

Thinking Pattern Reports

Sales Synopsis

Prepared for

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Orchestrating Results

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Sales Synopsis OVERVIEW GRAPH

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Empathy			ü	
Practical Ability		ü		
Organizational Ability			ü	
Handling Rejection			ü	
Self Starting Ability				ü
Achievement Drive			ü	
Discipline For Selling			ü	
Stress Index			ü	
Motivation Index			ü	

Empathy :

The ability to see, understand and relate with others.

Practical Ability :

The ability to see and understand what needs to be done in common sense ways.

Organizational Ability :

The capacity to plan and organize ideas into a consistent strategy.

Handling Rejection :

The ability to maintain a sense of inner self worth.

Self Starting Ability :

The ability to get things done without the need for constant supervision.

Achievement Drive :

The ability to have a strong desire to push ahead and to achieve desired results.

Discipline For Selling :

The ability to work within guidelines, schedules policies and procedures to get things done.

Stress Index :

The ability to handle stress without allowing it to interfere with getting things done.

Motivation Index :

The ability to direct one's energy with a sense of purpose and direction.

Sales Synopsis

EMPATHY

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

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.

Sales Synopsis

PRACTICAL THINKING ABILITY

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

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 Synopsis

ORGANIZATIONAL ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Realistic Goal Setting				ü
Short Range Planning		ü		
Long Range Planning				ü
Concrete Organization		ü		
Conceptual Organization			ü	

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.

Long Range Planning :

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

Conceptual Organization :

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

Short Range Planning :

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

Sales Synopsis

HANDLING REJECTION

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Esteem			ü	
Self Assessment			ü	
Self Confidence				ü
Self Control			ü	
Sensitivity To Others				ü

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 Synopsis

SELF STARTING ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Persistence				ü
Consistency			ü	
Initiative				ü
Role Satisfaction			ü	

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 Synopsis
ACHIEVEMENT DRIVE

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Goal Directedness				ü
Results Oriented	ü			
Need To Achieve			ü	
Social Recognition				ü
Self Attitude		ü		
Ambition				ü

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 Synopsis

DISCIPLINE FOR SELLING

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

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.

Attention To Policies And Procedures :

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

Doing Things Right :

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

Meeting Deadlines And Schedules :

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

Sales Synopsis STRESS FACTORS

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

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 Synopsis

SOURCES OF MOTIVATION

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

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.

Money, Material Things :

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

Status, Recognition :

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

Personal Development :

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

Sense Of Mission :

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

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.

Sales Synopsis

PRIMARY STRENGTH COMMENTS

Results Oriented: (Drive)

You have a strong need to create practical, pragmatic results and this need combined with your overall practical problem solving ability and attentiveness to practical, pragmatic values generates a strong drive center which will propel you toward your immediate circumstances.

Despair Index: (Stress Factors)

You have the ability to see what needs to be done in a clear and balanced manner. You are also willing to deal with things an objective manner when they do not work out as expected. As a result, you are likely only to experience temporary anxiety and frustration from any setbacks.

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.

Money, Material Things: (Motivators)

You not only have the ability to see and understand the importance of money and material things but you also are willing to spend time and energy in activities which will generate concrete results. As a result, you are likely to be highly motivated by opportunities to make money or accumulate material things and wealth in general.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

Common Sense: (Practical Thinking)

You have the ability to see and pay attention to things in a practical, common sense way giving you the ability to see and understand what needs to be done and to understand how to get things done in a practical way. You tend to be 'now' oriented and to stay focused on the need for results and immediate action.

Appreciation of Things: (Practical Ability)

You have the capacity to see, understand and appreciate the value of things, social status and image, and money and material things. You pay attention to maintaining the worth of things, are sensitive to flaws as well as features, and have the ability to utilize the practical, functional value of things.

Short Range Planning: (Organizational Ability)

You are a practical, pragmatic planner and have both the ability and the commitment to translate the immediate needs of your situation into a concrete, action oriented plan designed to accomplish immediate results.

Concrete Organization: (Organizational Ability)

You have the ability to understand the value of organizing and planning your environment. This ability combined with your practical, results oriented thinking and problem solving will build a very good capacity for organizing things in an effective, functional manner.

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.

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.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

Intuitive Insight: (Empathy)

Your difficulty translating intuitive feelings into concepts, ideas, and decisions can lead to difficulty identifying crucial issues, handling objections and gauging how well the prospect or client is responding or determining what type of response is appropriate.

