

PSA

Report designed for

Sally Sample

CONFIDENTIAL

Profiles Sales Assessment™ Comparison Summary

Performance Model: Widget Bender

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INSIGHTS

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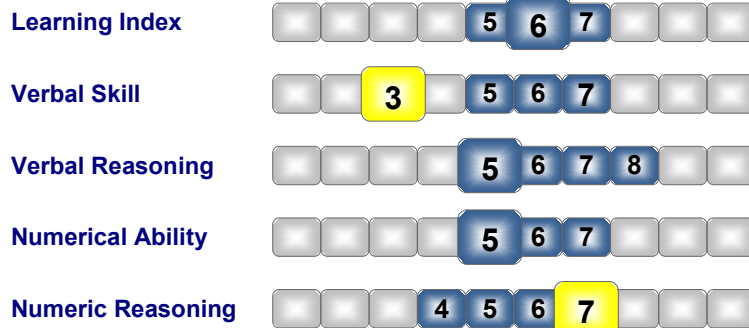
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Summary Graph

Overall Job Match – 69%



Thinking Style
82% Match



Behavioral Traits
54% Match

Distortion for this assessment is within the acceptable range.

Top Interests for Sally Sample

- Enterprising
- People Service
- Creative

Top Interests for this Performance Model

- Financial/Administrative
- People Service
- Enterprising

Interests
71% Match

= Match

Brief Profile of the Total Person

Thinking Style

Learning Index

An index of expected learning, reasoning, and problem solving potential.



- Upon completing a new sales training program, Ms. Sample should pick up new selling concepts and techniques easily.

Verbal Skill

A measure of verbal skill through vocabulary.



- With training and experience, Ms. Sample should be able to develop a higher level of verbal ability.

Verbal Reasoning

Using words as a basis in reasoning and problem solving.



- She demonstrates adequate, and in some areas good, verbal reasoning ability; certain techniques and complexities will need training before she will be comfortable using them in a sales presentation.

Numerical Ability

A measure of numeric calculation ability.



- Sally is comfortable analyzing basic numerical material and performing some mathematical functions without relying on a calculator.

Numeric Reasoning

Using numbers as a basis in reasoning and problem solving.



- Ms. Sample demonstrates a strong ability to solve problems of a numerical nature.

Behavioral Traits

Energy Level

Tendency to display endurance and capacity for a fast pace.



- She can act with a sense of urgency, usually even under pressure from multiple sales prospects and clients, so long as she pays attention to her energy reserves and occasionally revitalizes.

Assertiveness

Tendency to take charge of people and situations.
Leads more than follows.



- Ms. Sample enjoys the opportunity to influence prospects and win sales. She is quite willing to aggressively guide a negotiation toward the desired result.

Sociability

Tendency to be outgoing, people-oriented, and participate with others.



- Ms. Sample prefers an impersonal sales style and may tend to avoid spending time on small talk and social amenities before engaging in the business at hand.

Manageability

Tendency to follow policies, accept external controls and supervision, and work within the rules.



- Ms. Sample prefers to be generally compliant and traditional. However, Sally may bend procedures when sales goals truly need a creative perspective.

Attitude

Tendency to have a positive attitude regarding people and outcomes.



- Ms. Sample is inclined to question the motives of others in a negotiation.

Decisiveness

Uses available information to make decisions quickly.



- Ms. Sample can stand firm on decisions and is not inclined to back down once a decision is made.

Accommodating

Tendency to be friendly, cooperative, agreeable. To be a team person.



- Sally may be slower than others to avoid arguments, disagreements, and/or conflict even if this is not what would make the client happy.

Independence

Tendency to be self-reliant, self-directed, to take independent action, and make own decisions.



- Ms. Sample prefers to pursue prospects on her own and will resist being micro-managed. She can become impatient with a sales manager or executive that demands constant progress updates.

Objective Judgment

The ability to think clearly and be objective in decision-making.



- Ms. Sample avoids objective decision-making, following her intuition to determine a solution for a client.

Interests

Ms. Sample scored highest in the Creative, Enterprising, and People Service themes on the inventory. She is attracted to sales positions in which she can use her creative side in a competitive environment that includes a high degree of service for prospects and clients. She appears to be drawn toward opportunities to sell in an innovative way. The chance to serve the needs of customers also relates to this interest pattern.

Critical Sales Behaviors

This section describes what kind of sales behavior Ms. Sample could demonstrate if properly trained for the position under consideration. If she is a good match to the position this information is very important.

If Ms. Sample is not a good match to the Job Match Pattern you have developed for this position, you should disregard the comments made in this section. However, if you have other sales positions available you should re-run the Profiles Sales Assessment with the Job Match Patterns developed for those positions. Should she be a good match for any of these other positions, then use this section of the report to support your decision.

Prospecting

More often than not, Ms. Sample has the energy to hunt for opportunities. She tends to be most effective in prospecting when it is done in brief spurts of activity rather than over an extended period of time. She tends to enjoy a great deal of self-sufficiency and flexibility in her approach to developing a list of prospects.

Closing The Sale

Ms. Sample is usually willing to move toward a close from the very beginning of the presentation. Her confidence and competitiveness are quite high. With an average level of persistence and a high level of sales drive, she should consistently demonstrate the motivation to present her product in the most favorable perspective and use a variety of approaches to help the prospect appreciate their need for the product.

Call Reluctance

Typically, call reluctance will be only an occasional hurdle rather than a real problem for Ms. Sample. Because of her resistance to rejection, Ms. Sample should show a consistent level of confidence when placing sales calls. She should be willing to pursue the sales process to completion in a consistent manner. Her high sales drive serves her well in pushing through any periods of doubt that may occur.

Self-Starting

If given the opportunity to add excitement to her daily events, Ms. Sample accepts it with interest. The bustle and stress of a fast paced profession is very motivational for her. Very energetic and driven, Ms. Sample should prove to be an individual who takes initiative, gets things going during lull periods and uses resources to maximize such initiative. Ms. Sample will work out the details of how she will complete tasks on her own and is likely to accept additional challenges in order to satisfy her drive and energy. Her autonomy and individualism are higher than most others which leads to unique goal setting and accomplishment. Ms. Sample derives motivation from within, occasionally taking the lead as a source of encouragement to others. She may need greater competitive challenges in order to maintain satisfaction in what she does.

Working With a Team

It often comes easy for Ms. Sample to lead others and direct the course of action. When competition takes form, she will often be ready for the challenge and probably interested in directing others toward competitive goals. Her autonomy and individualism are higher than most others, demonstrating her high competitiveness and independence; this may overshadow her willingness to coordinate the team and encourage cooperative efforts. She may prefer to set her own direction and establish personal methods rather than doing so as part of a consensus. Ms. Sample derives motivation from within, taking the lead as a source of encouragement to others.

Building and Maintaining Relationships

Ms. Sample is balanced in terms of her approach to building relationships. She has relatively high energy and autonomy under the right conditions. This should encourage her when initiating relations with clients, but it may create boundaries for how much individualism she is willing to sacrifice. A relationship that suffers only an occasional snag when initiated is most favorable for her interpersonal style.

Compensation Preference

When competition takes form, she will often be ready for the challenge. Ms. Sample is primarily motivated by winning and the chase that concludes with a successful sale. She has a highly developed drive for sales and a focus on getting results. She has a self-reliance that is strong and will further add to her motivation and compensation needs. Ms. Sample derives motivation from within, occasionally taking the lead as a source of encouragement to others. Although the service she provides to customers and clients is essential, the winning aspects of successful sales are the greatest reward for her.