



Axiometrics International, Inc.
“Changing the World and the Future”

Sales Assessment

Prepared for:

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Axiometrics International, Inc.

Congratulations

Arthur Albert Charles George Saxe-Coburg

You are now in possession of your Value Analysis from Axiometrics International, Inc.

Axiometrics International, Inc., is an organization that utilizes the practical application of the life's work of Dr. Robert S. Hartman, the discoverer of a new mathematical science called Axiology.

Axiology measures your ability to value. Your capacity to value is a talent or ability by which you organize your thinking and emotions to make decisions or value judgments. Your value talent is a measure of your ability to:

- 1) see and filter what is happening around you, and in yourself
- 2) build concepts and ideas by focusing on what is important to you
- 3) translate your ideas and expectations into decisions.

These three activities are the keys to understanding how we all make decisions.

Artie, your ability to make value judgments is a natural activity of the mind and is similar to musical talent and ability. Each person has certain inborn skills or aptitudes. Some individuals have an ear for musical notes; others can be taught to recognize the notes. Both types of individuals can develop their natural talent and apply this talent as musicians. In the same way, some individuals have better developed natural talent for making value judgments and can make better decisions. These individuals have a clearer idea of what is important, can see things which other miss, are very creative problem solvers, make decisions which always seem to be on target, and are sensitive to the needs and concerns of others.

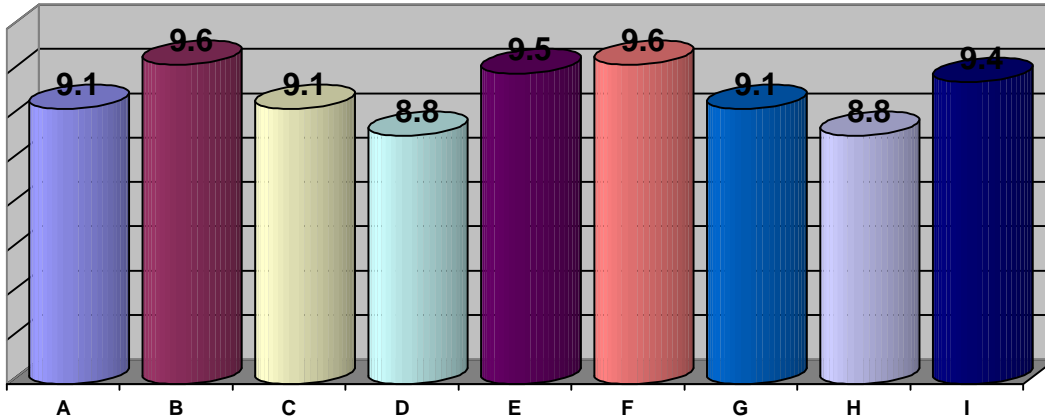
Value talent, like musical talent or sports talent, can be learned and improved. The first step in developing your value talent is to identify your level of development, and to find out what specific types of talent you have. The value analysis is designed to let you come into contact with your ability to think and make value judgments about yourself and the world around you. This analysis will give you an opportunity to experience the biases which focus your thinking, the natural skills which your mind uses on a day to day basis to make decisions, the strengths which belong to you, the areas for development which can improve your ability to be you, and the combination of talent which defines your uniqueness.

Remember that your value analysis is not a psychological, intelligence, or aptitude test. Your value talent is a measure of your ability to utilize your intelligence, access your natural and learned skills, and control your emotions. Your value profile describes the unique patterns that belong to you and capture both the unique structure of the way you think as well as the way you change as you grow and develop. Your value profile is a slice out of time, a cross section of your life's history showing where you are, how well you are using your talent, and the stresses and strains which you are experiencing.

Sales Assessment

OVERVIEW GRAPH

Overall Sales Quotient: 9.2

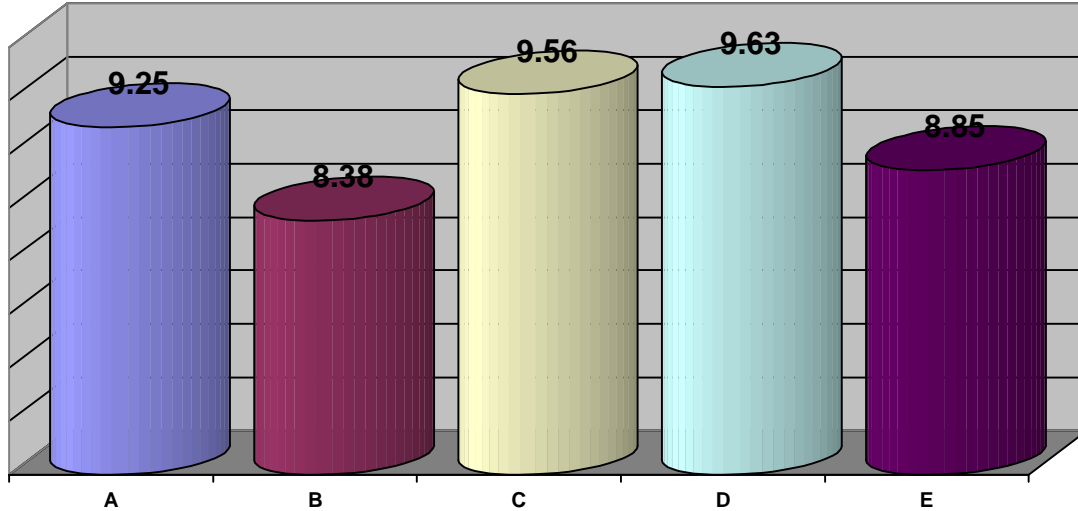


Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Empathy(9.1) -- The ability to see, understand and relate with others.
B) Practical Ability(9.6) -- The ability to see and understand what needs to be done in common sense ways.
C) Organizational Ability(9.1) -- The capacity to plan and organize ideas into a consistent strategy.
D) Handling Rejection(8.8) -- The ability to maintain a sense of inner self worth.
E) Self Starting Ability(9.5) -- The ability to get things done without the need for constant supervision.
F) Achievement Drive(9.6) -- The ability to have a strong desire to push ahead and to achieve desired results.
G) Discipline For Selling(9.1) -- The ability to work within guidelines, schedules policies and procedures to get things done.
H) Stress Index(8.8) -- The ability to handle stress without allowing it to interfere with getting things done.
I) Motivation Index(9.4) -- The ability to direct one's energy with a sense of purpose and direction.

