



Sid Tester

December 18, 2012

AI Report: - Attribute Index - Sales Profile

This Innermetrix Attribute Index was authored by Jay Niblick, the Founder and CEO of Innermetrix. It is the modern interpretation of Dr. Robert S. Hartman's Formal Axiology, a science that helps us understand how we reason and make decisions. The six core dimensions examined herein play a vital role in how we see the world, and respond to it. This Attribute Index will help you understand how you reason and make judgments or decisions.



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Over fifty years of scientific research has revealed that there are three distinct styles of decision-making. Each of us can make decisions in these three ways, but we tend to develop a preference for one more than the other two. This preference becomes a subconscious force, affecting the decisions we make on a daily basis and shaping how we perceive the world around us and ourselves.

The three decisional styles are the personal, the practical, and the analytical. These dimensions can be examined in the form of patterns based on two distinct factors unique to axiology.

The Personal Style: People with a preference for this style of making decisions tend to see the world from a personal point of view, or with concern for the individuals involved. They see people in a unique, individual light and are more concerned about others than the results and theory. This involves a personal involvement with, concentration on, or investment in people. To this style, the world is filled with people needing to be understood.

The Practical Style: People with a preference for this style of making decisions tend to see things in very practical, no nonsense, real-world, task oriented manner. They are more concerned with results than others and theory. They see people in comparative ways as they relate to others. To this style, the world is an objective waiting to be achieved.

The Analytical Style: People with a preference for this style of making decisions tend to see the world from a theoretical perspective, more in an abstract way than a concrete one. They see people as part of a system and tend to think in very black and white terms. They are more concerned with thinking about things, and analysis than actual results or personal concerns of others. To this style, the world is a problem to be explored and solved.

To some extent we are all capable of making all three kinds of decisions, but our preference tends to be for one more than the other two. Here's a simple example of the three in contrast to each other. One of each style are sitting around a table trying to figure out what to do. While the Personal style is focused on the needs of the workers involved and how best to utilize their talents, the Practical doesn't really care as much about the personal needs, or if it is done right, he just wants to get it done. Finally there is the Analytical who sees no reason to worry about the people involved or even getting it done if it isn't going to be done correctly.



We all have different balances of these three styles; that's what makes our decisions and actions different from each other's. These ways of making decisions, and how we use them, are at the core of who we are. They are behind our preferences, our strengths, and our weaknesses. In the following pages you will find a list of capacities which are the result of your unique combination of these three decisional styles. It is this understanding of your individual strengths and weaknesses that will enable you to affect change in your life and achieve greater personal success. It is only by first understanding something that we are then able to change it.



External Decision Making Pattern Summary

Your external clarity pattern indicates that you are someone who focuses on the efficiency in situations. Although you are good at understanding people and being empathetic, this is not your highest strength. Efficient organization and completion of objectives, and of the work function in particular, are where you place the most attention much of the time. Individual personal needs or values are important, but even more important to you are performance or organizational needs. You are very good at big picture thinking (planning it) and street level operations (getting it done). You are practical and responsible, and you enjoy working in a structured environment with challenging roles. Overall development level in the Systems and Tasks dimensions is equal and high, while the People dimension has moderate development, but is under developed in comparison. Level of development speaks to your ability to "see" a specific dimension. The more clearly we see a dimension of thought, the more able we are to use it; therefore the better we are at it.

Maximizers

Efficient and productive organization and fulfillment of work

Conceptual thinking

Organizing

Schematic and or detail oriented thought

30,000 foot views

Minimizers

Communication and people skills

Human awareness

Balancing people needs with organizational and objective needs

Motivators

Responsibility to authority

Status and recognition

Sense of belonging

Needs for Growth

Better people awareness and possibly the development of communication skills. Keeping people's individual needs as highly valued or as important as that of the other dimensions of thinking.



Targets for Reinforcement (R) and Development (D)

Empathetic outlook (D)

Understanding attitude (D)

Attention to detail (R)

Preferred Environment

Clearly defined responsibility and relationship with authority; goal-oriented production. Management of process oriented outcomes more so than human development responsibility.



