

# Thinking Pattern Reports

Sales Screen

Prepared for

SampleB SampleB



*Orchestrating Results*

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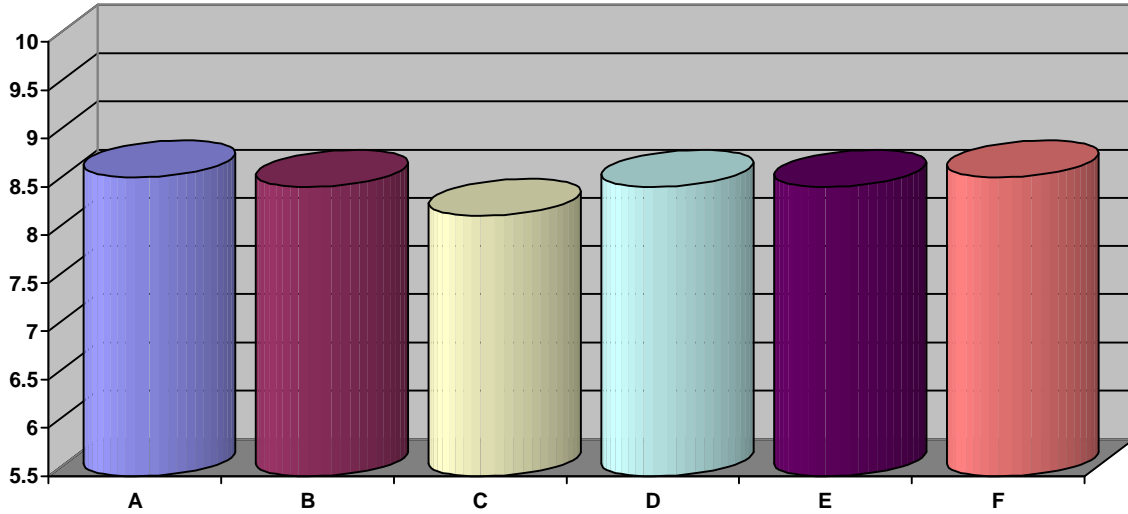
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## Sales Screen

### GLOBAL GRAPH



<b>Low Risk</b> (Excellent ability to utilize the capacity and translate the talent into decisions; reduces the potential for errors and mistakes)	<b>8.8 to 10.0</b>
<b>Situational Risk</b> (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)	<b>8.5 to 8.79</b>
<b>Conditional Risk</b> (Limited access to the capacity indicating actual conditions that will increase the potential for mistakes and errors and restrict the transfer into decisions)	<b>8.2 to 8.49</b>
<b>Real Risk</b> (Restricted access to the capacity indicating the ability is consistently unavailable and individuals are subject to mistakes and errors in judgment)	<b>6.0 to 8.19</b>

<b>A) Empathy (Situational Risk)</b> — The ability to see, understand and relate with others.
<b>B) Handling Rejection (Situational Risk)</b> — The ability to maintain a sense of inner self worth.
<b>C) Achievement Drive (Conditional Risk)</b> — The ability to have a strong desire to push ahead and to achieve desired results.
<b>D) Self Starting Ability (Situational Risk)</b> — The ability to get things done without the need for constant supervision.
<b>E) Motivation Index (Situational Risk)</b> — The ability to direct one's energy with a sense of purpose and direction.
<b>F) Discipline For Selling (Situational Risk)</b> — 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
<b>EMPATHY</b>				
Intuitive Insight	ü			
Attitude Toward Others		ü		
Evaluating Others	ü			
Persuading Others			ü	
Relating With Others			ü	
<b>HANDLING REJECTION</b>				
Self Esteem		ü		
Self Assessment		ü		
Self Confidence				ü
Self Control	ü			
Sensitivity To Others				ü
<b>ACHIEVEMENT DRIVE</b>				
Goal Directedness			ü	
Results Oriented	ü			
Need To Achieve		ü		
Social Recognition				ü
Self Attitude	ü			
Ambition				ü

**Sales Screen  
SYNOPSIS**

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

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## **Sales Screen**

### **CORE STRENGTHS**

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**Intuitive Insight: (Empathy) (SL-1)**

**Low Risk**

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

**Evaluating Others: (Empathy) (SL-3B)**

**Low Risk**

The ability to focus your thinking in the prospecting and sales process in an objective, critical manner.