Sales Assessment

EMPATHY



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Intuitive Insight(9.25) -- The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.

B) Attitude Toward Others(8.38) -- 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.

C) Evaluating Others(9.56) -- The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

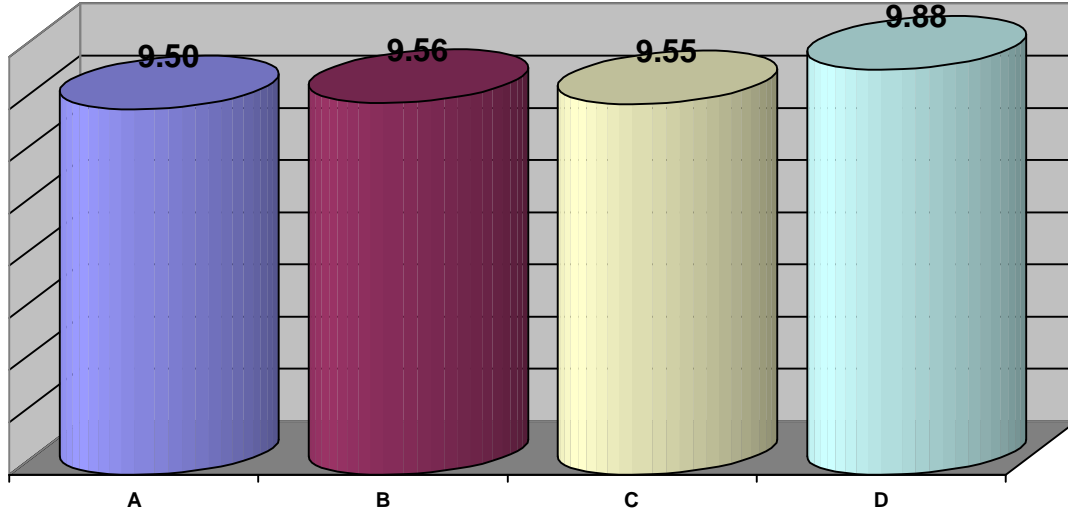
D) Persuading Others(9.63) -- The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.

E) Relating With Others(8.85) -- 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.

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.

Sales Assessment

PRACTICAL THINKING ABILITY



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Common Sense(9.50) -- The ability to readily understand what is happening and solve problems in practical, concrete ways.

B) Evaluating What To Do(9.56) -- The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

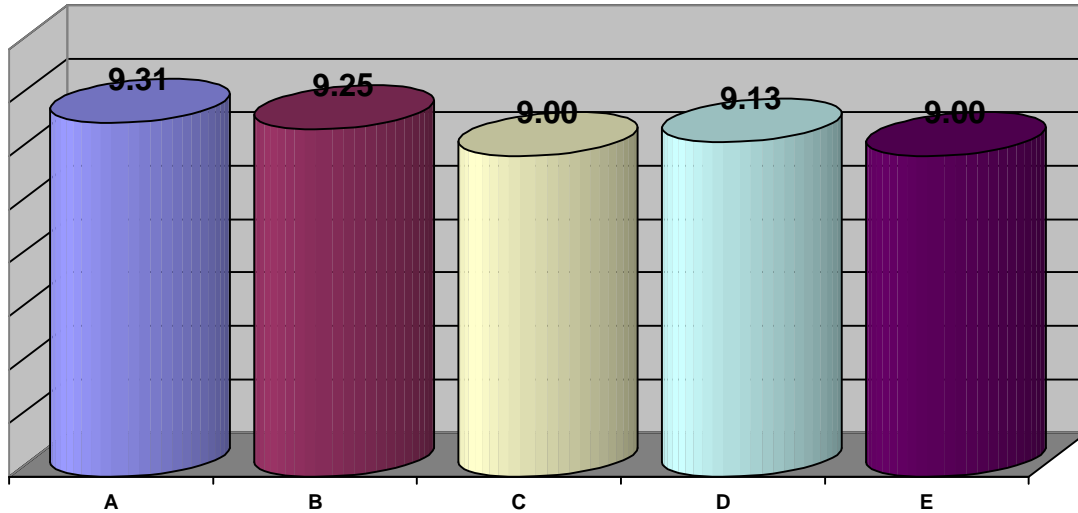
C) Sense Of Timing(9.55) -- This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

D) Appreciation Of Things(9.88) -- The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

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.

