

# Thinking Pattern Reports

## Sales Assessment

Prepared for

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*Orchestrating Results*

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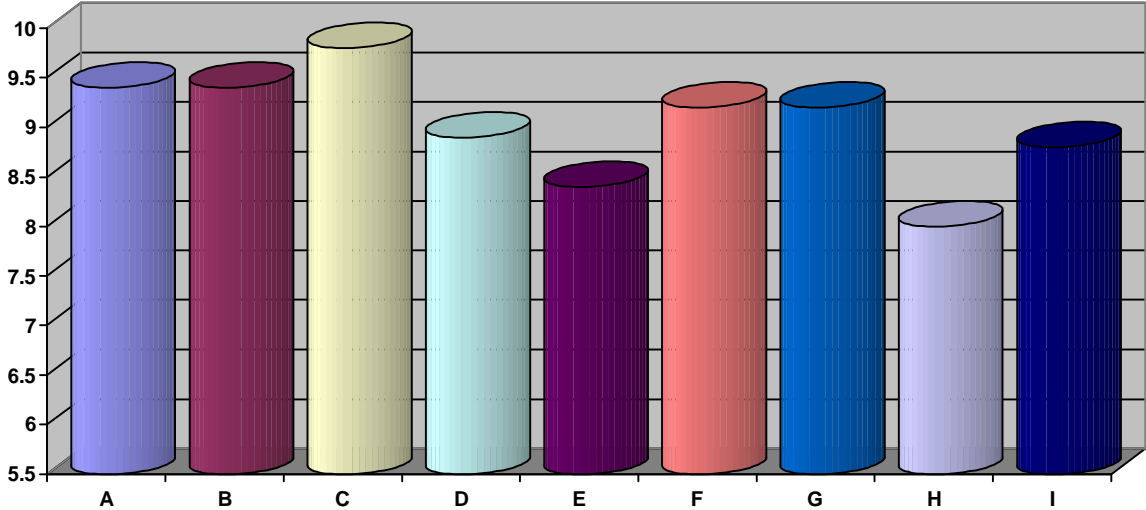
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## Sales Assessment

### OVERVIEW GRAPH



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

- A) Empathy (Primary Strength)** — The ability to see, understand and relate with others.
- B) Practical Ability (Primary 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 Development)** — The ability to get things done without the need for constant supervision.
- F) Achievement Drive (Secondary Strength)** — The ability to have a strong desire to push ahead and to achieve desired results.
- G) Discipline For Selling (Secondary Strength)** — The ability to work within guidelines, schedules policies and procedures to get things done.
- H) Stress Index (Primary Development)** — The ability to handle stress without allowing it to interfere with getting things done.
- I) Motivation Index (Secondary Development)** — The ability to direct one's energy with a sense of purpose and direction.

## Sales Assessment EMPATHY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Intuitive Insight		✓		
Attitude Toward Others	✓			
Evaluating Others		✓		
Persuading Others		✓		
Relating With Others		✓		

### **EMPATHY:**

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

#### **Intuitive Insight :**

The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.

#### **Attitude Toward Others :**

This capacity measures the degree of positive or attitude one feels about others, the degree to which one is either open and optimistic or skeptical about others.

#### **Evaluating Others :**

The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

#### **Persuading Others :**

The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.

#### **Relating With Others :**

This capacity indicates how well one can coordinate knowledge of others into action, how well one can get along with others, to what extent one can develop and maintain an open, positive relationship.

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**Sales Assessment**  
**PRACTICAL THINKING ABILITY**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Common Sense	✓			
Evaluating What To Do	✓			
Sense Of Timing		✓		
Appreciation Of Things		✓		

**PRACTICAL THINKING ABILITY:**

The ability to make practical, common sense decisions, to see and understand what is happening in common sense ways, to readily identify problems and solutions in practical terms.

**Common Sense :**

The ability to readily understand what is happening and solve problems in practical, concrete ways.