Internal Decision Making Pattern Summary

The medium self-actualized clarity pattern is ideally balanced. Although all three dimensions are balanced very well, all three of them are in the 66th percentile of potential development. You are completely balanced between valuing yourself for your own true unique abilities and worth, your role/s in life and the way in which you carry out those roles now and in the future. You possess a good internal source of energy or strength. Your abilities for self-esteem, handling stress, remaining committed, being persistent and having results orientation are good. You are probably comfortable in a wide variety of situations, both social and business. Your overall level of development for the People, Tasks and Systems dimensions is moderate. Level of development speaks to your ability to "see" a specific dimension. The more clearly we see a dimension of thought, the more able we are to use it; therefore the better we are at it.

Maximizers

- Good sense of self ability
- Generous, easy going, dependable
- Good self awareness
- Good role appreciation
- Good problem management

Minimizers

- Trouble with getting easily bored with status in life that fails to challenge all three dimensions of thought personally
- Overall level of development in all three core areas
- Self assessment
- Personal commitment
- Sense of mission

Motivators

- Self improvement
- Material possessions
- Sense of mission

Needs for Growth

To increase your clarity scores for each of the three dimensions of thought.



Targets for Reinforcement (R) and Development (D)

Self esteem (D)

Role awareness (D)

Self direction (D)



This graph summarizes the 6 Categories that comprise this Talent Profile. A description and mean score for each category is on the following page.

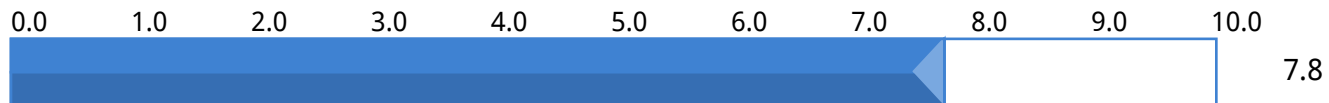
This Sales Assessment Profile is designed to objectively measure those capacities which are vital to success in a sales capacity. This report seeks to provide valuable insight into Sid's specific aptitudes and abilities in a multitude of sales related categories.

Report Component Graphs

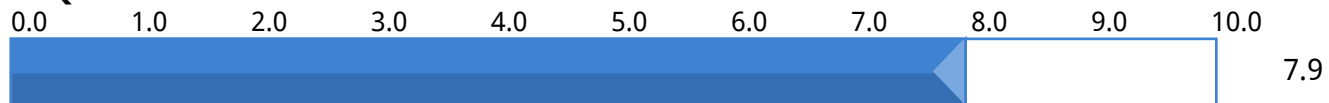
A. PROSPECTING



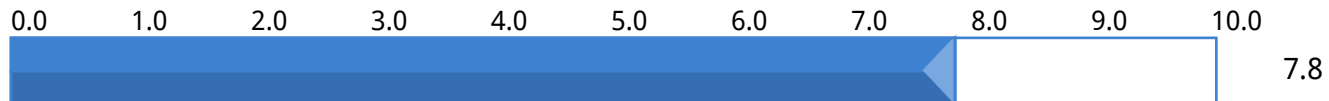
B. GREETING



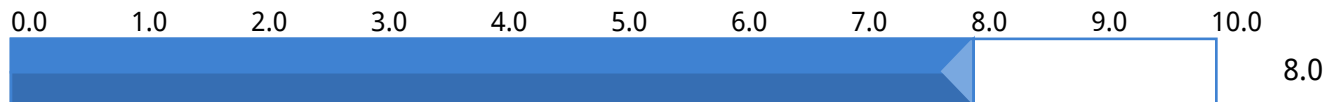
C. QUALIFYING



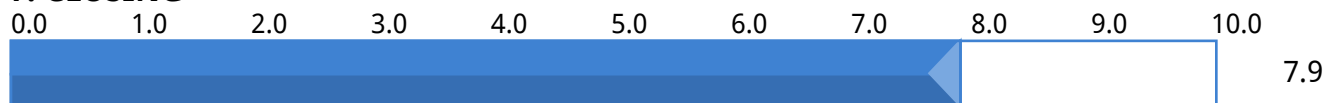
D. DEMONSTRATING



E. INFLUENCING



F. CLOSING



Sid Tester



A. PROSPECTING (7.3)

This is the first step of any sale. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

B. GREETING (7.8)

The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display her sincere interest in the prospect... to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

C. QUALIFYING (7.9)

The detailed needs analysis phase of the face-to-face sale. This step of the sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

D. DEMONSTRATING (7.8)

This step allows the salesperson to present her product knowledge in such a way that it fulfills the stated or implied wants, needs or intentions of the prospect as identified and verbalized in the qualifying phase of the sale.