Sales Assessment

ORGANIZATIONAL ABILITY



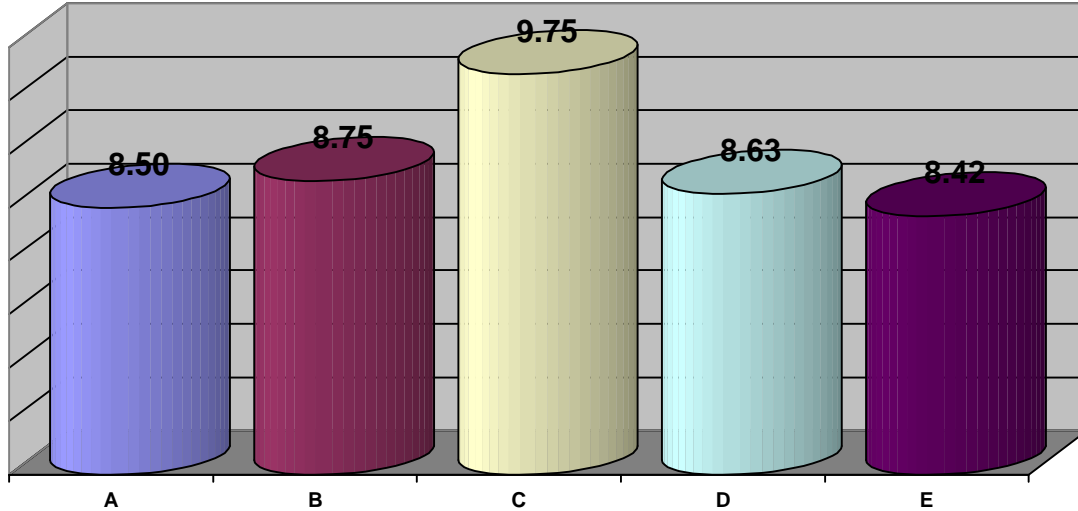
Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

- A) Realistic Goal Setting(9.31)** -- The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.
- B) Short Range Planning(9.25)** -- The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.
- C) Long Range Planning(9.00)** -- The ability to see long range goals and to design plans and strategies for attaining these goals.
- D) Concrete Organization(9.13)** -- The ability to see the immediate, concrete needs of a situation and to set an action plan for meeting these needs.
- E) Conceptual Organization(9.00)** -- The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

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.

Sales Assessment

HANDLING REJECTION



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Esteem(8.50) -- 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.

B) Self Assessment(8.75) -- 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.

C) Self Confidence(9.75) -- The ability to develop and maintain inner strength based on the belief that one will succeed.

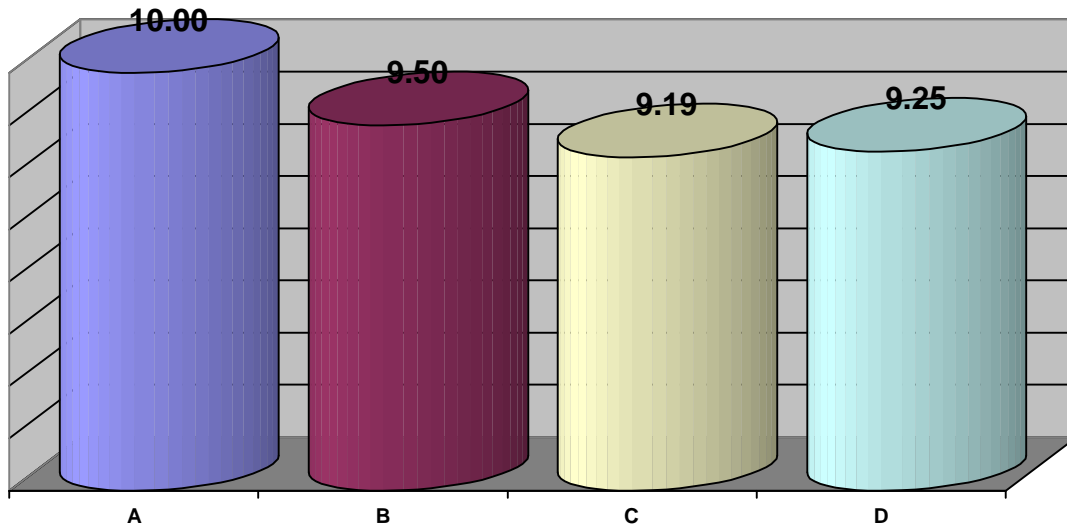
D) Self Control(8.63) -- The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

E) Sensitivity To Others(8.42) -- 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.

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.

Sales Assessment

SELF STARTING ABILITY



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Persistence(10.00) -- The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

B) Consistency(9.50) -- 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.

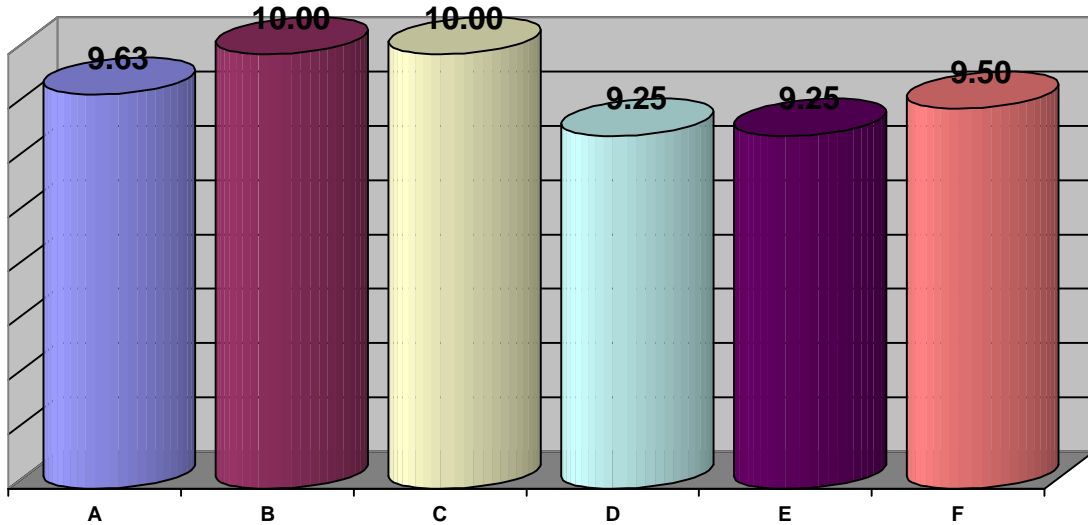
C) Initiative(9.19) -- The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.

