

Territory Relationship System Sales Report

Personal & Confidential

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

Candidate: John Smith
Position: Territory Relationship System 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

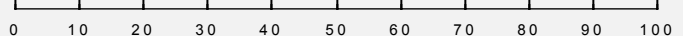
Agreed-Upon Skills	Candidate Score
IMAGE BUILDING	88%
PROMOTES CUSTOMER RELATIONS BY SOLICITING FEEDBACK	46%
NEW BUSINESS DEVELOPMENT	82%
MAXIMIZES RESULTS BY PUSHING FOR QUOTA ATTAINMENT IN DIRECT SALES	60%
SEEKS RECOGNITION AS A PROFESSIONAL	97%
ADAPTS APPROACH TO DIFFERENT BUYER MOTIVATIONS	36%

Territory Relationship System Sales Rep Skills Potential

IMAGE BUILDING

SCORE

88%



Definition: Tailors image to fit customer expectations; adapts to different situations with sincerity and realism, taking care to avoid obvious role-playing or acting; recognizes the value of first impressions; studies the image or style with which the customer is most comfortable and adopts the dress, conversational style, and language most trusted by that customer.

Skill/Capability Level: Mr. Smith will take the time to research the customer and the company prior to the initial contact in order to build credibility right from the start. He is adept at promoting himself and his company in a way that is compatible with the customer's expectations. He strives to project an image with which each customer will be comfortable while being careful to appear natural and sincere. He will adjust his communication style, dress, and speech in line with his customers whether they are on the shop floor or in executive offices.