



Sales Synopsis

Prepared for:

Demo Sample

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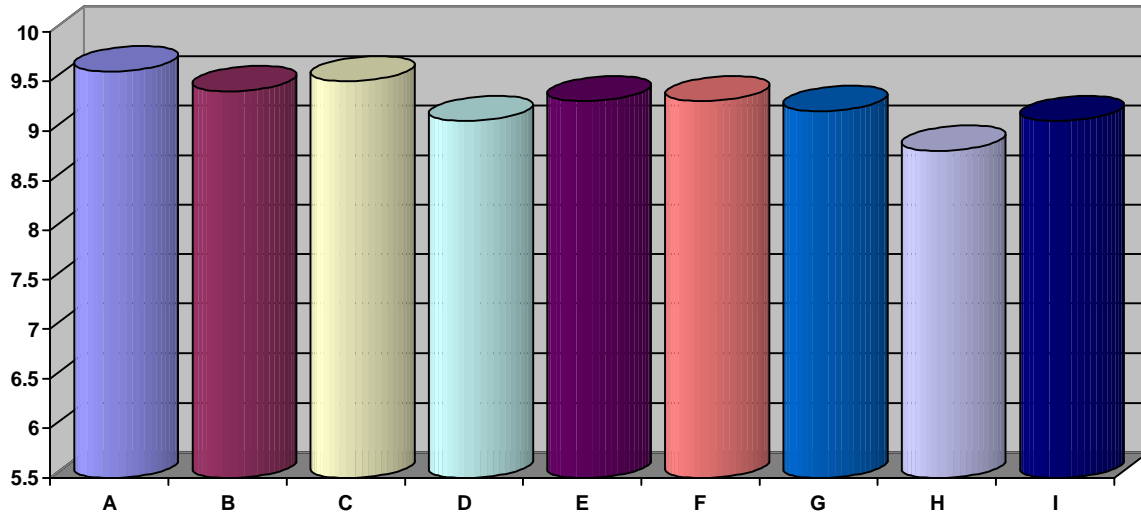
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Sales Synopsis

OVERVIEW GRAPH

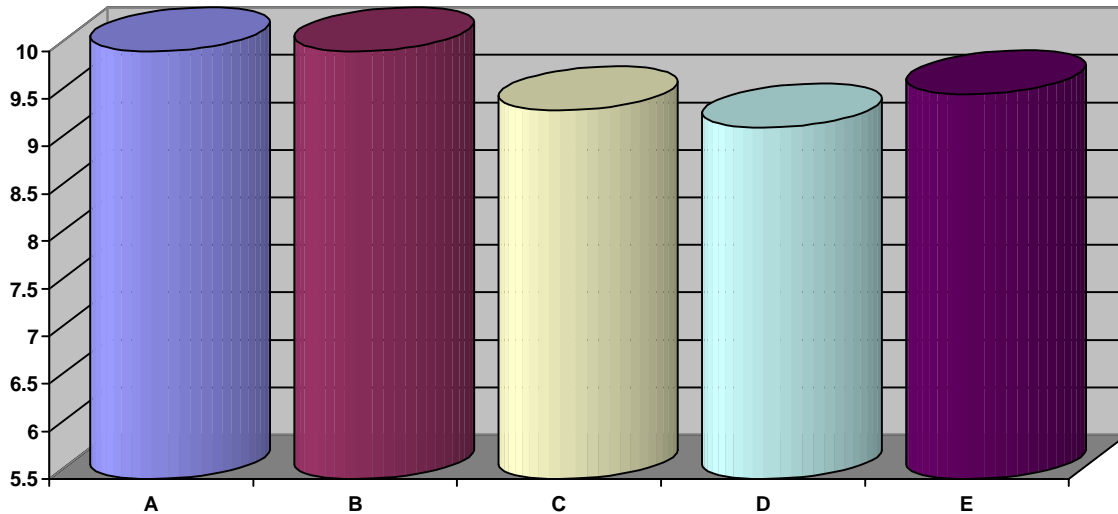


Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

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

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EMPATHY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

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

B) Attitude Toward Others (Primary Strength) — 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.

