



 **THINKING STYLE**
Sales Selection Report

Sample Report

3/7/2011



Thinking Style Risk Summary

THINKING STYLE RISK SUMMARY



Low Risk: Candidate's profile contains a **minimum of risk areas** in key assessment capabilities.

Moderate Risk: Candidate's profile contains **multiple risk areas** in key assessment capabilities.

High Risk: Candidate's profile contains **significant number of risk areas** in key assessment capabilities.

LOWEST RISK CAPABILITIES

	Low Risk	Moderate Risk	High Risk
Sense Of Belonging	✓		
Intuitive Insight	✓		
Service	✓		
Attitude Toward Others	✓		
Evaluating Others	✓		
Meeting Established Standards		✓	
Need To Achieve		✓	

HIGHEST RISK CAPABILITIES

	Low Risk	Moderate Risk	High Risk
Status & Social Self Recognition			✓
Self Attitude			✓
Social Recognition			✓
Consistency			✓
Personal Development			✓
Self Confidence			✓
Ambition			✓

Prioritized Strengths

1) Sense Of Belonging: (Motivation)-Low Risk

Motivated by a strong need to belong, to fit in with and be accepted by others.

2) Intuitive Insight: (Empathy)-Low Risk

Keen intuitive insight, the ability to readily identify prospect interests and buying signals.

3) Service: (Motivation)-Low Risk

Motivated by a strong desire to help others and meet their needs and concerns.

4) Attitude Toward Others: (Empathy)-Low Risk

Positive, open attitude toward prospect and client needs and concerns.

5) Evaluating Others: (Empathy)-Low Risk

The ability to identify and evaluate prospect needs, interests and concerns in a clear, well organized manner.

6) Meeting Established Standards: (Discipline For Selling)-Low Risk

Strong sense of individualistic thinking will likely lead them to quickly focus their loyalty on standards that are practical.

7) Need To Achieve: (Drive)-Low Risk

Strongly driven by a need to achieve recognition and attention to confirm self worth.

Prioritized Interview Notes

1) Social Recognition: (Motivation)-High Risk

Tendency to be indecisive about what is best, to shift from frustration and dissatisfaction to enthusiasm can lead them to be inconsistent, to either delay following through with contacts or closing sales because they lack confidence or to loose interest and shift their focus to something else. Test their ability to stay focused and complete their tasks.

2) Self Attitude: (Drive)-High Risk

Cautious, skeptical thinking can lead them to miss sales opportunities, to put off taking action until they are more certain about what is best and to either be prone to making hasty decisions or avoid difficult ones. Test their ability to realistic about their opportunities. Remember that they tend to have difficulty prioritizing and following through.

3) Social Recognition: (Drive)-High Risk

Currently in social/role transition feeling frustrated and uncertain about what they want to do potentially leading them to miss opportunities and see the grass as greener on the other side. Remember that they are searching for a place to feel comfortable. Do not hype them. Be realistic about what you expect. Let them make the decision to pursue the job.

4) Consistency: (Self Starting Ability)-High Risk

A combination of a compulsive need to push ahead and frustration and dissatisfaction about current circumstances can lead them to shift from enthusiasm to doubt and uncertainty. Explain both the positive and negative of the job. Do not hype them. Give them time to think things through and make the decision to pursue the job.

5) Personal Development: (Motivation)-High Risk

Tend to have difficulty making up their minds about what they should do, to shift from unrealistic optimism and enthusiasm to doubt and indecision. Test their ability to identify priorities, to set goals which reflect their priorities and to stay on track. Remember that they are looking for purpose. Do not hype them.

6) Self Confidence: (Ability To Handle Rejection)-High Risk

Currently uncertain about what their goals ought to be, are in a holding pattern, and potentially having difficulty staying on target. Make certain that you know what they can do, what they want to do, and what they are willing to do. Their uncertainty makes them eager to find purpose. Be careful not to hype them too much.

7) Ambition: (Drive)-High Risk

Tend to be indecisive and uncertain about pushing ahead leading them to delay decisions, to put off presentations and closings potentially missing sales opportunities. Require them to demonstrate how their past successes illustrate their ability to act on their priorities. Remember that they are looking for purpose, so be careful not to hype them.

World Thinking Style Graph

The following two pages show the individual's clarity and attention scores for the three World Thinking Style Dimensions and the three Self Thinking Style Dimensions. Note that the direction of the bar indicates the focus of the person's attention. The statements under each bar indicate the individual's general strengths and limitations for the dimension.