**Evaluating What To Do :**

The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

**Sense Of Timing :**

This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

**Appreciation Of Things :**

The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

## **Sales Assessment**

### **ORGANIZATIONAL ABILITY**

<b>Capacity</b>	<b>Primary Strengths</b>	<b>Secondary Strengths</b>	<b>Secondary Development</b>	<b>Primary Development</b>
Realistic Goal Setting	✓			
Short Range Planning	✓			
Long Range Planning	✓			
Concrete Organization	✓			
Conceptual Organization	✓			

#### **ORGANIZATIONAL ABILITY:**

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

#### **Realistic Goal Setting :**

The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.

#### **Short Range Planning :**

The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.

#### **Long Range Planning :**

The ability to see long range goals and to design plans and strategies for attaining these goals.

#### **Concrete Organization :**

The ability to see the immediate, concrete needs of a situation and and to set an action plan for meeting these needs.

#### **Conceptual Organization :**

The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

## **Sales Assessment**

### **HANDLING REJECTION**

<b>Capacity</b>	<b>Primary Strengths</b>	<b>Secondary Strengths</b>	<b>Secondary Development</b>	<b>Primary Development</b>
Self Esteem			✓	
Self Assessment			✓	
Self Confidence	✓			
Self Control			✓	
Sensitivity To Others			✓	

#### **HANDLING REJECTION:**

The ability to see and appreciate one's self worth, to develop ego strength such that one can maintain self identity and self worth apart from how well one meets internal self expectations or the expectations and standards of others.

#### **Self Esteem :**

The capacity to see and appreciate one's unique worth and individuality, to see and understand 'Who One Is' apart from one's social/role or ideal self image.

#### **Self Confidence :**

The ability to develop and maintain inner strength based on the belief that one will succeed.

#### **Sensitivity To Others :**

This capacity indicates the degree to which one can be objective about others without allowing personal feelings, positive or negative, to get in the way of making decisions.

#### **Self Assessment :**

The ability to realistically see and understand one's strengths and limitations, to know what one's potential for success as well as one's limitations.

#### **Self Control :**

The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

## **Sales Assessment**

### **SELF STARTING ABILITY**

<b>Capacity</b>	<b>Primary Strengths</b>	<b>Secondary Strengths</b>	<b>Secondary Development</b>	<b>Primary Development</b>
Persistence	✓			
Consistency				✓
Initiative		✓		
Role Satisfaction				✓

#### **SELF STARTING ABILITY:**

This capacity measures the ability of an individual to marshal his or her energy to attain self goals on one's own, the ability of a person to be both persistent and consistent.

##### **Persistence :**

The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

##### **Initiative :**

The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.

##### **Consistency :**

The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

##### **Role Satisfaction :**

The ability to feel that one's social/role function is both fulfilling and rewarding, that what one is doing has a useful benefit.

## **Sales Assessment**

### **ACHIEVEMENT DRIVE**

<b>Capacity</b>	<b>Primary Strengths</b>	<b>Secondary Strengths</b>	<b>Secondary Development</b>	<b>Primary Development</b>
Goal Directedness	✓			
Results Oriented		✓		
Need To Achieve	✓			
Social Recognition				✓
Self Attitude	✓			
Ambition			✓	

#### **ACHIEVEMENT DRIVE:**

Achievement Drive is a composite of several internal value structures that provide the primary driving impetus for a person to perform at a level higher than the average or to continually strive to achieve a higher performance level. Goal directedness, results oriented, needs to achieve, social recognition, self attitude and ambition have been identified as the primary components of this sales capacity.

#### **Goal Directedness :**

Goal Directedness is the ability to be excited about and committed to one's goals and to marshal energy to push toward the attainment of these goals.

#### **Need To Achieve :**

Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

#### **Self Attitude :**

Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

#### **Results Oriented :**

Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

#### **Social Recognition :**

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

#### **Ambition :**

Ambition is the ability to set inner ideals which become the standard for achievement and success, a strong sense of expectation and drive pushing one toward excellence.



**Sales Assessment**  
**DISCIPLINE FOR SELLING**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Meeting Established Standards	✓			
Doing Things Right	✓			
Attention To Policies And Procedures	✓			
Meeting Deadlines And Schedules		✓		

**DISCIPLINE FOR SELLING:**

This capacity measures a person's general work ethic attitudes indicating willingness to get things done in an effective and efficient manner.

