



S A M P L E

Confidential Individual Report

for

Steve Sample

This Sample Report provided by

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A Message to Steve Sample

Your success in a sales career is enhanced by the possession of the five qualities described in this report. They are:

- **Competitiveness** – The motivation to win. Confidence and ambition mark the competitive individual.
- **Self-Reliance** – Setting your own direction and accomplishing goals without close supervision.
- **Persistence** – Your reaction to adversity, rejection, and negative outcomes in selling situations.
- **Energy** – The need for activity, taking action, and sense of urgency.
- **Sales Drive** – An internal drive that leads to sales activity. A desire to reach sales goals.

The *Sales Indicator Summary* in this report describes your typical sales behaviors in these five areas and indicates how others may interpret your words and actions. The last page of the report, the *Sales Indicator Graph*, shows, on a 1 to 10 scale, how your behaviors in the five sales characteristics compares to the distribution of these qualities among salespeople.

This information can help you engage in personal and professional development programs that improve your sales performance.

Sales Indicator Summary

The Profiles Sales Indicator reviews five qualities that are frequently considered important for success in sales. These statements may be considered as part of a self-development program.

Competitiveness

- You rarely find it difficult to express your ideas or defend your opinions to others.
- Your confidence in expressing yourself may occasionally be misinterpreted as unwarranted pride.
- When competition takes form, you are often ready for the challenge.
- Some individuals express themselves less enthusiastically than you do, which may be a cause for some frustration.

Self-Reliance

- You are capable of performing well when you are allowed to determine the process to be taken toward a goal in a self-reliant fashion.
- If too much routine conformity is expected of you in the workplace, you may occasionally refuse to give in, choosing to try your own way to achieve objectives.
- The solitary aspect of some sales careers (doing your best on your own) can be fun for you. Even so, appreciate the occasion to work with others cooperatively.
- Your above-average autonomy and individualism often leads to innovative goal setting and accomplishment.

Persistence

- Failure may, from time to time, be difficult for you, but you do seem to have the traits needed to accept occasional risk.
- You may occasionally suggest that a project cannot be completed with limited resources and propose trying a new plan.
- Other people may test your tolerance, especially when you are under great tension.
- You may sometimes work at what you are most successful with but sidestep risking failure in additional undertakings.

Energy

- The hustle and bustle of a dynamic profession can be motivational for you, but you sometimes appreciate the opportunity to relax and catch your breath.
- Your moderate level of determination and enthusiasm can be motivational to others, yet you are equally capable of turning to others for your motivational needs.
- Working behind a desk, with little or no change in the routine, can sometimes be rather annoying for you.
- Coping with numerous responsibilities at the same time creates a balance of positives and negatives for you.

Sales Drive

- You are able to state your outlook decisively and with conviction.
- Although the service you provide to customers and clients is essential, the winning aspects of successful sales are the true reward of this profession for you.
- Success is the primary motivation for you in most situations.
- You are capable of making unpopular decisions when necessary, willing to force results in conflict-ridden conditions.

NOTE: The brief statements provided in this report are typically descriptive of those who responded in a manner similar to you. This content should be considered in conjunction with other sources of information in the development of any self-development programs.

Sales Indicator Graph

Competitiveness

- Reserved
- Non-confrontational



- Persuasive
- Confident

Self-Reliance

- Welcomes support
- Appreciates the need for procedures



- Independent
- Individualistic

Persistence

- Flexible
- Good sensitivity
- Limited follow-through



- Persevering
- Unwavering
- Emotionally tough

Energy

- Systematic
- Steady paced
- Patient



- High endurance
- Spontaneous
- Fast paced

Sales Drive

- Relaxed
- Unassuming
- Process focused



- Success oriented
- Outcome focused
- Internally driven