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

**Low Risk**

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

**Results Oriented: (Drive) (SL-12A)**

**Low Risk**

Extremely results and 'now' oriented focusing time and energy on decisions which have a immediate result.

**Self Attitude: (Drive) (SL-15)**

**Low Risk**

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

**Money, Material Things: (Motivation) (SL-26A)**

**Low Risk**

Motivated by money and material things and by a strong need to create practical results.

**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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## **Sales Screen**

### **DEVELOPMENT COMMENTS**

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**Attitude Toward Others: (Empathy) (SLS-2B)**

**Situational Risk**

Cautious and discrete, impatient with others, may not pay attention to prospect needs and concerns.

**Persuading Others: (Empathy) (SLS-4B)**

**Conditional Risk**

Cautious Skepticism, may come across as too imposing and or as indifferent to prospect and client needs and concerns.

**Relating With Others: (Empathy) (SLS-5H)**

**Conditional Risk**

Skeptical attitudes about others can lead to overly competitive and demanding attitudes.

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

**Situational Risk**

Inattentive to inner self worth, may talk price too soon, do more than is necessary to close and support the sale.

**Self Assessment: (Ability To Handle Rejection) (SLS-7)**

**Situational Risk**

Difficulty realistically assessing personal potential and maintaining consistent confidence.

**Self Confidence: (Ability To Handle Rejection) (SLS-8G)**

**Real Risk**

Self insecurity, difficulty knowing what to do or marshalling energy to get things done.

**Sensitivity To Others (Ability To Handle Rejection) (SLS-10B)**

**Real Risk**

Tendency to be overly indifferent to others can lead to a lack of attention to prospect or client needs and concerns.

**Goal Directedness: (Drive) (SLS-11E)**

**Conditional Risk**

A combination of uncertainty about the future and skepticism can lead to indecisiveness and disorganization.



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**Sales Screen**  
**DEVELOPMENT COMMENTS**

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**Need To Achieve: (Drive) (SLS-1 C)**

**Situational Risk**

False self assurance can lead to an overestimation of one's successes and to complacency about getting things done

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

**Real Risk**

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

**Ambition: (Drive) (SLS-16B)**

**Real Risk**

Holding pattern concerning the future can lead to indecisiveness and inconsistency.

**Persistence: (Self Starting Ability) (SLS-21B)**

**Real Risk**

Holding pattern concerning the future can generate difficulty setting and following through with goals.

**Consistency: (Self Starting Ability) (SLS-22A)**

**Conditional Risk**

Inconsistent feelings about social/role image can lead one to shift from demanding too much to demanding too little.

**Initiative: (Self Starting Ability) (SLS-2 A)**

**Conditional Risk**

Social/role transition can generate frustration and a lack of urgency to push ahead until one's direction is more certain.

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

**Conditional Risk**

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

**Service: (Motivation) (SLS-25B)**

**Situational Risk**



Cautious, discrete attitudes can generate an indifference to service unless service is a personal goal or ideal.

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**Sales Screen**  
**DEVELOPMENT COMMENTS**

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

**Real Risk**

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

**Personal Development: (Motivation) (SLS-28)**

**Real Risk**

Frustration can result from indecisiveness or lack of clarity about where one is going in life.

**Mission: (Motivation) (SLS-29B)**

**Real Risk**

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

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **Attitude Toward Others: (Empathy)**

##### **Problem Area**

They can become skeptical, cautious and impatient with others especially when they do not measure up to expectations. As a result, they may tend to (1) overlook critical needs and concerns, (2) be too competitive and eager to close too soon and (3) overlook buying signals.

##### **Interview Notes**

The interview should examine their ability to be open to the needs and interests of prospects and clients and to make the sale without become too aggressive and competitive:

1. Require them to sell you. Make the approach and interview difficult by asking questions which are not relevant and by aggressively raising objections. Test their ability to deal with your irritating style, to identify the crucial issues and to be patient in the presentation without trying to rush to the close.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **Persuading Others: (Empathy)**

##### **Problem Area**

They tend to be cautiously skeptical and may come across as too imposing or as indifferent to prospect and client needs and concerns. Moreover, They are likely to place too much emphasis on being competitive and winning sometimes pushing a decision before a prospect or client is ready.

