

Thinking Pattern Reports

Sales Screen

Prepared for

Sample Sample



Orchestrating Results

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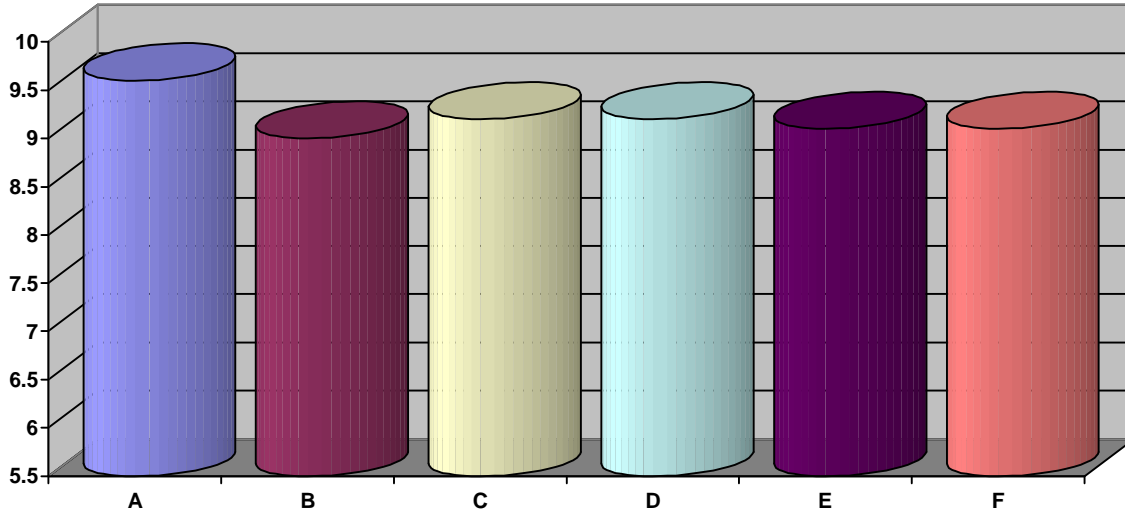
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Sales Screen

GLOBAL GRAPH



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

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

Sales Screen SYNOPSIS

CAPACITY	LOW RISK	SITUATIONAL RISK	CONDITIONAL RISK	REAL RISK
EMPATHY				
Intuitive Insight	ü			
Attitude Toward Others	ü			
Evaluating Others	ü			
Persuading Others	ü			
Relating With Others	ü			
HANDLING REJECTION				
Self Esteem		ü		
Self Assessment	ü			
Self Confidence	ü			
Self Control	ü			
Sensitivity To Others	ü			
ACHIEVEMENT DRIVE				
Goal Directedness	ü			
Results Oriented		ü		
Need To Achieve	ü			
Social Recognition		ü		
Self Attitude	ü			
Ambition	ü			

Sales Screen SYNOPSIS

CAPACITY	LOW RISK	SITUATIONAL RISK	CONDITIONAL RISK	REAL RISK
SELF STARTING ABILITY				
Persistence	ü			
Consistency	ü			
Initiative	ü			
Role Satisfaction		ü		
MOTIVATION INDEX				
Service	ü			
Money, Material Things		ü		
Social Recognition				ü
Personal Development	ü			
Mission	ü			
Sense Of Belonging	ü			

Sales Screen

CORE STRENGTHS

Intuitive Insight: (Empathy) (SL-1)

Low Risk

Keen intuitive insight, the ability to readily identify prospect interests and buying signals.

Attitude Toward Others: (Empathy) (SL-2A)

Low Risk

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

Evaluating Others: (Empathy) (SL-3A)

Low Risk

The ability to identify and evaluate prospect needs, interests and concerns in a clear, well organized manner.

Persuading Others: (Empathy) (SL-4A)

Low Risk

The ability to persuade others through concern, personal obligation and mutual concern.

Relating With Others: (Empathy) (SL-5C)

Low Risk

The ability to develop personal relationships with prospects and clients without becoming too personally involved.

Self Assessment: (Ability To Handle Rejection) (SL-7)

Low Risk

The ability to realistically see and understand how to utilize personal strengths in sales situations.

Self Confidence: (Ability To Handle Rejection) (SL-8C)

Low Risk

Awareness of social and role image combined with anxiety and uncertainty about which role is best.

Sales Screen

CORE STRENGTHS

Self Control: (Ability To handle Rejection) (SL-9)

Low Risk

The ability to maintain composure in difficult prospecting, interview or closing situations.

Sensitivity To Others: (Ability To handle Rejection) (SL-10A)

Low Risk

The ability to be open to prospect and client needs and interests without becoming too involved.

Goal Directedness: (Drive) (SL-11A)

Low Risk

Driven by a need to fulfill goals and plans generated primarily by personal ideals and ambitions.

Need To Achieve: (Drive) (SL-1 A)

Low Risk

Strongly driven by a need to achieve recognition and attention to confirm self worth.

Self Attitude: (Drive) (SL-15)

Low Risk

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

Ambition: (Drive) (SL-16A)

Low Risk

Driven by a compulsive need to attain personal goals and ambitions.