E. INFLUENCING (8.0)

What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

F. CLOSING (7.9)

The final phase is closing. This phase of the sale is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

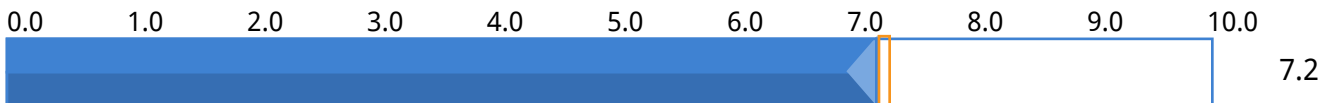


Category Description

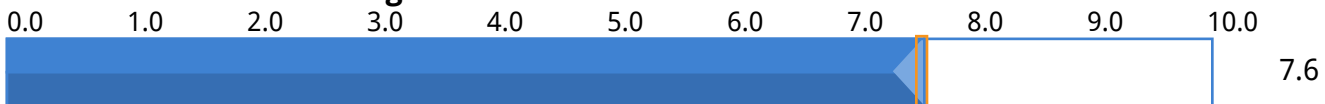
This is the first step of any sale. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

Category Component Graphs

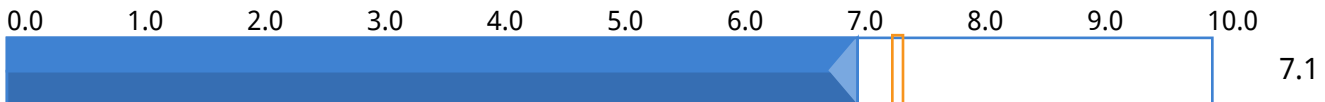
Initiative



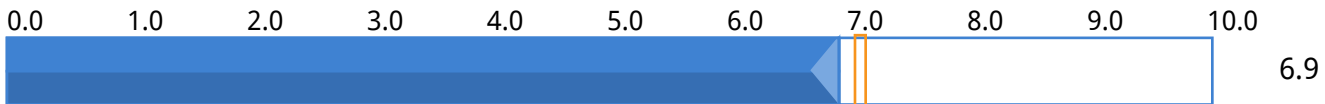
Intuitive Decision Making



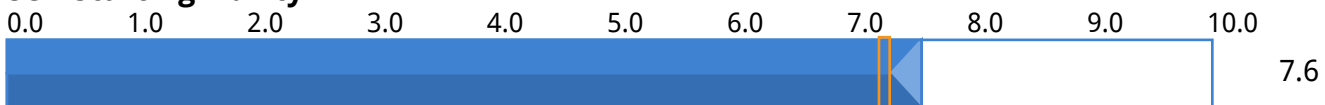
Persistence



Role Confidence



Self Starting Ability



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Category Component Descriptions

Initiative (7.2)

evaluates Sid's ability to direct her energy toward the completion of a goal without an external catalyst.

Intuitive Decision Making (7.6)

evaluates Sid's ability to accurately turn intuitive perceptions about a situation into a decision or action.

Persistence (7.1)

evaluates Sid's ability to stay on course in times of difficulty.

Role Confidence (6.9)

evaluates Sid's ability to develop and to maintain an inner strength based on the belief that she will succeed.

Self Starting Ability (7.6)

evaluates Sid's ability to find her own motivation for accomplishing a task and the degree to which she will maintain that course in the face of adversity.

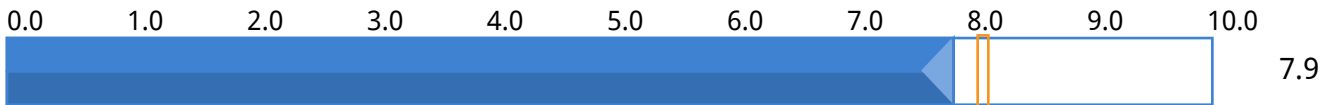


Category Description

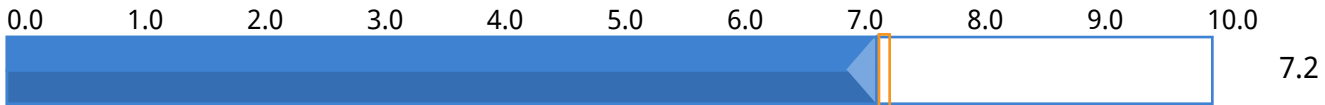
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Category Component Graphs

