight Into Others

The ability to be sensitive to the unique worth of others is a powerful talent which connects directly to what is most valuable in our universe. You are very fortunate to have this talent. You have an excellent ability to readily identify the needs and interests of others. You have a genuine gift for helping people to see what makes them unique and special. You are sensitive to the needs and issues of others and to the protection of the individuality and freedom of others.

You are likely to be optimistic about, concerned about and open and available to others. You are a very compassionate, feeling person who has concern and respect for the opinion of others. You do tend to become too personally involved with others and to be too sensitive about how your actions will affect others. When you trust others, you are likely to give yourself totally to them and may be disappointed when they do not return the same trust, interest and commitment to you.

Excellent Practical, Common Sense Thinking

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

You have an excellent ability to be in touch with things and circumstances. You have the ability to readily identify what needs to be done and what is important and needs attention. You have keen insight into practical, pragmatic thinking but do tend to be somewhat cautious about relying on your practical, common sense. As a result, you may delay decisions and actions until all of the options are evaluated. You may concentrate more of your energy on assessing why things will not work rather than on making them work.

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

Excellent Conceptual, Analytical Thinking Ability

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

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

Self Direction

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

You have an excellent capacity for seeing and appreciating inner self order and self direction. You are keenly perceptive of those inner ideals and principles which can guide your conduct and instill a sense of duty and loyalty. You have an excellent awareness of your self definition and self meaning which gives you a sense of comfort that things will work out for the best. You understand where you want to go with your life, what will give your life meaning and purpose; however, you currently have some doubts and questions about which direction is best for you. You may delay decisions concerning self development until you are more certain about what is best.

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

Social, Role Confidence

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

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

Dynamic, Positive Attitude Toward The World

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

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

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

Doubts and Questions About The Future

You have very clear insight about your future direction. Your ability to see and set goals gives you the capacity to see and understand which plans and strategies are worth your time and attention, to feel a sense of purpose and meaning in your life, and to know which ideals and principles will guide you in your life and conduct. Moreover, you have the ability to know what is worth your time, energy, and focus.

You do currently have doubts and questions about which direction is best for you. As a result of this indecisiveness about the future, you may tend to hold back your energy and commitment until you are more certain about what is best for you. Even though you can clearly see and understand your goals and plans, you may not be willing to go full force toward their attainment. These doubts are an indication of a transition experience; therefore, any hesitation or anxiety you may be feeling will be pushed aside once you have decided which direction is best for you.

Too Much Attention To Social, Role Image And Expectations

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

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

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

Tendency To Be Too Optimistic About Others

You are a very compassionate, feeling person who shows concern and respect for the opinion of others. You tend, however, to shift from being too open and available, too trusting and too sensitive to others, to being cautiously discrete and skeptical of the intentions of others when they do not live up to your expectations. Your concern for and optimism about others can lead you to expect people to be better than they are or better than they can be. You may be disappointed when you feel that you give more to others than they give back to you.

Your concern for others may lead you to avoid conflicting or difficult subjects and situations, to delay stressful encounters until they become a crisis and to overlook flaws and inadequacies in others. When you trust someone, you make a total commitment to them. In return, you tend to expect the same total acceptance and commitment from others. In some cases, you may demand more from others than they can give or expect more from them than they are willing to give.

Individualistic, Potentially Reactive Thinking

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

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

Sales Assessment
VALUE STRUCTURE OVERVIEW
WORLD

EMPATHY
(CRYSTAL CLEAR)

You are a keenly perceptive individual who has an excellent capacity for seeing and appreciating the inner worth and unique individuality of others. You have the ability to be optimistic and concerned about others. You do tend, however, to be selectively open overlooking flaws in those who meet your biases and expectations but becoming impatient with and critical of others when you feel that they do not measure up.

PRACTICAL THINKING
(CRYSTAL CLEAR)

You have an excellent capacity for practical, common sense thinking and for concrete organization. You tend to be somewhat skeptical and cautious in your thinking leading to a 'Doubting Thomas Attitude' when dealing with practical situations. You tend to rely on what you think ought to be the case rather than your excellent common sense.

SYSTEM JUDGMENT
(CRYSTAL CLEAR)

You are an individualist who will tend to overtly or covertly get things done in your own unique way. You may tend to be unconventional and novel in your thinking seeing ways of solving problems which others may miss. Your individualism can, however, lead to overly cautious and skeptical attitudes which may also lead to a 'chip on the shoulder' attitude when things do not work out as you expect.

Sales Assessment
VALUE STRUCTURE OVERVIEW
SELF

SELF ESTEEM
(CRYSTAL CLEAR)

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

ROLE AWARENESS
(CLEAR)

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

SELF DIRECTION
(CRYSTAL CLEAR)

You have an excellent capacity to see and appreciate your self direction and inner principles which organize and guide your conduct. You have an excellent ability to see and set clear, realistic self goals but at this time, you do have some doubts and questions about what direction is best for you. This doubt about your future direction can leave you in a holding pattern somewhat hesitant about pushing ahead.

COMPOSITE ATTITUDE SURVEY

WORLD CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
EMPATHY (CRYSTAL CLEAR)				KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC SELECTIVE
PRACTICAL JUDGMENT (CRYSTAL CLEAR)		KEENLY PERCEPTIVE CAUTIOUSLY DISCRETE PRAGMATIC		
SYSTEM JUDGMENT (CRYSTAL CLEAR)	KEENLY PERCEPTIVE INDIVIDUALISTIC INVENTIVE INTEGRATIVE			

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

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

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

COMPOSITE ATTITUDE SURVEY

WORLD

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
EMPATHY	CRYSTAL CLEAR	OVERATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC SELECTIVE
PRACTICAL JUDGMENT	CRYSTAL CLEAR	CAUTIOUS ABOUT THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY DISCRETE PRAGMATIC
SYSTEM JUDGMENT	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE INDIVIDUALISTIC INVENTIVE INTEGRATIVE

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

SELF

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
SELF ESTEEM	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE FEELINGS OF INNER SELF DOUBT
ROLE AWARENESS	CLEAR	ATTENTIVE TO THE CAPACITY	PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT
SELF DIRECTION	CRYSTAL CLEAR	CAUTIOUS ABOUT THE CAPACITY	KEENLY PERCEPTIVE HOLDING PATTERN UNCERTAIN

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
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