



PSA

Report designed for

**Sally Sample**

**CONFIDENTIAL**

# Profiles Sales Assessment™ Comparison Summary

Performance Model: Widget Bender

Performance Model Date: 2/4/10

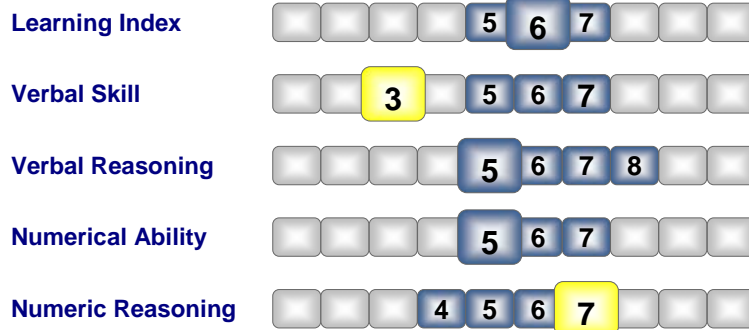
Assessment Taken: 3/25/10 Printed: 5/20/10

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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

Ms. Sample will invest a great deal of energy into prospecting. 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 responds more effectively when the structure for prospecting is provided by her organization.

### 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 rarely be a real problem for Ms. Sample. Her high level of energy suggests that she prefers to act quickly, rather than wait for something to happen. Because of her resistance to rejection, Ms. Sample does not appear to experience much tentativeness in the pursuit of her goals. She should be willing to engage in 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 usually accepts it with interest. The bustle and stress of a fast paced profession is very motivational for her as long as a supervisor provides consistent structure and support. Ms. Sample probably performs best when a supervisor sets specific goals for her to attain. It is rarely a problem for her to deal with an attentive supervisor. Ms. Sample derives motivation from within, occasionally taking the lead as a source of encouragement to others. Largely based on a high energy level and sales drive, Ms. Sample moves ahead through difficult times just to keep some activity in the works. To maintain her initiative, be sure to support her need for structure.



### **Working With a Team**

It often comes easy for Ms. Sample to lead others and direct the course of action. When competition takes form, her will often be ready for the challenge. Ms. Sample probably performs best when a supervisor sets specific goals for her to attain, as her may need the structure offered in a team setting. It is rarely a problem for her to deal with an attentive supervisor. Ms. Sample derives motivation from within, capable of taking the lead as a source of encouragement to others.

### **Building and Maintaining Relationships**

At some time, Ms. Sample is likely to express dependence on others, building relations based on her need for inclusion, but expressing a need for others to guide her through the process. Her high energy easily gets her started, but the structure others provide will be needed to sustain relationship-building. A relationship that suffers only the 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, providing her need for support and structure is met. Her relative strength is a need for compensation in the form of recognition and public accolades for effective performance. Reward her through chances to succeed on a level playing field and provide the structure her needs to move forward. 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.