**Meeting Established Standards :**

This component measures one's respect for and conformity to established norms and principles.

**Doing Things Right :**

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

**Attention To Policies And Procedures :**

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

**Meeting Deadlines And Schedules :**

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

## Sales Assessment STRESS FACTORS

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Sufficiency			✓	
Role Frustration				✓
Goal Frustration				✓
Flexibility	✓			
Handling Despair			✓	
Attitude Index	✓			
Health Tension Index				✓

### STRESS FACTORS:

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

#### Self Sufficiency :

This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.

#### Goal Frustration :

This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.

#### Handling Despair :

This capacity measures the anxiety and frustration which results when things do not go as expected.

#### Health Tension Index :

This capacity measures how well an individual can balance and manage anxiety, despair and depressive attitudes.

#### Role Frustration :

This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.

#### Flexibility :

This capacity measures the effect of rigid self views and the imposition of these views on others.

#### Attitude Index :

This capacity measures the anxiety which results from negative, depressive attitudes.

## Sales Assessment

### SOURCES OF MOTIVATION

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Service	✓			
Money, Material Things		✓		
Status, Recognition				✓
Personal Development			✓	
Sense Of Mission		✓		
Sense Of Belonging		✓		

#### SOURCES OF MOTIVATION:

This capacity is a composite of six motivators, both internal and external. It is a measurement of a person's attitude toward service, material possessions, recognition and status, personal development, sense of mission, and sense of belonging.

##### **Service :**

This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

##### **Status, Recognition :**

This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

##### **Sense Of Mission :**

This capacity measures the degree of commitment to personal ideals, goals and principles.

##### **Money, Material Things :**

This capacity measures the degree to which money and material wealth are important to an individual.

##### **Personal Development :**

This capacity measures the importance of a well designed plan for one's career development.

##### **Sense Of Belonging :**

This capacity measures the importance of being a member of a team and working in a comfortable place where one is liked and accepted.

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## **Sales Assessment**

### **PRIMARY STRENGTH COMMENTS**

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#### **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.

#### **Relating With Others: (Empathy)**

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

#### **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.

#### **Appreciation of Things: (Practical Ability)**

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

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## **Sales Assessment**

### **PRIMARY STRENGTH COMMENTS**

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#### **Short Range Planning: (Organizational Ability)**

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

#### **Long Range Planning: (Organizational Ability)**

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

#### **Concrete Organization: (Organizational Ability)**

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

#### **Conceptual Organization: (Organizational Ability)**

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

#### **Self Confidence: (Ability To Handle Rejection)**

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

#### **Persistence: (Self Starting Ability)**

Your strong commitment to your inner ideals, your personal goals and beliefs about the future, and your sense of what is right provides a compulsive need to push ahead and will also act as a beacon to keep you on track in difficult and confusing situations.

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## **Sales Assessment**

### **PRIMARY STRENGTH COMMENTS**

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#### **Goal Directedness: (Drive)**

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

#### **Need To Achieve: (Drive)**

You tend not to give yourself enough credit, to blow up your own imperfections and to be extremely hard on yourself when you do not measure up. This tendency builds a compelling drive to achieve such that you can receive recognition and credit from others.

#### **Self Attitude: (Drive)**

You have a very dynamic, positive overall attitude which can overcome any temporary feelings of anxiety, despair or negative expectations and can generate a strong expectation that the best is possible for you. This sense of overall optimism can serve as a beacon to keep you pushing ahead and on track especially in difficult situations.

#### **Meeting Established Standards: (Discipline For Selling)**

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

#### **Doing Things Right: (Discipline For Selling)**

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

#### **Attention To Policies And Procedures: (Discipline For Selling)**

You have a deep sense of respect for and a need to implement organizational policies, plans and programs. Your strong sense of doing things right will help you make certain that the customer is aware of their rights and privileges as well as the consequences of their actions.