D) Role Satisfaction(9.25) -- The ability to feel that one's social/role function is both fulfilling and rewarding, that what one is doing has a useful benefit.

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.

Sales Assessment

ACHIEVEMENT DRIVE



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Goal Directedness(9.63) -- 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.

B) Results Oriented(10.00) -- Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

C) Need To Achieve(10.00) -- Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

D) Social Recognition(9.25) -- The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

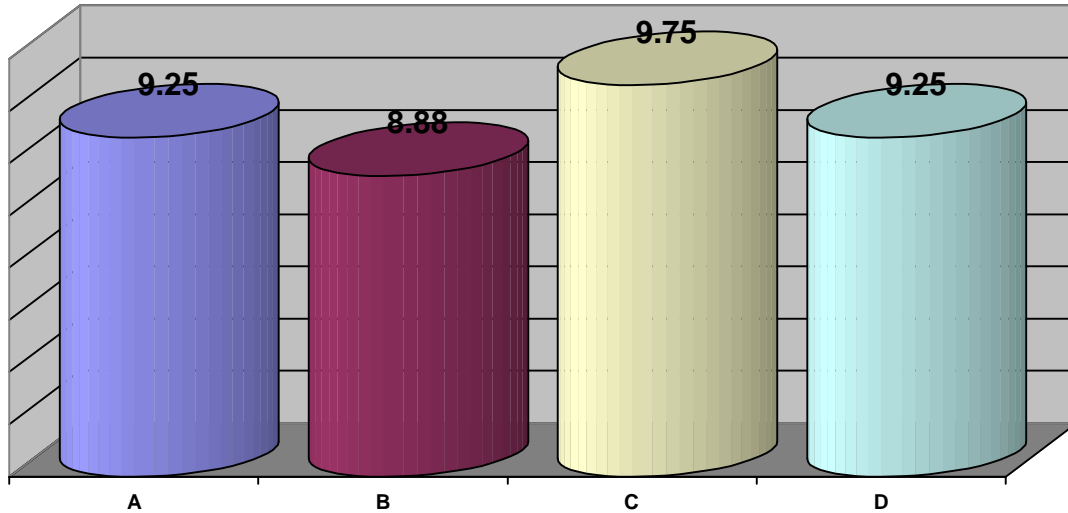
E) Self Attitude(9.25) -- Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

F) Ambition(9.50) -- 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.

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.

Sales Assessment

DISCIPLINE FOR SELLING



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Meeting Established Standards(9.25) -- This component measures one's respect for and conformity to established norms and principles.

B) Doing Things Right(8.88) -- This component measures one's insistence on doing things right.

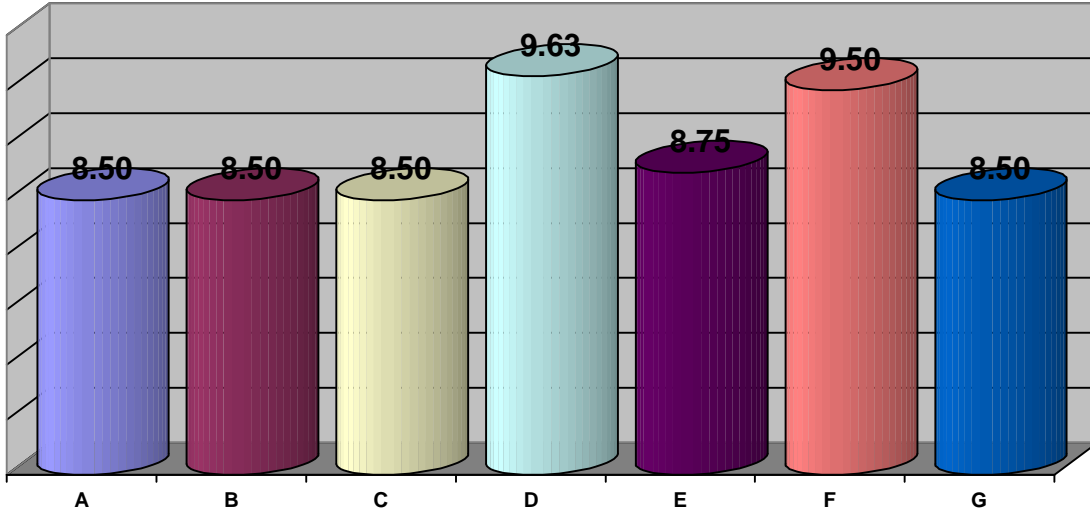
C) Attention To Policies And Procedures(9.75) -- This component measures one's sense of respect for and commitment to organizational policies and procedures.

D) Meeting Deadlines And Schedules(9.25) -- This component measures one's attention to and urgency to meet schedules and deadlines.

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.