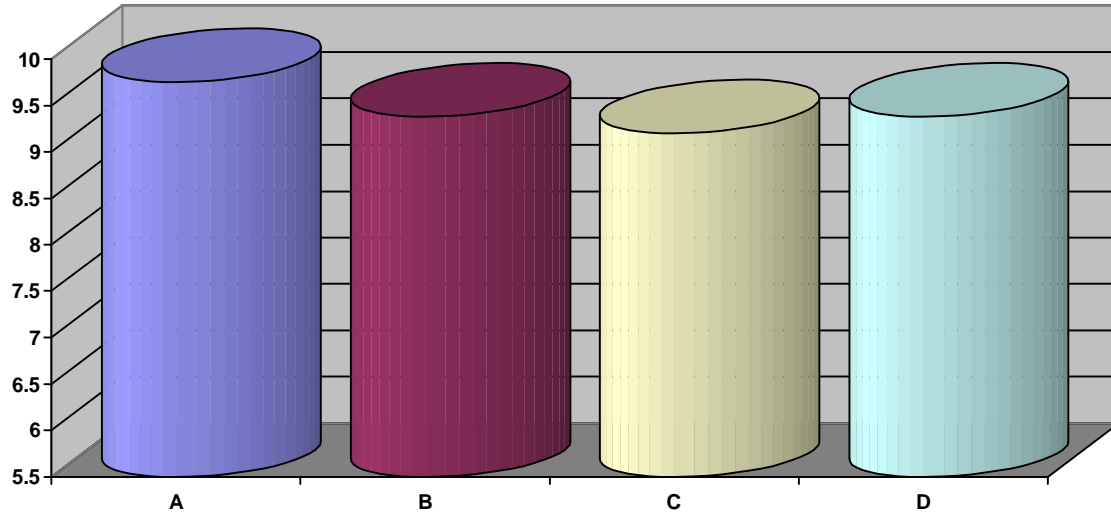
C) Evaluating Others (Secondary Strength) — The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

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

E) Relating With Others (Primary Strength) — 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.

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PRACTICAL THINKING ABILITY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

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

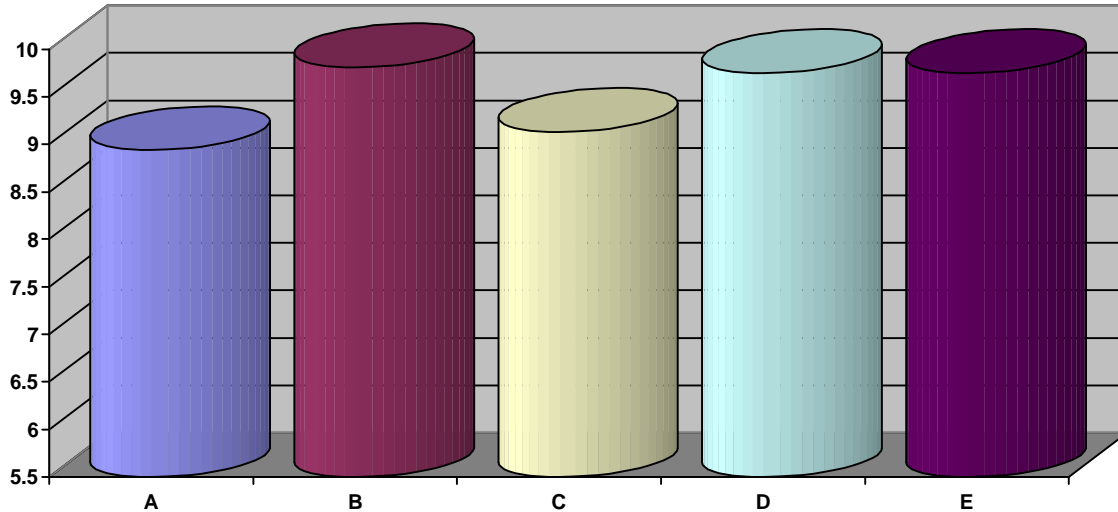
B) Evaluating What To Do (Secondary Strength) — The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

C) Sense Of Timing (Secondary Strength) — 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 (Secondary Strength) — The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

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ORGANIZATIONAL ABILITY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Realistic Goal Setting (Secondary Strength) — 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 (Primary Strength) — The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.