##### **Interview Notes**

The interview should test the impact of their critical, skeptical attitudes on their ability to work with others in a win-win situation:

1. Describe the sales presentation as a competition in which the salesperson must win at all costs. Require them to respond and see whether and to extent they are willing to agree with you.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

##### **Problem Area**

They tend to be cautious and sometimes skeptical about others potentially leading them to overlook prospects, to miss buying signals, to be too critical and competitive and to be indifferent to or impatient with the needs and interests of prospects and clients.

##### **Interview Notes**

The interview should examine the extent of risk in their skeptical, suspicious attitudes about others:

1. Give them a sales interview situation in which you are the prospect. Require them to convince you that they can be trusted. Challenge them aggressively.
2. Describe the sales presentation as a competition in they must win at all costs. Test their willingness to agree to describe prospects and clients in a negative way.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

##### **Problem Area**

They do not give themselves enough credit, depreciating their worth and contribution, measuring themselves against ideals and expectations and blowing up their imperfections. As a result, they are likely to be oversensitive to what others think or say.

##### **Interview Notes**

The interview should test how realistic they can be about themselves and their ability to sell:

1. Give them an example of a sales situation in which they must deal with a confrontational issue with either a prospect or client. You act out the role of either the prospect or client and aggressively challenge them.
2. Ask them to describe five reasons why they might not be able to close a sale.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

##### **Problem Area**

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

##### **Interview Notes**

The interview should investigate the impact of their inadequate self image:

1. Ask them to describe what they think would give them a sense of satisfaction and achievement; then, test their ability to see opportunities for actualizing that achievement selling your products and services.
2. Make certain that you do not hype them. Allow them to state their priorities and then critically examine those.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

##### **Problem Area**

They are currently in an overall self transition uncertain about inner self worth, their current social/role image and their future direction. They are likely to feel a sense of inadequacy such that they have difficulty marshalling their energies to get things done or to stay on track.

##### **Interview Notes**

The interview should be designed to examine the extent of risk of their overall feelings of self insecurity:

1. Utilize an example of a sales interview in which you are the prospect. Require them to convince you to buy. Aggressively challenge them.
2. Be careful not to hype them about your products and services. Paint both the picture of the rewards from success and the commitment required to succeed.



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## **Sales Screen**

### **INTERVIEW GUIDES**

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

##### **Problem Area**

They are cautious and sometimes skeptical in attitudes toward others. As a result, they may project an indifference or lack of attention to prospect and client needs and concerns and may become too critical and competitive when people disagree with their ideas and proposals.

##### **Interview Notes**

The interview should investigate the risk of cautious, skeptical and potentially critical attitudes toward others:

1. Give an example of a sales interview situation in which they must persuade you to buy. Aggressively challenge them, testing their ability to handle prospect and client conflicts in a rational, balanced manner.
2. Ask them to describe techniques for closing which are best suited to them and to client needs and concerns.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

#### **Problem Area**

They are in transition with respect to inner goals and ideals which guide actions and have a sense of skeptical disregard for outer goals and structure. Their thinking can become overly skeptical and disorganized leading to indecisiveness and confusion about pushing ahead.

#### **Interview Notes**

The interview should investigate the risk of this person's indecisiveness and lack of direction:

1. Ask them to list on paper the most important goals in their life, why these goals are important, how they are planning to achieve these goals and what they are willing to do and give up in life to accomplish these goals. Require them to be specific and to connect their observations directly to selling for you.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

#### **Problem Area**

They have a sense of comfort with the present which is based confidence which can be unrealistic and false. As a result, they tend to either over estimate their ability to perform or to overlook their potential for error such that do not see or understand your mistakes and failures.