Sales Assessment

STRESS FACTORS



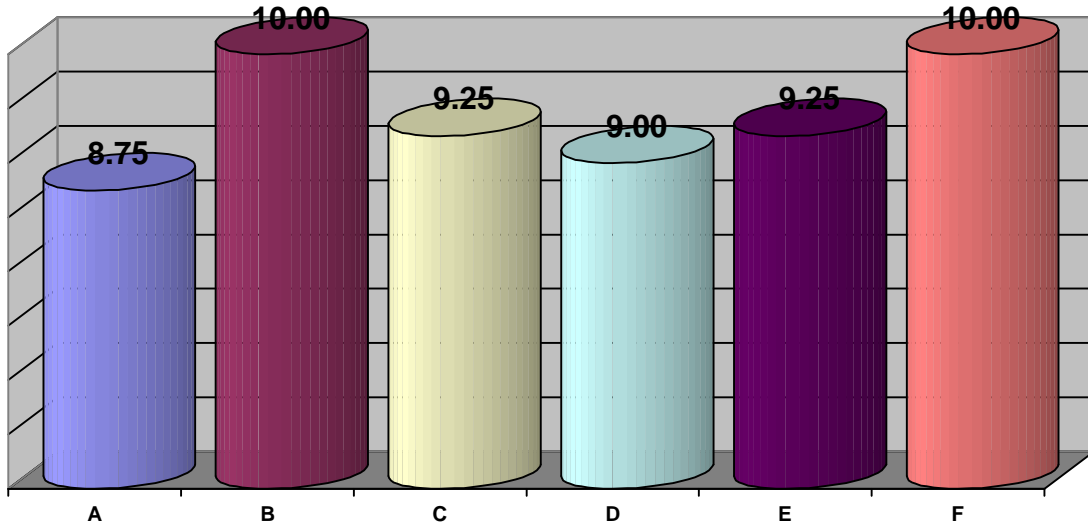
Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Sufficiency(8.50) -- This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.
B) Role Frustration(8.50) -- This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.
C) Goal Frustration(8.50) -- This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.
D) Flexibility(9.63) -- This capacity measures the effect of rigid self views and the imposition of these views on others.
E) Handling Despair(8.75) -- This capacity measures the anxiety and frustration which results when things do no go as expected.
F) Attitude Index(9.50) -- This capacity measures the anxiety which results from negative, depressive attitudes.
G) Health Tension Index(8.50) -- This capacity measures how well an individual can balance and manage anxiety, despair and depressive, attitudes.

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.

Sales Assessment

DISCIPLINE FOR SELLING



Primary Strengths	9.5 to 10.0
Secondary Strengths	8.9 to 9.49
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Service(8.75) -- This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

B) Money, Material Things(10.00) -- This capacity measures the degree to which money and material wealth are important to an individual.

C) Status, Recognition(9.25) -- This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

D) Personal Development(9.00) -- This capacity measures the importance of a well designed plan for one's career development.

E) Sense Of Mission(9.25) -- This capacity measures the degree of commitment to personal ideals, goals and principles.

F) Sense Of Belonging(10.00) -- This capacity measures the importance of being a member of a team and working in a comfortable place where one is liked and accepted.

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.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Evaluating Others: (Empathy)

You have an excellent capacity to see and understand the positive potential of each person, to identify the contribution each person can make to the team as well as what will be necessary to motivate them to perform and fit in. You are aware of the time and commitment necessary to build and maintain team synergy and performance.

Persuading Others: (Empathy)

You have the ability to identify and understand the consequences of your responses on others and are likely to take this information into consideration when you are developing a response. Your responses are likely to be objective but cautious and critical especially in situations when you are dealing with opposing points of view.

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.

Evaluating What To Do: (Practical Thinking)

You have an excellent ability for sizing up situations, for identifying problems especially in difficult or confusing situations and for generating constructive alternatives for resolving problems. This ability is a combination of practical, common sense thinking and conceptual, analytical thinking ability.

Sense Of Timing: (Practical Ability)

You tend to see the world as it ought to be rather than as it is and your perfectionism can cause you to be out of sync such that your sense of time and timing is too idealistic. Seek advice from others to help you stay in touch with what is happening in your environment.

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.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Self Confidence: (Ability To Handle Rejection)

You believe very strongly in your capacity to perform to potential and rely on social/role accomplishments as a key source for strength and drive. Remember that you need recognition and attention for your accomplishments and that you may expect more from yourself than you can give.

Persistence: (Self Starting Ability)

Your strong commitment to your inner ideals, your personal goals and beliefs about the future, and your sense of what is right provides a compulsive need to push ahead and will also act as a beacon to keep you on track in difficult and confusing situations.

Consistency: (Self Starting Ability)

You have strong confidence about what you can do which leads to a sense of comfort and acceptance with your current circumstances. Your confidence gives you a sense of personal competence and satisfaction with what you are doing and acts as a springboard to action as well as personal justification that what you are doing is right for you.

Goal Directedness: (Drive)

Your self perfectionism and idealism combined with keen appreciation for structured, analytical thinking generates strong drive toward your personal goals and objectives and commitment to the goals and objectives which you adopt from organizational or other sources.

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.

Need To Achieve: (Drive)

You tend not to give yourself enough credit, to blow up your own imperfections and to be extremely hard on yourself when you do not measure up. This tendency builds a compelling drive to achieve such that you can receive recognition and credit from others.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Ambition: (Drive)

You have developed a very strong sense of commitment to an idealistic, perfectionistic self image which builds expectations and standards for your action that can propel you through even the most difficult situations and can give your actions and decisions a guiding sense of mission and purpose.

Attention To Policies And Procedures: (Discipline For Selling)

You have a deep sense of respect for and a need to implement organizational policies, plans and programs. Your strong sense of doing things right will help you make certain that the customer is aware of their rights and privileges as well as the consequences of their actions.

Flexibility, Adaptability: (Stress Factors)

You have a strong sense of personal commitment to what you believe is right. You also have the ability to redirect your energy and direction when you discover that what you are doing is not working and to see and accept your mistakes and use them as opportunities for pushing ahead.

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.

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 Assessment

SECONDARY STRENGTH COMMENTS

Intuitive Insight: (Empathy)

You have a well developed ability for intuitive thinking which gives you the capacity for developing a fruitful direction or identifying potential problem area by the strength of your inner, 'gut' feelings and instincts.

Appreciation of Things: (Practical Ability)

You can see and understand the practical, pragmatic value of things, social status and image, and money. You may, however, not spend the time and energy necessary to maintain things, to preserve money or to develop status and image.