Attitude Toward Others



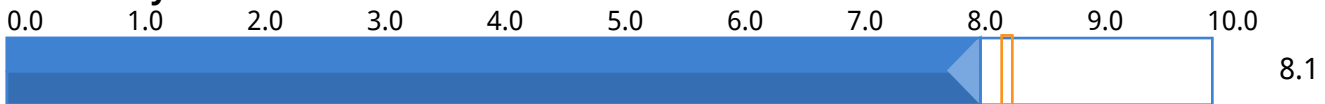
Initiative



Relating To Others



Sensitivity To Others



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Category Component Descriptions

Attitude Toward Others (7.9)

evaluates Sid's ability to maintain a positive, open and objective attitude towards others.

Initiative (7.2)

evaluates Sid's ability to direct her energy toward the completion of a goal without an external catalyst.

Relating To Others (7.9)

evaluates Sid's ability to coordinate personal insights and knowledge of others into effective interactions.

Sensitivity To Others (8.1)

evaluates Sid's ability to be sensitive and aware of the feelings of others but not to allow this awareness to get in her way when faced with making objective decisions.

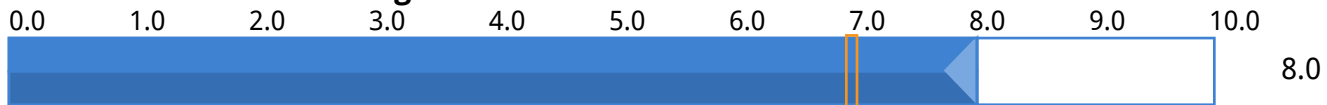


Category Description

The detailed needs analysis phase of the face-to-face sale. This step of the sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest, specific wants and detailed needs in the product or service the salesperson is offering.

Category Component Graphs

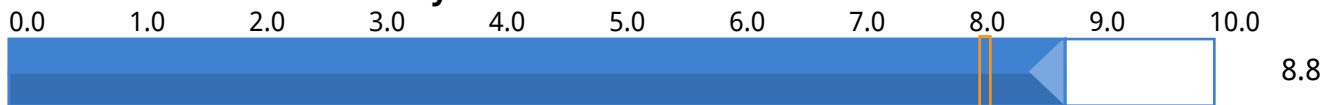
Balanced Decision Making



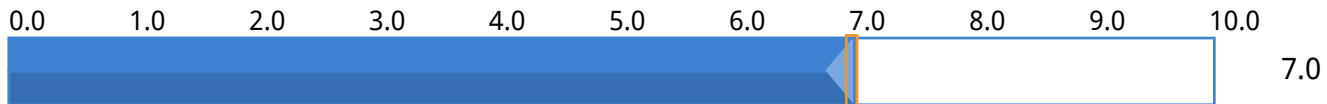
Empathetic Outlook



Problem and Situation Analysis



Self Confidence



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Category Component Descriptions

Balanced Decision Making (8.0)

evaluates Sid's ability to be objective and to evaluate fairly the different aspects (people and other) of a situation; and her ability to make an ethical decision that takes into account all aspects and components.

Empathetic Outlook (7.9)

evaluates Sid's capacity to perceive and understand the feelings and attitudes of others or to place herself in the shoes of another.

Problem and Situation Analysis (8.8)

evaluates Sid's ability to identify the elements of a problematic situation and to understand which components are critical.

Self Confidence (7.0)

evaluates Sid's ability to develop and to maintain inner strength based on the desire to succeed and on her belief that she possesses the capabilities to succeed.

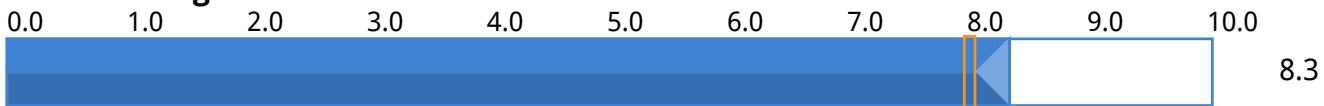


Category Description

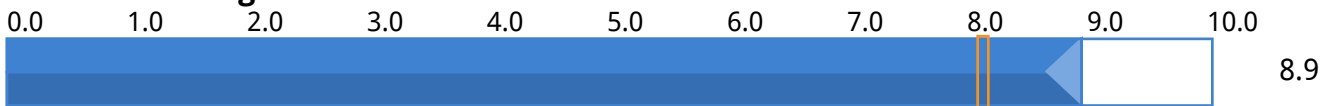
This step allows the salesperson to present her product knowledge in such a way that it fulfills the stated or implied wants, needs or intentions of the prospect as identified and verbalized in the qualifying phase of the sale.