WORLD THINKING STYLE

Unconventional Personal Personal

EMPATHY

Crystal Clear

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You are a keenly perceptive individual who has an excellent capacity to objectively see and appreciate the inner worth and unique individuality of others. You have the ability to see and understand the needs and interests of others but tend to be selectively optimistic opening up more readily to those who meet your preset ideas, biases and expectations.

PRACTICAL JUDGMENT

Unconventional

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You are a very unconventional, non-conformist thinker who tends to see practical, concrete values in patterns which others, because of a more traditional way of thinking, are likely to miss. You tend to be somewhat skeptical and hesitant in your thinking about practical matters and can develop a 'chip on the shoulder' attitude when things do not work out as planned.

SYSTEM JUDGMENT

Unconventional

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You are an individualist who will tend to overtly or covertly get things done in your own unique, creative and original way. Your individualism can generate an overly skeptical and cautious attitude which can lead to a 'chip on the shoulder attitude' when things do not work out as you expect. You may also become a reactive or retroactive thinker focusing on crises as they occur.

Self Thinking Style Graph

SELF ESTEEM

Clear

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



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

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You have the ability to understand your social/role image but are currently in social/role transition feeling doubts and uncertainty either about your ability to perform to potential or about your social/role image. As a result, you are likely to feel frustration and dissatisfaction in your current situation. Your actions and decisions are likely to be inconsistent shifting from uncertainty to a feeling of confidence.

SELF DIRECTION

Visible

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You have the ability to understand your self direction but are currently uncertain about what your goals ought to be, indecisive about what principles ought to guide your conduct, and in a holding pattern concerning self development. You are likely to delay decisions and actions until your direction becomes more certain; and, since you are uncertain about what direction is best, you may not always demand the best out of yourself.

Thinking Style Analysis

Unconventional Personal Personal

Strengths

- Concern for and attention to the prospect's needs and interests
- Willingness to shift directions in the fact-finding interview
- Openness to novel, different, and inventive ideas
- Commitment and enthusiasm for the product or service
- Focus on developing a sense of trust and respect in the prospect
- Desire and willingness to project their belief in the product or service
- Sensitivity to protecting and respecting the individual rights of the prospect, especially sensitive to disrespectful attitudes
- Attention to immediate, concrete issues

Areas for Development

- Be too quick to make decisions, relying on intuitive feelings and common sense
- Become so wrapped up in their search for unique ideas that they overlook the prospect's needs, issues, and concerns
- Overlook buying signals because of their passion for inventive, potentially creative thinking
- Avoid controversy and argument, leading them to put off dealing with objections and controversial issues and to delay the close until they believe they have satisfied all of the prospect's issues and concerns
- Talk more than listen to the prospect
- Talk price too soon if the prospect pushes the issue
- Become reactive, potentially displaying a 'chip on the shoulder' attitude when things don't work out as expected
- Spend too much time and energy trying to help the prospect feel comfortable
- Challenge existing ideas and methods, leading them to disregard the presentation, cut corners to get to the close, and to have difficulty consistently staying on track
- Allow the strength of their intuitive feelings to direct their decisions, leading them to impulsive actions and rushing of the presentation

Suggestions for Improvement

- Developing patience for listening to the prospect's objections
- Keeping the presentation on track
- Avoiding the impulsive drive to insist on being inventive, simply for the sake of being different
- Taking time to allow the prospect to discuss their interests
- Developing a timely response to buying signals and a sense of when the time is right to close the sale
- Taking more time with the prospect in the fact-finding interview

Thinking Style Reference Chart

The following two pages chart the candidate's risk levels in various sales capabilities. Use the reference codes to look up more detailed information.

SKILLS & TALENTS	Low Risk	Moderate Risk	High Risk
Empathy			
Intuitive Insight	✓		
Attitude Toward Others	✓		
Evaluating Others	✓		
Persuading Others			✓
Relating With Others		✓	
Handling Rejection			
Self Esteem			✓
Self Assessment			✓
Self Confidence			✓
Self Control			✓
Sensitivity To Others			✓
Achievement Drive			
Goal Directedness			✓
Results Oriented			✓
Need To Achieve		✓	
Social Recognition			✓
Self Attitude			✓
Ambition			✓

Thinking Style Reference Chart

SKILLS & TALENTS	Low Risk	Moderate Risk	High Risk
Self Starting Ability			
Persistence			✓
Consistency			✓
Initiative			✓
Role Satisfaction			✓
Motivation Index			
Service	✓		
Money & Material Things			✓
Status & Social Self Recognition			✓
Personal Development			✓
Sense Of Mission			✓
Sense Of Belonging	✓		
Discipline For Selling			
Meeting Established Standards		✓	
Doing Things Right		✓	
Attention To Policies & Procedures			✓
Meeting Schedules & Deadlines			✓