Short Range Planning: (Organizational Ability)

You have the ability to pay attention to what needs immediate attention in your current situation and to translate these practical needs into a plan and strategy. Moreover, you will develop and maintain strong commitment to carrying out your plans according to your specifications and expectations.

Long Range Planning: (Organizational Ability)

You have a strong combination of attentiveness to conceptual and analytical thinking and planning as well as a very well developed capacity to see and understand how to set long range objectives and plans. You are likely to build your actions around the translation of strategic issues into specific long term plans.

Concrete Organization: (Organizational Ability)

A combination of your need for things to work according to preset plans and strategies and your capacity for conceptual thinking and planning gives you the ability to develop a plan for organizing your current environment and the willingness to spend the time and energy carrying out organizational tasks.

Conceptual Organization: (Organizational Ability)

You have a very strong need for planning and organizing things according to a preorganized plan or strategy. This need combined with your capacity for conceptual and analytical thinking and planning builds the ability to see and focus your energy on conceptual organization.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Initiative: (Self Starting Ability)

You not only have the ability to see and understand what type of social/role image and role will give your life meaning and purpose but you have a sense of confidence that your commitment to these social/role expectations is right for you. This combination of commitment and confidence to what you are doing provides a strong urgency to act.

Role Satisfaction: (Self Starting Ability)

You are confident that what you are doing not only is what is best for you but also that your social/role accomplishments will serve a useful function for yourself and for society. This confidence and feeling of personal competence will build an urgency to get things done and to push ahead with energy and commitment.

Social Recognition: (Drive)

You value social status and social/role recognition as an extremely important measure of your own self worth and as a result the need for attaining social status, for accomplishing tasks which have high social image and for attaining of social power and position will act as strong drive centers.

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.

Meeting Established Standards: (Discipline For Selling)

Your strong sense of perfectionism generates attention to making certain that things are done right. As a result, you have a keen appreciation of the need for standards and norms as well as a willingness to make certain that standards and preorganized strategies and expectations are met.

Meeting Schedules And Deadlines: (Discipline For Selling)

Your strong sense of perfectionism both about what is right for you and about what is right for the world around you generates an approach to schedules and deadlines which is based on preset, preorganized plans and programs. You have a well developed capacity for turning timetables into expectations and standards for actions and decisions.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Social Recognition: (Motivators)

You see and accept the importance of status, social image and social/role accomplishments. Moreover you are willing to commit your energies more readily to activities which will result in social recognition and reward as well as personal recognition in your current role situation.

Personal Development: (Motivators)

You have a very clear sense of your own personal plan for development and a need for organizing this plan into strategies plans and personal goals which can be realistically achieved. You are likely to be highly motivated by actions and activities which will give you an opportunity to accomplish your goals and plans.

Sense of Mission: (Motivators)

You have a strong, compulsive need to commit yourself to attain your personal goals such that actions and activities which give you a sense of personal mission and add meaning to your life are not only highly rewarding but are strong motivators which can propel you consistently to action.

Sales Assessment

SECONDARY DEVELOPMENT COMMENTS

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.

Relating With Others: (Empathy)

You tend to very selective about who deserves your time and attention, measuring others critically against expectations and standards. As a result, you may spend too much time and energy with individuals of high social profile and overlook prospects or be indifferent to those who do not measure up to your expectations and standards.

Self Esteem: (Ability To Handle Rejection)

You are currently depreciating your own inner worth, measuring yourself against ideals and expectations and blowing up your imperfections. As a result, you may have difficulty keeping control and promise more than can be delivered or more than is necessary.

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.

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.

Sales Assessment

SECONDARY DEVELOPMENT COMMENTS

Doing Things Right: (Discipline For Selling)

Your stubborn and rigid insistence that things have to be done right can cause you to set unrealistic standards, to be out of touch with what is happening around you and, to be impatient with a world that will not or cannot live up. Seek feedback to evaluate the practicality and relevance of your decisions and expectations.

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 either expecting more out of yourself in your role than you can give or more satisfaction and recognition from role accomplishments than you can achieve. You will likely feel anxiety, frustration and despair. Seek feedback to evaluate what you can do, what you want do and what you are willing to do.

Goal Frustration: (Stress Index)

Your strong sense of self perfectionism can lead you to feel a compulsion to push toward goals which may or may not be realistic or fulfilling. You are likely to feel anxiety, frustration and despair when your expectations are not met. Set short term goals which are based on past successes.

Despair Index: (Stress Index)

Your overall attitude tends to be somewhat cautious and skeptical leading to anxiety and frustration, especially when things do not work out as you expect. Spend time and energy evaluating your accomplishments and developing opportunities for development in your life.

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 Assessment
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 Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Intuitive Insight

Intuitive insight and intuitive feelings provide a powerful and reliable source for problem solving. Our research has shown that entrepreneurs, artists, salespeople and crisis problem solvers have strong intuitive ability as a common strength. Intuitive insight is a legitimate source of thinking. In many circles, this talent is treated as a source of emotion rather than thinking and logic. We measure intuitive insight as the ability to readily identify a problem, a potential solution or a direction which is fruitful, and as the ability to see a person, thing, situation or idea in its total meaning.

You have very good intuitive insight. Your intuitive ability gives you knowledge that is accurate and reliable which can immediately identify when something is wrong, when someone can be trusted, when a decision is the right decision and when the direction in which you are heading is your best and most fruitful path.

Practical Problem Solving Ability

Practical problem solving ability (common sense thinking) measures the ability (1) to rely on practical, common sense thinking for identifying and solving problems, (2) to readily see crucial issues in complex, difficult and confusing situations, and (3) to see how to respond with good 'street sense' to attain practical results.

