

Territory Relationship Product Sales Rep

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The Receiver
Your Company
P.O. Box 1234
Anycity, USA 40000-1234

Personal & Confidential

Bottom-Line Recommendation

Candidate: John Smith
Position: Territory Relationship Product Sales
Bottom-Line: Recommended

The validity scales from the Self-Descriptive Index indicate that Mr. Smith was exceedingly candid in answering the questionnaires and went out of his way to be honest. Therefore, the profile results are an accurate description of his work approach and motivational needs.

Summary of Potential

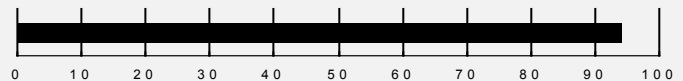
Agreed-Upon Skills	Candidate Score
ANSWERS OBJECTIONS BY REMOVING EMOTIONAL CONCERNS	94%
CLOSES BY BUILDING PERSONAL TRUST AND LOYALTY	49%
PROVIDES SERVICE BY EMPATHIZING WITH CONCERNS	45%
MAKES ONE-ON-ONE SALES PRESENTATIONS	54%
MAXIMIZES RESULTS BY SYSTEMATICALLY MANAGING AN ACCOUNT PLAN	60%
ACCOUNT PENETRATION BY CUSTOMER BASE EXPANSION	80%

Territory Relationship Product Sales Rep Skills Potential

ANSWERS OBJECTIONS BY REMOVING EMOTIONAL CONCERNS

SCORE

94%



Definition: Focuses on uncovering and resolving the emotional component of customer or prospect barriers to the sale; responds to any hint of concern or complaint that will keep a prospect from buying; takes responsibility for relieving the tension or distress of a prospect; draws on strong empathy for the prospect or customer to offer product alternatives and/or increased personal service to address concerns; is willing to take the heat of a prospect's concerns, believing that keeping the prospect happy is worth future business or goodwill; keeps the customer focused on what can be provided and compensates for objections that cannot be removed with personal support and commitment.

Skill/Capability Level: Mr. Smith works hard at being responsive to any hint of concern or complaint that could keep a prospect from buying his product. He realizes that even the slightest doubt could prevent a purchase, so he strives to identify potential issues and barriers. He takes steps to gain the support of users as well as the decision maker. He remains optimistic and offers product alternatives so that he and the customer can find a common-ground solution that will provide for the needs of both parties.