Category Component Graphs

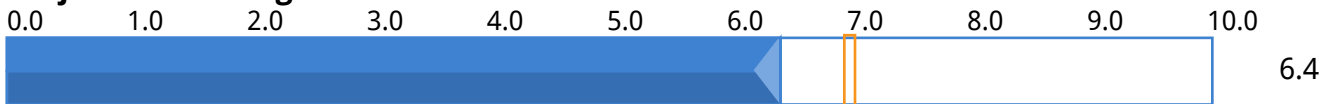
Concrete Organization



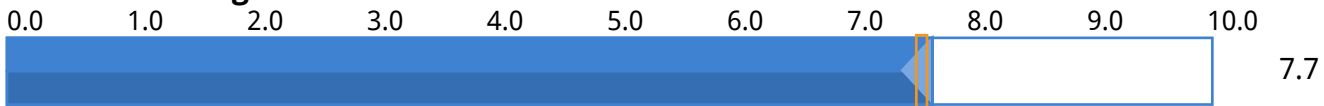
Problem Solving



Project Scheduling



Sense of Timing



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Category Component Descriptions

Concrete Organization (8.3)

evaluates Sid's understanding of the immediate, concrete needs of a situation and to establish an effective plan of action for meeting those needs.

Problem Solving (8.9)

evaluates Sid's ability to identify alternative solutions to a problem and to select the best option.

Project Scheduling (6.4)

evaluates Sid's ability to understand the proper allocation of resources for the purpose of getting things done within a defined timeframe.

Sense of Timing (7.7)

evaluates Sid's ability to evaluate a situation in such a way that statements, decisions, and actions are the most effective, accurate, and timely.

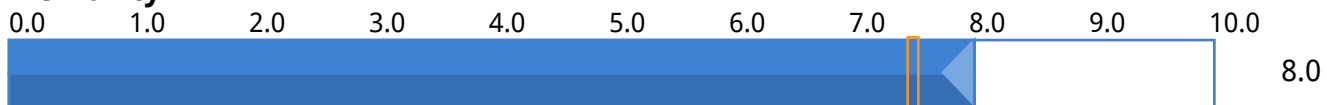


Category Description

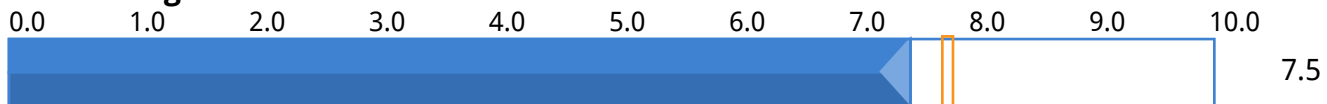
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Category Component Graphs

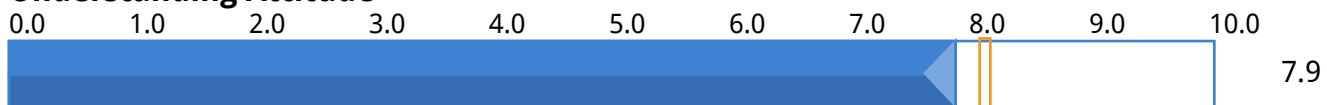
Flexibility



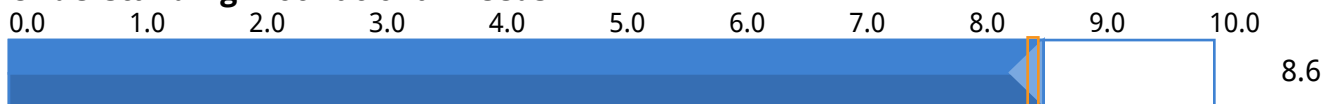
Persuading Others



Understanding Attitude



Understanding Motivational Needs



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Category Component Descriptions

Flexibility (8.0)

evaluates Sid's ability to readily integrate, modify, and respond to changes with minimal personal resistance.

Persuading Others (7.5)

evaluates Sid's ability to present her viewpoint in such a way that it is accepted by others.

Understanding Attitude (7.9)

evaluates Sid's ability to read between the lines and to understand body language, reticence, stress, and emotions.