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## **Sales Assessment**

### **PRIMARY STRENGTH COMMENTS**

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**Flexibility, Adaptability: (Stress Factors)**

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

**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.

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## **Sales Assessment**

### **SECONDARY STRENGTH COMMENTS**

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#### **Intuitive Insight: (Empathy)**

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

#### **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.

#### **Sense Of Timing: (Practical Ability)**

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

#### **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.

#### **Initiative: (Self Starting Ability)**

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

#### **Results Oriented: (Drive)**

You have the ability to see and understand the need for creating practical, pragmatic results. This understanding combined with your practical problem solving ability creates a potential for drive. You are however, somewhat cautious in your practical thinking which will likely lead you to delay decisions until you are certain that you are right.



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## **Sales Assessment**

### **SECONDARY STRENGTH COMMENTS**

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#### **Meeting Schedules And Deadlines: (Discipline For Selling)**

Your strong sense of perfectionism both about what is right for you and about what is right for the world around you generates an approach to schedules and deadlines which is based on preset, preorganized plans and programs. You have a well developed capacity for turning timetables into expectations and standards for actions and decisions.

#### **Money, Material Things: (Motivators)**

You have the ability to see and understand the importance of money and material things. You have a realistic capacity to evaluate your opportunities to receive concrete things and monetary reward from your achievements and a willingness to direct your energies toward tasks, actions and activities which will produce a material reward.

#### **Sense of Mission: (Motivators)**

You have a strong, compulsive need to commit yourself to attain your personal goals such that actions and activities which give you a sense of personal mission and add meaning to your life are not only highly rewarding but are strong motivators which can propel you consistently to action.

#### **Sense Of Belonging: (Motivators)**

You have a strong need to spend time and energy in situations and with people which make you feel comfortable and which will give you a sense of worth and value. As a result, you are motivated by actions, activities and situations which will provide the personal feedback and comfort which you need.

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## **Sales Assessment**

### **SECONDARY DEVELOPMENT COMMENTS**

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#### **Self Esteem: (Ability To Handle Rejection)**

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

#### **Self Assessment: (Ability To Handle Rejection)**

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

#### **Self Control: (Ability To Handle Rejection)**

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

#### **Sensitivity To Others: (Ability To Handle Rejection)**

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

#### **Ambition: (Drive)**

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

#### **Self Sufficiency: (Stress Index)**

You are currently depreciating your own inner worth which can cause you to not give yourself enough credit, be too hard on yourself and develop feelings of frustration anxiety and despair when you do not live up to expectations. Spend time with people who make you feel good and doing things you enjoy.

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***Sales Assessment***  
**SECONDARY DEVELOPMENT COMMENTS**

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**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.

**Personal Development: (Motivation)**

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

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## **Sales Assessment**

### **PRIMARY DEVELOPMENT COMMENTS**

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#### **Consistency: (Self Starting Ability)**

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

#### **Role Satisfaction: (Self Starting Ability)**

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

#### **Social Recognition: (Drive)**

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

#### **Role Frustration: (Stress Index)**

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

#### **Goal Frustration: (Stress Index)**

Your strong sense of self perfectionism can lead you to feel a compulsion to push toward goals which may or may not be realistic or fulfilling. You are likely to feel anxiety, frustration and despair when your expectations are not met. Set short term goals which are based on past successes.

#### **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.

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***Sales Assessment***  
**PRIMARY DEVELOPMENT COMMENTS**

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**Social Recognition: (Motivation)**

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

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

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### **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.

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

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**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.

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

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**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 of ideas, plans and strategies. You will likely pay attention to keeping things consistent, doing things right, focusing on clear, orderly thinking and being concerned about the results and consequences of your thinking. You understand the importance of rules, norms and authority for helping us feel secure. You may become too concerned about keeping things in order and, as a result, may feel frustrated when things do not work out as you expect.

**Self Direction and Self Determination**

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 are extremely fortunate to have a powerful combination of insight into inner ideals and a strong commitment to self direction, to the creation and fulfillment of your goals. This combination gives you the capacity to be very goal directed, capable of seeing goals and driving toward them with persistence. Your commitment to personal ideals gives you a sense of self excellence and perfection which can lead you to demand the best out of yourself and a strong moral code which instills a sense of responsibility for your conduct. Your persistence, however, can turn into insistence that your way is right regardless of circumstances.