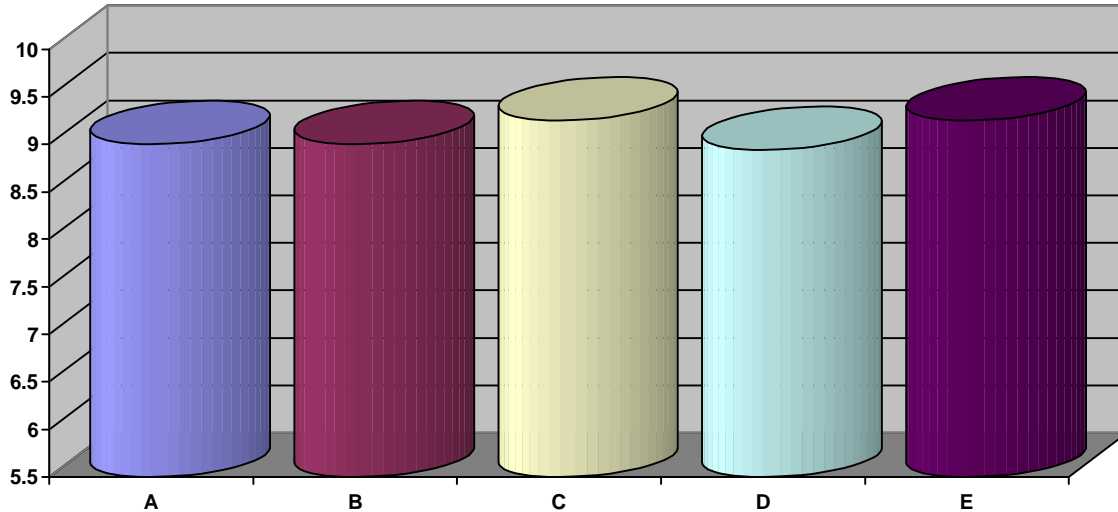
C) Long Range Planning (Secondary Strength) — The ability to see long range goals and to design plans and strategies for attaining these goals.

D) Concrete Organization (Primary Strength) — The ability to see the immediate, concrete needs of a situation and to set an action plan for meeting these needs.

E) Conceptual Organization (Primary Strength) — The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

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HANDLING REJECTION



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Esteem (Secondary Strength) — 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 (Secondary Strength) — 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.

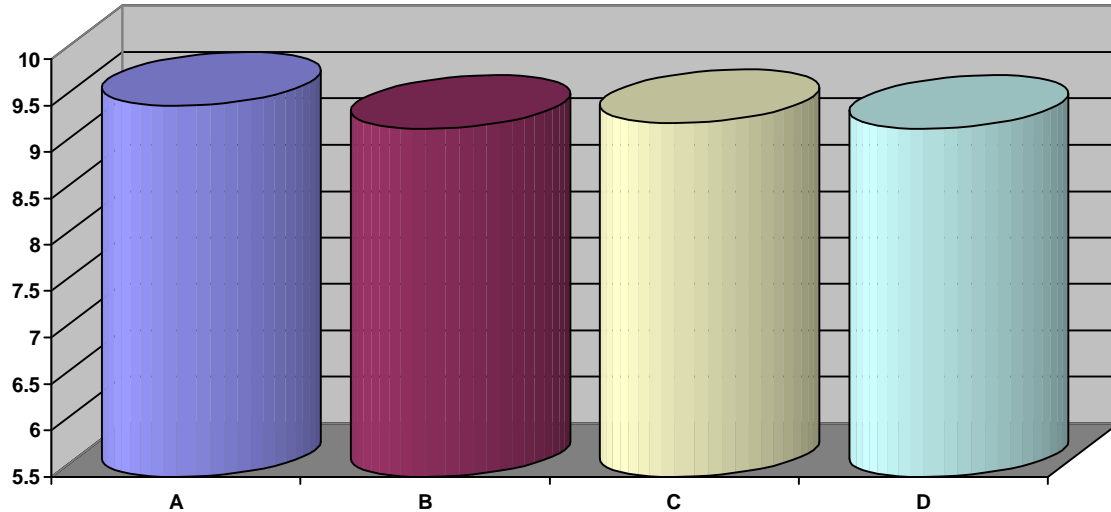
C) Self Confidence (Secondary Strength) — The ability to develop and maintain inner strength based on the belief that one will succeed.