Understanding Motivational Needs (8.6)

evaluates Sid's ability to understand the needs and desires of employees and to use this knowledge to motivate them to succeed.

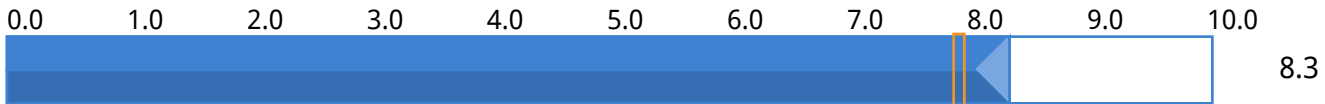


Category Description

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Category Component Graphs

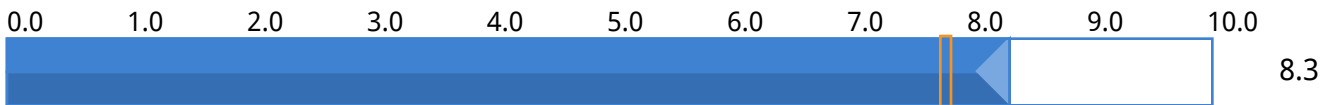
Attention To Detail



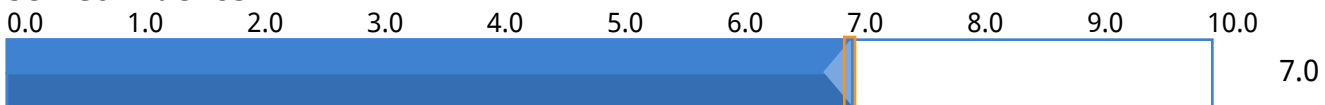
Handling Rejection



Results Orientation



Self Confidence



Category Component Descriptions

Attention To Detail (8.3)

evaluates Sid's ability to see and to pay attention to details.

Handling Rejection (7.9)

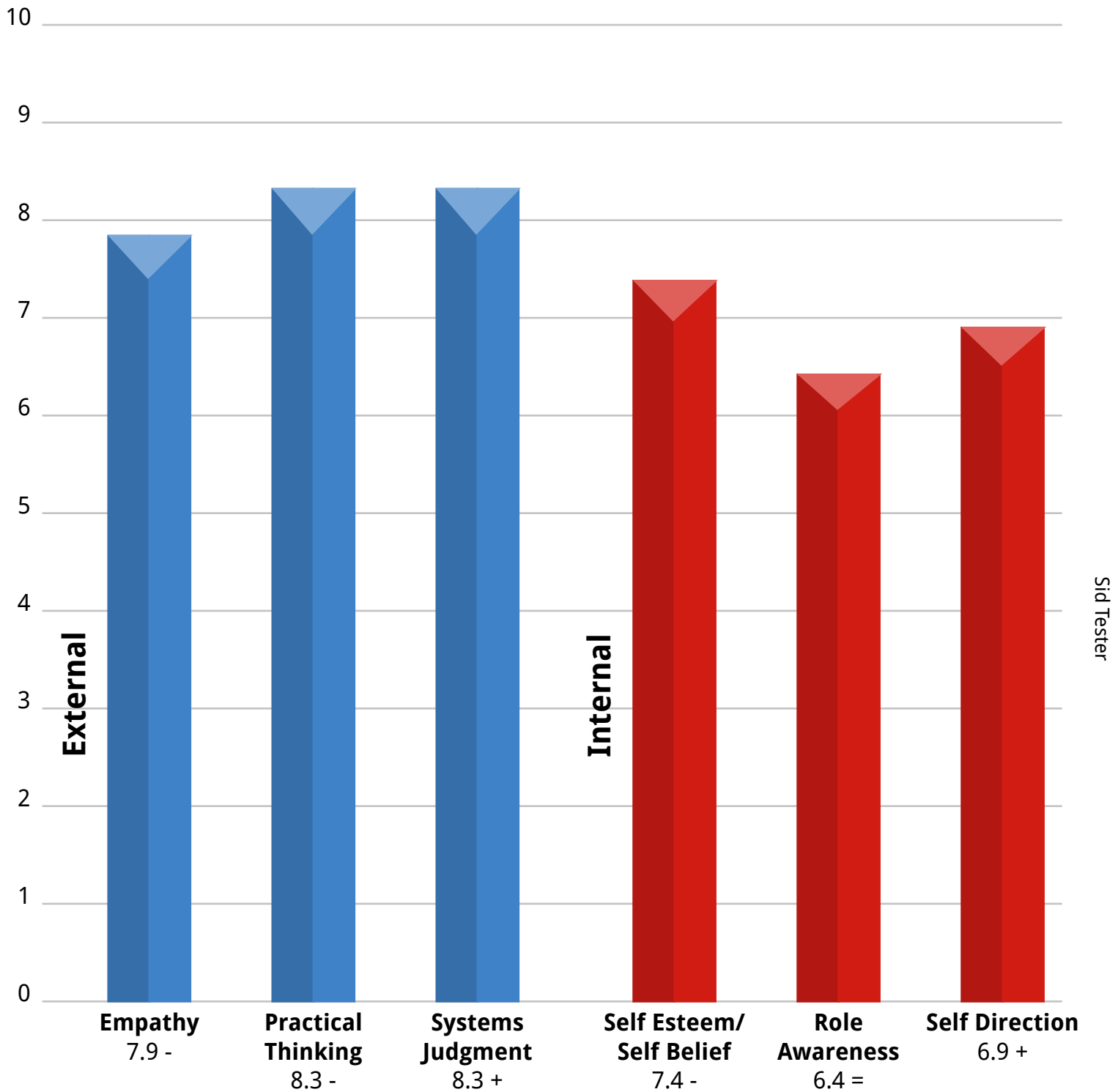
evaluates Sid's ability to avoid taking rejection or criticism in an overly personal manner.

