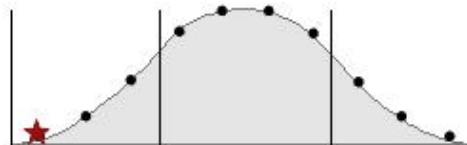




Persuasive Sales Summary

General Reasoning (Cognitive)

Slower Processing
Accepts Simple & Repetitive Work

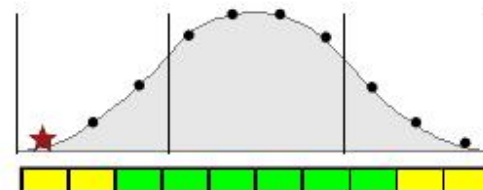


Faster Processing
Needs Intellectual Challenge

- Jay learns new information slower than average
- Better suited for sales products or processes that are simplistic and more tangible versus those that may be considered intangible
- Jay should be allowed additional time to learn the product or service including hands-on training
- Complex or consultative types of sales processes will be difficult

Conscientious (Organization)

Carefree
Impulsive

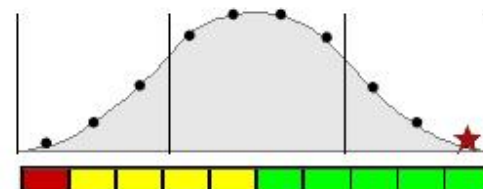


Detail Oriented
Dependable

- Jay is generally reactive and carefree when it comes to handling details
- Once trained, Jay will generally react well to customer interruptions and questions in the sales process
- Important that the sales process force Jay to capture critical details, so that they are not missed

Tough Minded

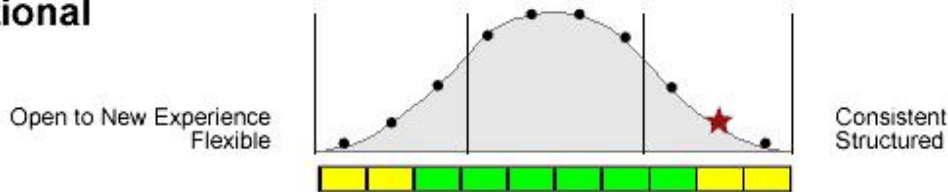
Cooperative
Agreeable



Direct
Determined

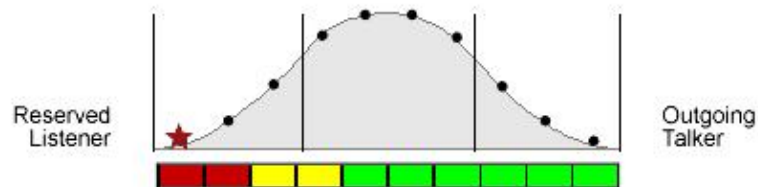
- Tends to be tough minded and comfortable with confrontation
- Tends to be comfortable closing sales
- May be argumentative with others particularly when there is a difference of opinion
- Given the preference to be in control, Jay may not take direction well

Conventional (Rules)



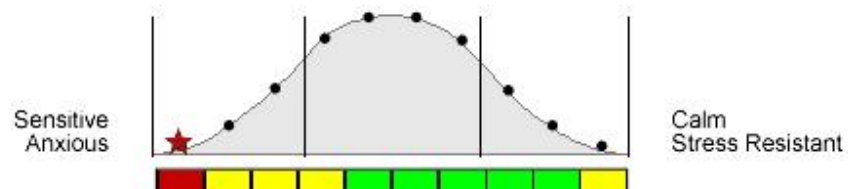
- Prefers a sales process that is structured and predictable
- Jay tends to be consistent and tends to follow the sales process closely
- Difficulty working in a sales environment that is too "consultative" and un-predictable such as what might be found in a start-up company, new territory or new product
- May be better suited for a more tangible product or service versus an intangible service

Extroversion



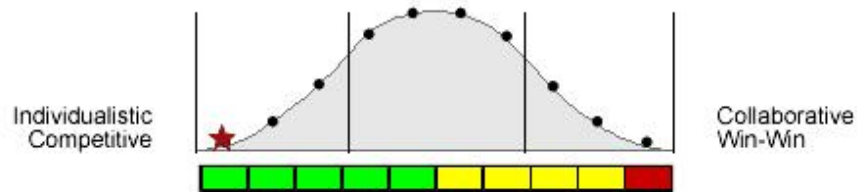
- Tends to be reserved and quiet
- May not prospect well due to reserved nature
- Jay tends to listen well when others are talking which may make them better suited for highly technical sales where a low-key, reserved approach is valued

Stable



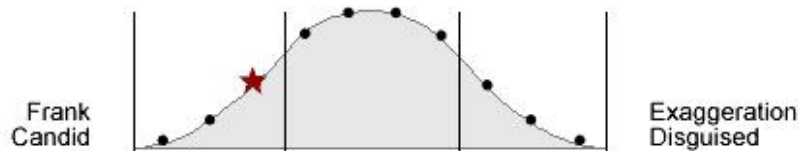
- Jay tends to feel stress faster than others
- Higher level of sensitivity can allow Jay to pick up on buying signals from prospects
- Jay may have difficulty dealing with the day to day stress of rejection in some persuasive sales roles

Team



- Jay is typically self-motivated and very competitive
- May have difficulty working within a team particularly if the incentives are based on team objectives
- Typically highly motivated by individual rewards and incentives
- May not be collaborative with internal team or co-workers

Good Impression (Social Desirability)



- Jay's responses have been frank and open

*The participant has scored
in the "red zone" in 2 areas.

Overall
64% *

Note: This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.