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

E) Sensitivity To Others (Secondary Strength) — 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.

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SELF STARTING ABILITY



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

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

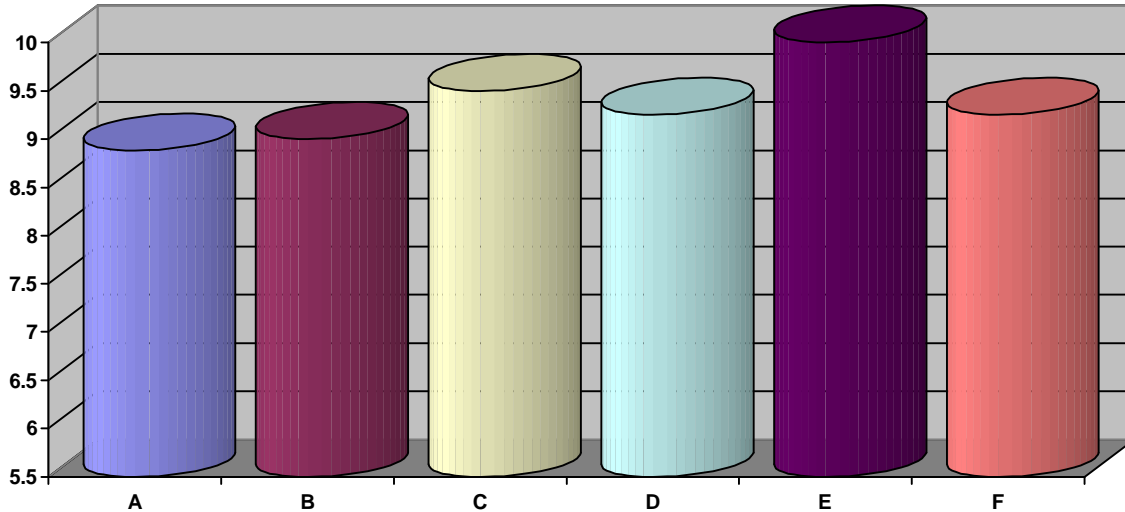
B) Consistency (Secondary Strength) — The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

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

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

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ACHIEVEMENT DRIVE



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Goal Directedness (Secondary Development) — 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 (Secondary Strength) — 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 (Primary Strength) — Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

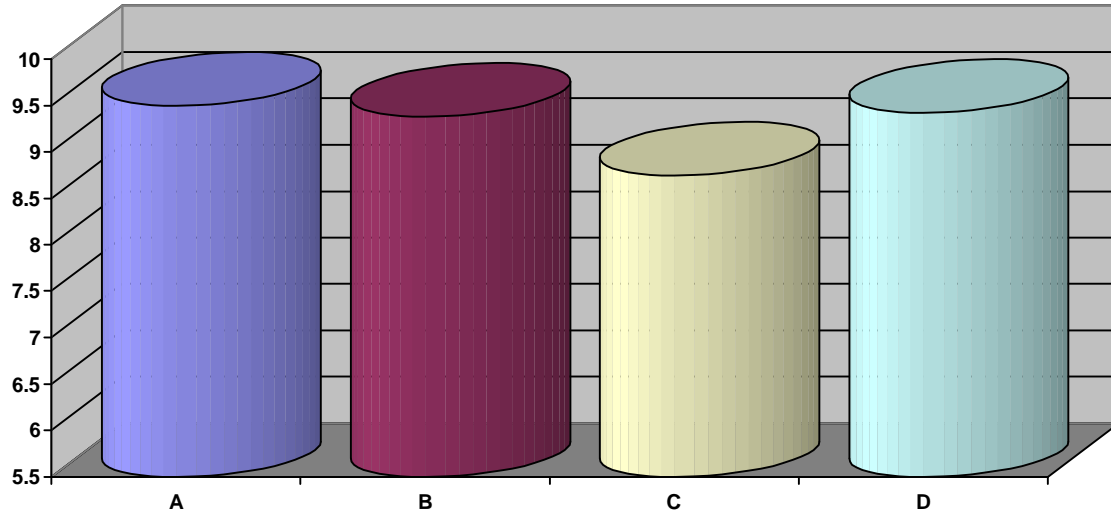
D) Social Recognition (Secondary Strength) — The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

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

F) Ambition (Secondary Strength) — 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.