You have excellent practical, common sense ability. This key strength helps you see what is important and needs immediate attention, to identify problems and practical common sense ways for solving them and to see flaws in things and situations. Our research indicates that many individuals have this talent but either do not recognize it or do not rely on it. As a result, this strength may be a surprise to you and may not be recognized by you or by others who know you. The talent is yours, however, and is available for you to recognize and develop.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Keen Insight Into Others

You have a unique and powerful gift. You are a keenly perceptive individual who has an excellent capacity to see and appreciate the worth of others. You have the ability to see both the positive character potential and the potential character flaws in others. You have a genuine gift for identifying and valuing what makes each person unique and special. Moreover, you have the ability to evaluate and understand what is being said, to identify constructive alternatives, and to organize and plan an effective response. Your keen intuitive insight can guide you toward solutions to personal problems.

Your key strength is the ability to compare and evaluate crucial issues and to organize your thinking such that you are aware of what is needed to develop and maintain relationships. You may have difficulty trusting others when you cannot determine your risk. You may also have difficulty accepting others as they are. As a result, you may spend too much time and energy trying to determine the outcome of relationships.

Excellent Practical, Common Sense Thinking

We live our daily lives in a concrete world full of things, events, circumstances, problems, details. We mark time by the passage of events, the growth and deterioration of things, the importance of events and situations. We measure each other by our physical and material successes. Although we know that there is more to us than the physical, we are constantly aware of the need to live and survive in our concrete world.

You have an excellent ability to be in touch with things and circumstances. You have the ability to readily identify what needs to be done and what is important and needs attention. You have an excellent capacity to see and appreciate common sense thinking and the need to pay attention to practical, concrete detail. You are sensitive to the need for getting things done on time and to the need to organize things and situations such that there is a practical result. You have the ability to see flaws in things and to detect concrete problems and practical solutions.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Very Good Conceptual, Analytical Thinking Ability

Each morning when we get up, we believe that the sun will be in the sky and that the air we breathe will be available to us. This faith or belief factor gives meaning to our experiences. Meaning brings order to our experiences, gives us names and labels which we can use on a common basis, helps us anticipate where we will go, reinforces our beliefs and helps us form habits such that we do not have to experience each experience as totally new.

You have a very good ability for seeing and appreciating the need for order, structure and conceptual meaning. You have a keen appreciation for ideas, plans and strategies. You will likely pay attention to keeping things consistent, doing things right, focusing on clear, orderly thinking and being concerned about the results and consequences of your thinking. You understand the importance of rules, norms and authority for helping us feel secure. You may become too concerned about keeping things in order and, as a result, may feel frustrated when things do not work out as you expect.

Self Direction and Self Determination

The basic questions for all time are enduring 'Who am I?', 'What am I?' and 'What ought I to be?'. These three questions sum up our quest to be. We want to know that we have a purpose, that our lives have meaning. In fact, our research indicates that the strongest and most consistent motivating factor in all individuals is self direction and self purpose.

You are extremely fortunate to have a powerful combination of insight into inner ideals and a strong commitment to self direction, to the creation and fulfillment of your goals. This combination gives you the capacity to be very goal directed, capable of seeing goals and driving toward them with persistence. Your commitment to personal ideals gives you a sense of self excellence and perfection which can lead you to demand the best out of yourself and a strong moral code which instills a sense of responsibility for your conduct. Your persistence, however, can turn into insistence that your way is right regardless of circumstances.

Sales Assessment
IDENTIFYING VALUE TALENT
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(Sources of Flow)

Social, Role Confidence

Our research identifies three key sources for motivation needs, wants and expectations. Expectations define our goals, our sense of meaning and purpose. Needs define our total, inner self including everything from fulfillment to ambition. Our wants focus on what we are doing, what satisfies us, what gives us a sense of enjoyment and makes us feel that we fit into society. Wants then define our social and role self, what we are, and bring to one point in time what we think we ought to be and who we ultimately are.

Doing well in your chosen job, being recognized for your efforts and achievements and living up to expectations of others are all extremely important to you. You have a strong sense of confidence that you can perform to expectations. Moreover, you feel satisfied with what you are doing and believe that you are performing well. You may become too focused on your social and role image leading you to expect more out of your role accomplishments than is possible or more out of yourself than you can do.

Dynamic, Positive Attitude Toward The World

Our research proves that all individuals have special talent and gifts which form the basis of their uniqueness and which can be developed and applied. Our experience also shows that most performance difficulties occur not because of lack of talent but from a lack of access to the talent. Many times individuals who succeed do not have the greatest talent. What these successful persons do have is the ability to utilize what talent they have. They believe that things can and will work out for them.

You are extremely fortunate to be one of those individuals who has a dynamic, positive overall attitude toward the world around you. Regardless of the difficulties that come your way, you believe that things can and will work out. Your trust and optimism gives you a sense of comfort in difficult situations and provides you the ability to bounce back and deal with stress, mistakes and failures.

Sales Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

A Need For Self Affirmation

One of the most consistent factors we have seen in over seventy percent of all individuals is a tendency to not give themselves enough credit. We have seen this factor in individuals who are top achievers as well as individuals who are not achieving any success in their careers. We call this factor a need for self affirmation, that is, a need to do something such that other people will affirm that you are worthy and have value.

You are currently experiencing this common need for self affirmation. As a result, you will tend to measure yourself against what you think you ought to be or against what others think you ought to be. You may feel frustrated and disappointed in yourself even when you are achieving success. Moreover, you tend to be too sensitive to what others think or say about you. Because you do have a good understanding of your inner self worth, the need for self affirmation will likely function as a motivating factor building a strong need to achieve recognition and attention to your worth.