Persistence: (Self Starting Ability) (SL-21A)

Low Risk

Strong personal commitment to stay on track and complete goals and tasks regardless of what happens.

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CORE STRENGTHS

Consistency: (Self Starting Ability) (SL-22A)

Low Risk

The ability to consistently stay focused even though there is some uncertainty about which role is best.

Initiative: (Self Starting Ability) (SL-2 A)

Low Risk

A strong need to immediately push ahead even though there is some uncertainty about which role is best.

Service: (Motivation) (SL-25A)

Low Risk

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

Personal Development: (Motivation) (SL-28)

Low Risk

Motivated by the need to develop and maintain a constant and clear sense of where one is going in life.

Mission: (Motivation) (SL-29A)

Low Risk

Motivated by a compulsive need to attain personal goals and ambitions.

Sense Of Belonging: (Motivation) (SL-30B)

Low Risk

Motivated by a strong need to belong, to fit in with and be accepted by others.

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DEVELOPMENT COMMENTS

Self Esteem: (Ability To Handle Rejection) (SLS-6B)

Situational Risk

Self depreciation, may have difficulty controlling interview and to promise too much or more than is necessary.

Results Oriented: (Drive) (SLS-12B)

Situational Risk

Lack of attention to results can generate a tendency to delay decisions or to overlook what needs to be done.

Social Recognition: (Drive) (SLS-14B)

Situational Risk

Indecisiveness about what to do in current circumstances can create inconsistent burst of energy and drive.

Role Satisfaction: (Self Starting Ability) (SLS-24B)

Situational Risk

Dissatisfaction, frustration and anxiety in current circumstances can lead to inconsistent actions and decisions.

Money, Material Things: (Motivation) (SLS-26B)

Situational Risk

A lack of attention to money and material things can lead to indifference toward money unless it is a personal goal.

Social Recognition: (Motivation) (SLS-27B)

Real Risk

Social frustration and role transition can generate uncertainty and indecision about one's social/role image.

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INTERVIEW GUIDES

Self Esteem: (Ability To Handle Rejection)

Problem Area

They are currently depreciating their inner worth, measuring themselves against ideals and expectations and blowing up their imperfections. As a result, they may have difficulty keeping control and promise more than they can deliver or more than is necessary to make the sale.

Interview Notes

The interview should focus on an examination of their inner self doubts to find out whether they can:

1. be honest with themselves and with you about their mistakes and their potential for error;
2. handle personal criticism;
3. be realistic in what they say they can do.
4. Realistically describe their strengths and their limitations and relate them specifically to selling.

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INTERVIEW GUIDES

Results Oriented: (Drive)

Problem Area

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

Interview Notes

The interview should examine their lack of focus and attention on immediate needs and circumstances:

1. Test their ability to develop and maintain a focus on results. Utilize a mock sales interview to examine their priorities for action and their willingness to be distracted from closing the sale.
2. Ask them to make a list of sales tasks and require them to prioritize this list. Have them be specific.

Sales Screen INTERVIEW GUIDES

Social Recognition: (Drive)

Problem Area

They are in social/role transition feeling frustrated and uncertain about what you want to do. As a result of this transition, their decisions and actions can be inconsistent and they may overlook potential in their environment focusing instead on the past or on what they think ought to be.

Interview Notes

The interview should focus on the effect of their social/ role transition:

1. Ask them to describe their key talent as a salesperson and their weaknesses. Test their ability to see their weaknesses as opportunities for development.
2. Be careful not to hype your sales position. Make them decide on their own that your job is best for them.

Sales Screen

INTERVIEW GUIDES

Role Satisfaction: (Self Starting Ability)

Problem Area

They are currently in social/role transition uncertain about what they want to do and feeling frustrated and dissatisfied about current circumstances. This uncertainty can lead them to impulsive decisions or actions and to either over estimate or under estimate of their current opportunities.

Interview Notes

The interview should examine the risk of their social/role transition leading them to miss opportunities and focus more on what is not working than what is:

1. Test their ability to tell you what they find satisfying about selling. Then ask them to describe why they want to sell your products and services.
2. Discover their priorities in life and what they are willing to do to accomplish their goals and objectives.

Sales Screen

INTERVIEW GUIDES

Money, Material Things: (Motivation)

Problem Area

Lack of attention to practical thinking and results can lead them 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 their time, energy and commitment.

Interview Notes

The interview should focus on the motivational effects of skeptical, cautious attitudes toward practical thinking, material things, and practical consequences of decisions:

1. Require them to prioritize their tasks as a salesperson giving specific examples of how they would perform those tasks while selling your products and services.
2. Ask them to describe how your salespeople should dress and present themselves to clients.

Sales Screen INTERVIEW GUIDES

Social Recognition: (Motivation)

Problem Area

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

Interview Notes

The interview should focus on the uncertainty and the indecisiveness concerning their social/role image:

1. Ask them to describe the type of selling position which would make them feel satisfied and competent.
2. Require them to describe what would motivate them to sell your products and services and what could prohibit them from succeeding in your organization.