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DISCIPLINE FOR SELLING



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

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

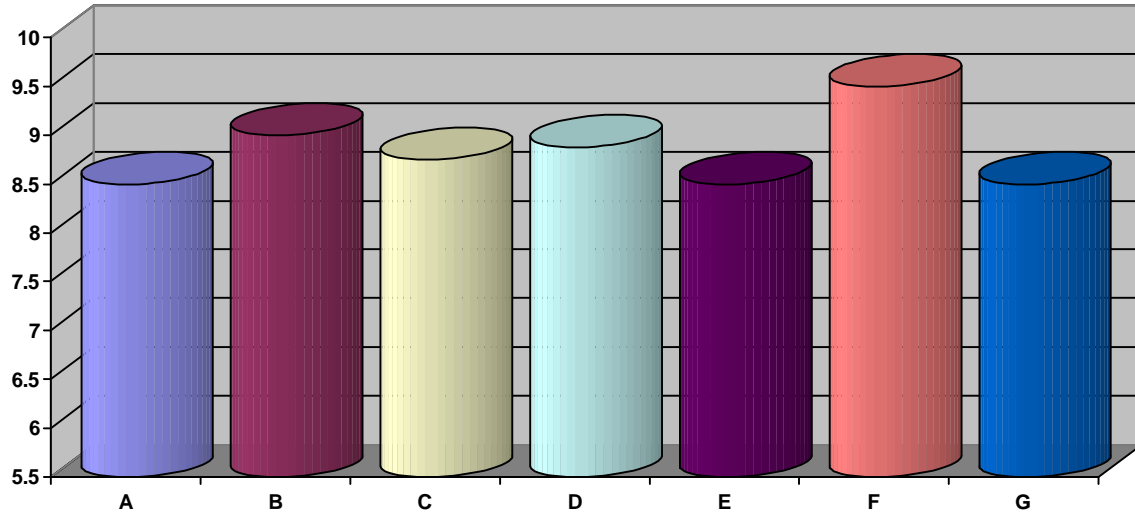
B) Doing Things Right (Secondary Strength) — This component measures one's insistence on doing things right.

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

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

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STRESS FACTORS



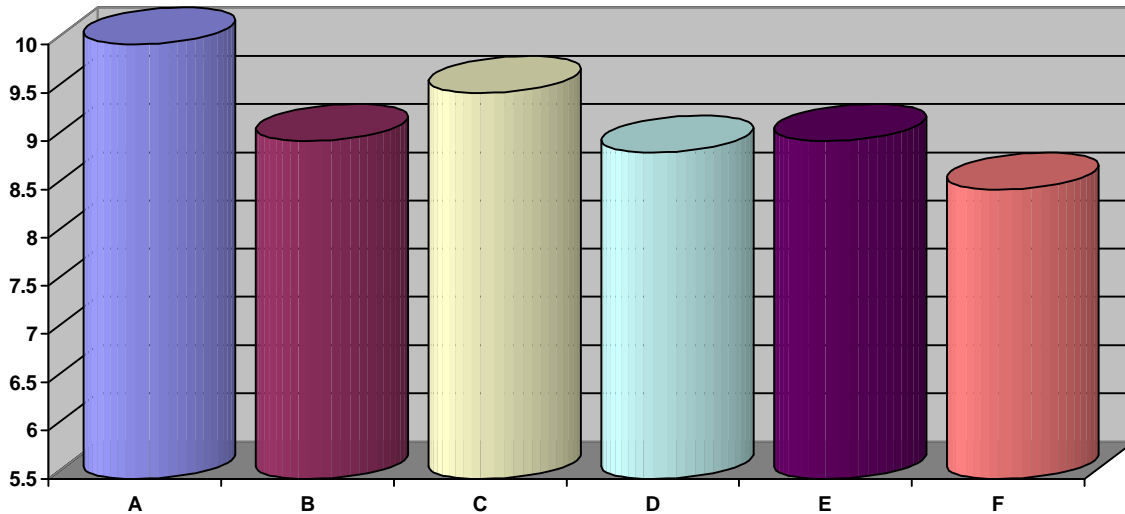
STRESS FACTORS: This capacity measures different types of anxieties and frustrations, the degree or level of anxiety and stress and the effect of the stress levels on an individual.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