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

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**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.

**Attention To The Worth of 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 are sensitive to the needs and issues of others and to the protection of the individuality and freedom of others. You are likely to shift from (1) being open and available to others, trusting of others and attentive to the positive potential of others to (2) becoming cautiously discrete and suspecting of others when things do not work out as you expect or when you suspect the intentions of others. You can become unrealistically optimistic about others, expecting them to be better than they can be.

You emphasize the importance of allowing others to express their ideas with their own flavoring and of paying attention to the effect of your response on others. Your concern for others may lead you to avoid conflicting or difficult subjects and situations and to spend too much time and energy trying to satisfy others.

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

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### **A Need For Self Affirmation**

One of the most consistent factors we have seen in over seventy percent of all individuals is a tendency to not give themselves enough credit. We have seen this factor in individuals who are top achievers as well as individuals who are not achieving any success in their careers. We call this factor a need for self affirmation, that is, a need to do something such that other people will affirm that you are worthy and have value.

You are currently experiencing this common need for self affirmation. As a result, you will tend to measure yourself against what you think you ought to be or against what others think you ought to be. You may feel frustrated and disappointed in yourself even when you are achieving success. Moreover, you tend to be too sensitive to what others think or say about you. Because you do have a good understanding of your inner self worth, the need for self affirmation will likely function as a motivating factor building a strong need to achieve recognition and attention to your worth.

### **Perfectionistic Self Image and Expectations**

Sometimes the strength which results from our focused attention and energy can become a blocking, restrictive force. We are all familiar with examples of persons of enormous talent in sports, academics, or politics who are highly successful in their work but have difficulty handling relationships, running their businesses or simply coping with normal problems. These individuals act as though they have blinders on seeing only what is in front of them.

Your commitment to personal goals and ideals which produces drive and persistence can potentially lead you to put blinders on and become too focused on what you think is right for you. As a result, you can become stubborn about what you must do turning persistence into insistence that your way is right regardless of circumstances. You tend to set goals which are challenging but are not rewarding leading you to either lose interest in them or not feel satisfied when you achieve them. Moreover, you may feel that you have no choice but to 'do what you have to do', leading to frustration and anxiety when things do not work out exactly as you expect.

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

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**Social and Role Transition**

We tend to spend so much of our time focusing on what we believe we have to do that we do not stop to ask ourselves whether what we are doing is best for us. As a result, there never seems to be enough time or the right opportunity for us to redefine our goals and ideals and to probe what we really want to do with our lives. You are currently experiencing a feeling of frustration and dissatisfaction about where you are and what you are doing which will lead you to ask questions about what is best for you, what you really want to do with your life, and what are you willing to consistently commit your time and energy to accomplish.

The uncertainty about what is best in your current situation can generate a sense of caution or hesitancy about pushing ahead until you are certain which steps are best, a sense of doubt about whether your current situation will allow you to perform to your potential or whether you can measure up to what you believe is your best, and a restless, dissatisfied feeling which can lead you to overlook opportunities for development in your current environment.

**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.

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**Sales Assessment**  
**VALUE STRUCTURE OVERVIEW**  
**WORLD**

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**EMPATHY**  
**(CRYSTAL CLEAR)**

You are a keenly perceptive individual who has an excellent capacity for seeing and appreciating the inner worth and individuality of others. You are optimistic and concerned about others but may tend to become too personally involved with others, to become too sensitive about what others think or say. You tend to open more readily to those who meet your idealistic and preset ideas and expectations.

**PRACTICAL THINKING**  
**(CRYSTAL CLEAR)**

You have an excellent capacity for practical, common sense thinking and for concrete organization. You tend, however, to be preset in your thinking relying more heavily on what you think ought to be rather than using your excellent common sense. You tend to be somewhat skeptical in your thinking leading to a 'Doubting Thomas Attitude' when dealing with practical situations.