#### **Interview Notes**

The interview should be designed to test the effect of their false sense of self assuredness:

1. Ask them to list the major reasons salespeople fail to close. Ask them to detail which of these reasons they as problems for them and to describe how they would handle those problems selling for you.
2. Test their ability to build a realistic strategy for selling your products and services.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **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.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

#### **Problem Area**

They are in a holding pattern concerning the future asking questions about what they are willing to commit time and energy to accomplish . As a result, they may delay acting on buying signals or put off decisions and actions until they are more certain about what is right.

#### **Interview Notes**

The interview should make certain that this holding pattern is only a transition experience and does not interfere with their ability to get things done:

1. Ask them to describe what they view as the absolutely necessary production to meet the requirements for selling in your organization. Test their willingness to adopt these minimal conditions as their goals and their willingness to set more aggressive goals for themselves.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

#### **Problem Area**

They are feeling indecisive and uncertain about which course of action is best for and as a result will not likely feel an urgency to push ahead. This holding pattern can generate difficulty setting or following through with goals especially until they are more certain about what is right for them.

#### **Interview Notes**

The interview should examine this holding pattern about the future:

1. Ask them to describe situations which are challenging to and to identify what generates a strong desire to push ahead and achieve.
2. Ask them to list their most important priorities and goals and to tell you what they are willing to do to accomplish these goals. Require them to be specific.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

##### **Problem Area**

A combination of a compulsive need to push ahead and a feeling of frustration and dissatisfaction about their circumstances can lead to inconsistencies in decisions and actions and potentially can cause them to shift from demanding too much to demanding too little of themselves.

##### **Interview Notes**

The interview should examine the effect of the compulsive drive to get things done on their ability to see and accept opportunities and get things done:

1. Ask them to describe why they want to sell your products and services and how they would get the job done.
2. Be careful not to hype them the opportunities in your organization. Spend at least as much time what you demand as on what they would gain from the sales job.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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

#### **Problem Area**

They are currently in social/role transition which leaves them feeling frustrated and dissatisfied with current events and circumstances. As a result of this transition, they may feel a lack of urgency to act especially until they have decided what social or role image is best for them.

#### **Interview Notes**

The interview should focus on the effect which social/role transition can have on their ability to marshal their energy to get things done:

1. Work with him to identify the primary motivators in their life.  
Investigate their willingness to push and challenge themselves to achieve their goals.
2. Ask them to describe what their most underutilized talent and how they think they can tap that potential.



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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **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.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **Service: (Motivation)**

#### **Problem Area**

Overly cautious, skeptical attitudes toward others can cause them to not pay attention to service activities unless they feel that there is some immediate benefit or unless servicing clients is an ideal or personal goal which they are strongly committed to attain.

#### **Interview Notes**

The interview should explore the effect of skeptical, suspicious attitudes toward others on their ability to be motivated to get the sales job done:

1. Test their ability to qualify prospects by giving them a list of prospects to prioritize.
2. Require them to demonstrate how they would deal with an unhappy prospect and/or client and how they would handle prospect concerns with their need to make the close.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **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.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **Personal Development: (Motivation)**

##### **Problem Area**

They tend to be uncertain about which course of action is best for them, about what strategies, plans and goals will provide a sense of accomplishment and fulfillment. As a result, they are likely to delay decisions or stay locked in one direction even when they believe that direction is wrong.

##### **Interview Notes**

The interview should explore the effects of inconsistent and confusing ideas and feelings about self development:

1. Ask them to describe themselves selling for you. Require them to tell you why they believe they can sell for you and to describe what would keep them from succeeding.
2. Ask them to describe the conditions which must exist for them to be able and willing to demand the most out of themselves and succeed regardless of circumstances.

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## **Sales Screen**

### **INTERVIEW GUIDES**

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#### **Mission: (Motivation)**

#### **Problem Area**

Currently they are in transition about what course of action is best and as a result may or may not be motivated by a sense of mission and purpose. They may feel hesitancy about pushing ahead and demanding the most out of themselves until they are more certain about what is right for them.

#### **Interview Notes**

The interview should focus on the effect of the uncertainty and indecision on their ability to get things done:

1. Ask them to describe what is both challenging and rewarding to them.
2. Require them to describe a strategy for success selling your products and services focusing on specific goals, how they will accomplish their goals and they believe they should get from that achievement.