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

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SOURCES OF MOTIVATION



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.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Service (Primary Strength) — This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

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

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

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

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

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

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PRIMARY 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.

Attitude Toward Others: (Empathy)

You have a very dynamic, optimistic attitude toward others which gives you the ability to see and understand their positive potential, to be concerned about and attentive to their needs and interests, and to be open and available to them.

Relating With Others: (Empathy)

You have the ability to develop discriminating, discrete relationships treating each person consistently and fairly. You are in touch with the needs and interests of others, respect their rights and individuality. You are cautious about opening up to others and will likely test their motives and intentions and how they will affect you.

Common Sense: (Practical Thinking)

You have the potential for a very unconventional, novel view of practical common sense issues. This capacity can develop the ability to be creative in your thinking seeing ways of doing things which others tend to overlook and can build a strongly individualistic drive to do things in your own unique way.

Short Range Planning: (Organizational Ability)

You have the ability to understand why setting short term, tactical goals is important and the capacity to focus your energies to carry out that task. You are an individualist and an unconventional thinker and may not always spend all of the time necessary to plan results because you tend to stay busy making things happen according to your expectations.

Concrete Organization: (Organizational Ability)

Your highly individualistic and unconventional thinking gives you the capacity to see how to organize things in ways which others, who think in a more structured and habitual manner, may overlook. Your individualism may, however, lead you to be cautious and skeptical in your thinking to the point that you delay organizational activities.

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PRIMARY STRENGTH COMMENTS

Conceptual Organization: (Organizational Ability)

Your individualism can generate a strong need to do things in your own way. This individualism combined with your ability to see and understand how to organize can lead to innovative and novel ways to build and carry out organizational plans and strategies.

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.

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.

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 individualistic thinking can lead you to covertly or overtly get things done in your own way. As a result, you are likely to develop and maintain loyalty to standards which you believe are functional, flexible and innovative.

Meeting Schedules And Deadlines: (Discipline For Selling)

You have a strong sense of inner perfectionism which builds both a need for things to work out the way they should and attention to developing and installing timetables and deadlines which correspond to your own preset expectations, goals and standards.

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PRIMARY STRENGTH COMMENTS

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.

Service: (Motivators)

You not only have the ability to see and accept the needs and interests of others but you also are extremely concerned about making certain that the personal needs and concerns of others are fulfilled. As a result, you are likely to be highly motivated by activities which give you an opportunity to help others.

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.

Sales Synopsis

SECONDARY 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, and to understand what will motivate them to perform and fit in. You are willing to spend the time and energy necessary to develop team synergy and team commitment.

Persuading Others: (Empathy)

You have the ability to identify and understand the consequences of what and how you respond to others. Moreover, you are concerned about making certain that what you say has a positive effect and that what you say is understood by others. As a result, you are likely to be concerned about limiting the effect of impulsive responses.

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)

Your overly cautious and skeptical attitudes can lead you to a negative, critical view of the world and can cause you to delay decisions and actions. Your timing is likely to be skewed. Check your judgments with others to test their relevance and objectivity.

Appreciation of Things: (Practical Ability)

You are an analytical, conceptual thinker and planner. As a result, the degree to which you will identify the value of and spend time and energy to accumulate things and money depends either on ideas and expectations about what things or money ought to mean or on what you are able to accomplish with or through them.