Perfectionistic Self Image and Expectations

Sometimes the strength which results from our focused attention and energy can become a blocking, restrictive force. We are all familiar with examples of persons of enormous talent in sports, academics, or politics who are highly successful in their work but have difficulty handling relationships, running their businesses, or simply coping with normal problems. These individuals act as though they have blinders on seeing only what is in front of them.

Your commitment to personal goals and ideals which produces drive and persistence can potentially lead you to put blinders on and become too focused on what you think is right for you. As a result, you can become stubborn about what you must do turning persistence into insistence that your way is right regardless of circumstances. You may set goals which are challenging but are not rewarding leading you to either loose interest in them or not feel satisfied when you achieve them. Moreover, you may feel frustration and anxiety when things do not work out exactly as you expect.

Sales Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Too Much Attention To Social, Role Image And Expectations

How well you perform in your role or job and how you are seen by others is extremely important to you. In fact, you tend to define your self worth through your social image and your job performance. Your concern about how well you are performing and about social recognition can act as a source of confidence and strength. You tend, however, to become too concerned about how other people see you, to place too much emphasis on status and social image, and to overestimate either how much fulfillment you can attain through your achievements or your ability to perform.

You tend to see and value yourself only through your role and through what others think or say about you. As a result, you are likely to be too sensitive to what others think or say. You tend to be overconfident about your ability to perform and are likely to overlook your potential for mistakes, to not see your mistakes and errors, and to be too quick to take on tasks before you have realistically evaluated what you can do.

Perfectionistic, Demanding Attitudes Toward Others

You tend to approach individuals through your ideas, ideals, and expectations measuring them against these filters. You can become overly critical of, demanding on, and impatient with others when they do not measure up; however, you feel a strong sense of respect for the rights of others and will likely be committed to fairness in your relationships. You tend to think when you should feel leading you to not be responsive to personal problems which are not defined as important by you.

You have the ability to see and understand what is said but will likely pay most attention to evaluating responses against your expectations. You tend to overlook, discount or criticize another person's perspective and to be impatient and demanding when you cannot get them to see and accept your point of view. You have the ability to build well organized, clear responses and explanations but you tend to be overconfident when relying on the logic of your position to persuade others to see things your way.

Sales Assessment
VALUE STRUCTURE OVERVIEW
WORLD

EMPATHY
(CRYSTAL CLEAR)

You are a keenly perceptive individual who has an excellent capacity to make sound judgments about others. You are an intuitive, feeling person but you tend to relate in a cautiously discrete manner. Moreover, you are likely to open up more readily to those who meet your biases and expectations and can become overly critical of and impatient with others especially when they do not measure up.

PRACTICAL THINKING
(CRYSTAL CLEAR)

You have an excellent capacity for practical, common sense thinking and for concrete organization. You are extremely attentive to concrete detail and are a very results oriented, now oriented person. You can become too results and now oriented and may become too pragmatic and critical in your thinking.

SYSTEM JUDGMENT
(CLEAR)

You have a very good capacity for seeing and appreciating the need for structure, order, consistency and authority. You tend to be a conceptual, analytical thinker and a proactive planner who likes to fit all of the pieces together before making a decision. Your strong sense of perfectionism may turn into a stubborn insistence that things be done right regardless of circumstances.

Sales Assessment
VALUE STRUCTURE OVERVIEW
SELF

SELF ESTEEM
(CLEAR)

You have the ability to understand your inner self worth but you are currently depreciating your own inner worth. You do not give yourself as much credit as you should measuring yourself either against your own idealistic and perfectionistic expectations or against the expectations of others. In either case, you will tend to blow up your imperfections and become sensitive to what others think or say about you.

ROLE AWARENESS
(VISIBLE)

You have the ability to understand your social/role image but tend to pay too much attention to image and role responsibilities. As a result, you tend to overestimate your ability to perform expecting more out of yourself than you can give or to overestimate the amount of self fulfillment you can attain through social status and recognition. In either case, you can be overconfident potentially overlooking your own potential for error.

SELF DIRECTION
(CLEAR)

You are an extremely goal directed person who has a strong sense of commitment to inner ideals and principles, to what you think is right. You are a very persistent person who is likely to remain on target regardless of circumstances; however, this persistence can turn into insistence that your way is right regardless of circumstances and into a compulsive need to push ahead.

Sales Assessment

COMPOSITE ATTITUDE SURVEY

	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
EMPATHY (CRYSTAL CLEAR)	KEENLY PERCEPTIVE DISCRETE INTUITIVE PRESET			
PRACTICAL JUDGMENT (CRYSTAL CLEAR)				KEENLY PERCEPTIVE RESULTS ORIENTED PRAGMATIC
SYSTEM JUDGMENT (CLEAR)			PERFECTIONISTIC IDEALISTIC STRUCTURED ANALYTICAL	

EMPATHY:

The ability to see and accept others as they are.

PRACTICAL JUDGEMENT:

The ability to see and appreciate practical, functional, and material values.

SYSTEM JUDGEMENT:

The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

Sales Assessment
COMPOSITE ATTITUDE SURVEY

	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
SELF ESTEEM (CLEAR)	INATTENTIVE TO INNER SELF TOO DEMANDING ON AND CRITICAL OF THEMSELVES			
ROLE AWARENESS (VISIBLE)			EXTREMELY ATTENTIVE TO SOCIAL/ROLE IMAGE; OVER CONFIDENT	
SELF DIRECTION (CLEAR)				PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

SELF ESTEEM:

The ability to see and accept oneself as a unique and individual person.

ROLE AWARENESS:

The ability to see and appreciate one's role and/or social contribution.

SELF DIRECTION:

The ability to see where one ought to go and to feel a strong sense of persistence.