Results Orientation (8.3)

evaluates Sid's ability to identify the actions necessary to complete tasks and to obtain results.

Self Confidence (7.0)

evaluates Sid's ability to develop and to maintain inner strength based on the desire to succeed and on her belief that she possesses the capabilities to succeed.





Integrative Ability (9.0)	Relating To Others (7.9)
Theoretical Problem Solving (9.0)	Understanding Attitude (7.9)
Problem Solving (8.9)	Project and Goal Focus (7.8)
Using Common Sense (8.9)	Problem Management (7.8)
Realistic Goal Setting For Others (8.8)	Evaluating What Is Said (7.8)
Problem and Situation Analysis (8.8)	Sense of Timing (7.7)
Developing Others (8.6)	Accountability For Others (7.7)
Freedom From Prejudices (8.6)	Creativity (7.6)
Understanding Motivational Needs (8.6)	Intuitive Decision Making (7.6)
Correcting Others (8.5)	Surrendering Control (7.6)
Attention To Detail (8.3)	Self Starting Ability (7.6)
Conceptual Thinking (8.3)	Persuading Others (7.5)
Concrete Organization (8.3)	Proactive Thinking (7.5)
Practical Thinking (8.3)	Consistency and Reliability (7.4)
Quality Orientation (8.3)	Handling Stress (7.4)
Respect For Policies (8.3)	Self Esteem (7.4)
Respect For Property (8.3)	Self Improvement (7.4)
Results Orientation (8.3)	Job Ethic (7.4)
Sense of Belonging (8.3)	Realistic Personal Goal Setting (7.3)
Status and Recognition (8.3)	Long Range Planning (7.3)
Systems Judgment (8.3)	Initiative (7.2)
Seeing Potential Problems (8.2)	Personal Drive (7.2)
Diplomacy (8.1)	Persistence (7.1)
Attitude Toward Honesty (8.1)	Self Management (7.1)
Evaluating Others (8.1)	Self Confidence (7.0)
Leading Others (8.1)	Conveying Role Value (6.9)
Realistic Expectations (8.1)	Enjoyment Of The Job (6.9)
Sensitivity To Others (8.1)	Role Confidence (6.9)
Balanced Decision Making (8.0)	Self Direction (6.9)
Flexibility (8.0)	Self Discipline and Sense of Duty (6.9)
Following Directions (8.0)	Sense of Mission (6.9)
Personal Accountability (7.9)	Gaining Commitment (6.7)
Handling Rejection (7.9)	Meeting Standards (6.7)
Emotional Control (7.9)	Personal Commitment (6.7)
Attitude Toward Others (7.9)	Material Possessions (6.4)
Empathetic Outlook (7.9)	Project Scheduling (6.4)
Human Awareness (7.9)	Role Awareness (6.4)
Monitoring Others (7.9)	Self Assessment (5.7)
Personal Relationships (7.9)	Self Control (5.6)