Realistic Goal Setting: (Organizational Ability)

Your strong need to set goals which are challenging combined with your perfectionism and insistence that things be done right will build a strong sense of commitment and compulsive attention to setting goals and plans which reflect what you think is right.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

Long Range Planning: (Organizational Ability)

You tend to be naturally skeptical and individualistic in your thinking which can give you a novel, unique view of long term issues and objectives, but which can also lead you to spend too much energy trying to develop plans which are creative and novel rather than realistic and consistent.

Self Esteem: (Ability To Handle Rejection)

You have a keen appreciation of your uniqueness and individuality and a realistic assessment of your ability to perform, your strengths and talent, and your limitations. Your self awareness and self worth can act as an anchor in difficult times and can help you maintain your worth even when things do not work out as expected.

Self Assessment: (Ability To Handle Rejection)

You have the capacity to realistically see and accept your strengths and limitations. You know what you are capable of doing, what it will take to accomplish your goals, and what will give you both a sense of contribution as well as a sense of satisfaction.

Self Confidence: (Ability To Handle Rejection)

You have the ability to develop and maintain realistic confidence in your capacity to perform and to live up to social and role images and expectations. Rely on the strength and realistic nature of your confidence to get things done and promote optimism around you.

Self Control: (Ability To Handle Rejection)

You have the capacity to maintain your sense of balance and equilibrium when dealing with stressful and emotional situations, to respond rationally and objectively to problem situations.

Sensitivity To Others: (Ability To Handle Rejection)

You have the ability to objectively and realistically evaluate both the positive and negative potential of others and the positive or negative consequences of your relationships with others. Moreover, you have the capacity to be open and available without risking becoming too trusting and too involved.

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SECONDARY STRENGTH COMMENTS

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.

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.

Results Oriented: (Drive Centers)

A combination of unconventional, individualistic thinking and attention to practical, concrete results generates a strong drive center which not only acts as a source for getting things done but builds in the potential for creativity, novelty and spontaneity into your actions and decisions.

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.

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.

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SECONDARY STRENGTH COMMENTS

Doing Things Right: (Discipline For Selling)

You tend to have a constant need to be unconventional and inventive in your thinking. This individualism and innovativeness will likely lead you to develop an insistence on doing things in unique, novel and potentially creative ways which may come in conflict with more accepted ways of thinking and acting.

Role Frustration: (Stress Factors)

You not only have a clear sense of social/role image and function which defines your social and personal sense of responsibility but also have a strong sense of personal confidence. This social/role confidence can act to deflect any stresses and anxieties you may be experiencing.

Money, Material Things: (Motivators)

Your unconventional, individualistic practical thinking can give you a unique, novel and potentially creative understanding of money and material things and can act as source of motivation directing your time and energy to creative ways of attaining money and material things.

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.

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SECONDARY DEVELOPMENT COMMENTS

Goal Directedness: (Drive)

You are currently in a transition period with respect to the inner goals and ideals which guide your actions. You are uncertain about which direction is best for you, about what you want to accomplish, and about what you are willing to commit your time and energy to accomplish

Attention To Policies And Procedures: (Discipline For Selling)

Your unconventional, spontaneous practical thinking can lead you to feel a compulsion to challenge existing rules and standards simply for the sake of the challenge. Make certain that your creativity and spontaneity does not interfere with your common sense and lead you to insist on change simply for the sake of change.

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.

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.

Flexibility, Adaptability: (Stress Index)

Your thinking tends to be so perfectionistic and dogmatic that you insist that everything and everyone meet your expectations. You are likely to feel anxiety, frustration, and despair. Examine the biases in your thinking and seek feedback to make certain your expectations are realistic.

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.

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SECONDARY DEVELOPMENT COMMENTS

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.

Personal Development: (Motivation)

You tend to be uncertain about which course of action is best for you and about what strategies, plans, and goals will provide a sense of accomplishment and fulfillment. As a result, you are likely to delay decisions that would keep you on track, even when you believe your direction is right.

Sense Of Belonging: (Motivation)

You tend to depreciate yourself and not give yourself enough credit to the point that you are susceptible to a fear of not living up to either your own expectations or to the expectations of others. Your inner uncertainty can lead to excessive concern about what others expect, think, and say about you.