**SYSTEM JUDGMENT**  
**(CRYSTAL CLEAR)**

You are a perfectionist who has strong expectations that things be done right. You are a structured, analytical thinker and planner focusing on organizing things into a preset plan. You are an integrative thinker and planner who has an excellent ability to see how things fit together into a total picture and are a proactive thinker and planner who likes to plan ahead.

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**Sales Assessment**  
**VALUE STRUCTURE OVERVIEW**  
**SELF**

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**SELF ESTEEM**  
**(CLEAR)**

You have the ability to understand your inner self worth but you are currently depreciating your own inner worth. You do not give yourself as much credit as you should measuring yourself either against your own idealistic and perfectionistic expectations or against the expectations of others. In either case, you will tend to blow up your imperfections and become sensitive to what others think or say about you.

**ROLE AWARENESS**  
**(VISIBLE)**

You have the ability to understand your social/role image but are currently in social/role transition feeling doubts and uncertainty either about your ability to perform to potential or about your social/role image. As a result, you are likely to feel frustration and dissatisfaction in your current situation. Your actions and decisions are likely to be inconsistent shifting from uncertainty to a feeling of confidence.

**SELF DIRECTION**  
**(CLEAR)**

You are an extremely goal directed person who has a strong sense of commitment to inner ideals and principles, to what you think is right. You are a very persistent person who is likely to remain on target regardless of circumstances; however, this persistence can turn into insistence that your way is right regardless of circumstances and into a compulsive need to push ahead.

## COMPOSITE ATTITUDE SURVEY

<b>WORLD CLARITY</b>	<b>INATTENTIVE TO THE CAPACITY</b>	<b>CAUTIOUS ABOUT THE CAPACITY</b>	<b>ATTENTIVE TO THE CAPACITY</b>	<b>OVERATTENTIVE TO THE CAPACITY</b>
EMPATHY (CRYSTAL CLEAR)				KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC PRESET
PRACTICAL JUDGMENT (CRYSTAL CLEAR)	KEENLY PERCEPTIVE CAUTIOUSLY PRAGMATIC PRESET			
SYSTEM JUDGMENT (CRYSTAL CLEAR)			KEENLY PERCEPTIVE IDEALISTIC PROACTIVE INTERACTIVE	

- **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.

<b>SELF CLARITY</b>	<b>INATTENTIVE TO THE CAPACITY</b>	<b>CAUTIOUS ABOUT THE CAPACITY</b>	<b>ATTENTIVE TO THE CAPACITY</b>	<b>OVERATTENTIVE TO THE CAPACITY</b>
SELF ESTEEM (CLEAR)	INATTENTIVE TO INNER SELF TOO DEMANDING ON AND CRITICAL OF THEMSELVES			
ROLE AWARENESS (VISIBLE)	SOCIAL/ROLE TRANSITION QUESTIONING DISSATISFIED INCONSISTENT			
SELF DIRECTION (CLEAR)				PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **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.

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## **COMPOSITE ATTITUDE SURVEY**

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**WORLD**

<b>DIMENSION</b>	<b>CLARITY</b>	<b>LEVEL OF ATTENTION</b>	<b>DESCRIPTION</b>
EMPATHY	CRYSTAL CLEAR	OVERATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC PRESET
PRACTICAL JUDGMENT	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY PRAGMATIC PRESET
SYSTEM JUDGMENT	CRYSTAL CLEAR	ATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE IDEALISTIC PROACTIVE INTERACTIVE

- **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**

<b>DIMENSION</b>	<b>CLARITY</b>	<b>LEVEL OF ATTENTION</b>	<b>DESCRIPTION</b>
SELF ESTEEM	CLEAR	INATTENTIVE TO THE CAPACITY	INATTENTIVE TO INNER SELF TOO DEMANDING ON AND CRITICAL OF THEMSELVES
ROLE AWARENESS	VISIBLE	INATTENTIVE TO THE CAPACITY	SOCIAL/ROLE TRANSITION QUESTIONING DISSATISFIED INCONSISTENT
SELF DIRECTION	CLEAR	OVERATTENTIVE TO THE CAPACITY	PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

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