Attitude Toward Others: (Empathy)

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

Evaluating Others: (Empathy)

You can be dogmatic, stubborn and skeptical leading you to impose your preset solutions and be indifferent to prospect and client needs and concerns. As a result, you can come across as too competitive, impatient and demanding. You may overlook buying signals and critical issues.

Persuading Others: (Empathy)

You tend to be cautiously skeptical and may come across as too imposing or as indifferent to prospect and client needs and concerns. Moreover, You can place too much emphasis on being competitive and winning such that sometimes you push for a decision before a prospect or client is ready.

Relating With Others: (Empathy)

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

Evaluating What Needs To Be Done: (Managing Activities)

Your thinking can become clouded either by excess attention or by the lack of attention to people, results or structure As a result, your ability to evaluate and decide what is important and needs to be done can be restricted. Seek feedback to help generate realistic alternatives for action.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

Sense Of Timing: (Practical Ability)

Your thinking tends to be so results and `now' oriented that you lack balance and objectivity. As a result, your sense of timing is likely to become too focused on immediate needs. Seek feedback to help you develop and maintain focus in a more balanced and objective manner.

Conceptual Organization: (Planning and Organizing)

Because you tend to discount the need for order or structure, your thinking can become disorganized and confused. Attend a workshop on organizing and planning which provides techniques for effective and efficient thinking and planning.

Self Esteem: (Ability To Handle Rejection)

You do not give yourself enough credit, depreciating your worth and contribution, measuring yourself against ideals and expectations and blowing up your imperfections. As a result, you are likely to be oversensitive to what others think or say about you.

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.

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.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

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.

Need To Achieve: (Drive)

You have a sense of comfort with the present which is based confidence which can be unrealistic and false. As a result you may either overestimate your ability to perform or to overlook your own potential for error such that do not see or understand your mistakes and failures.

Doing Things Right: (Discipline For Selling)

Your strong sense of individualism can lead you to covertly or overtly challenge existing ways of doing things, and can lead you to disregard even the need for order, structure and standards. Examine the consequences of your resistance to order, authority and structure.

Attention To Policies And Procedures: (Discipline For Selling)

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.

Meeting Schedules And Deadlines: (Discipline For Selling)

You are currently in transition about which direction is best for you. You tend to see the world in a sense of disorder and confusion. During this transition period, you are likely to have difficulty meeting schedules and deadlines. Take time to decide what you really want and what you are willing to do to obtain what you want.

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.

Sales Synopsis
SECONDARY DEVELOPMENT COMMENTS

Service (Motivation)

Your overly cautious, skeptical attitudes toward others can cause you to not pay attention to the value of service. Unless you feel that you can attain some immediate benefit or unless servicing your clients is an ideal or personal goal which you are strongly committed to attain, you will likely overlook service as a motivating force in your decisions.

Sales Synopsis

PRIMARY DEVELOPMENT COMMENTS

Realistic Goal Setting: (Planning and Organizing)

You are currently uncertain about which direction is best leaving you in a holding pattern about the future. Moreover, you tend to be somewhat skeptical about structure and system. Seek feedback to determine what you want to do and what you are willing to commit yourself to do.

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.

Self Confidence: (Ability To Handle Rejection)

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

Sensitivity To Others: (Ability To Handle Rejection)

You are cautious and sometimes skeptical in your attitudes toward others. As a result, you 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 your ideas and proposals.

Persistence: (Self Starting Ability)

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

Initiative: (Self Starting Ability)

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

Sales Synopsis

PRIMARY DEVELOPMENT COMMENTS

Goal Directedness: (Drive)

A combination of your individualistic attitude toward the world and a stubborn, self perfectionistic attitude can lead you to set goals which are either unrealistic or which will not keep you on track and can result in a stubborn insistence that your way is right regardless of circumstances.

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.

Ambition: (Drive)

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

Meeting Established Standards: (Discipline For Selling)

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. Ask yourself whether you are rejecting standards simply for the sake of being different and seek advice to make certain you are being realistic.

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.

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.

Sales Synopsis

PRIMARY DEVELOPMENT COMMENTS

Goal Frustration: (Stress Index)

You are currently feeling uncertainty and apprehension about the future which combined with your skepticism about structure can generate a reactivity and retroactivity in your decision making. As a result, you are likely to feel anxiety, frustration and despair. Seek feedback to set priorities you are willing to accept and meet.

Flexibility, Adaptability: (Stress Index)

You are currently in transition about which direction is best for you and as a result can feel uncertainty about changing directions. You are likely to feel anxiety, frustration and despair when you must deal with major changes. Seek feedback to identify the source of your uncertainty about the future.

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.

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.

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.