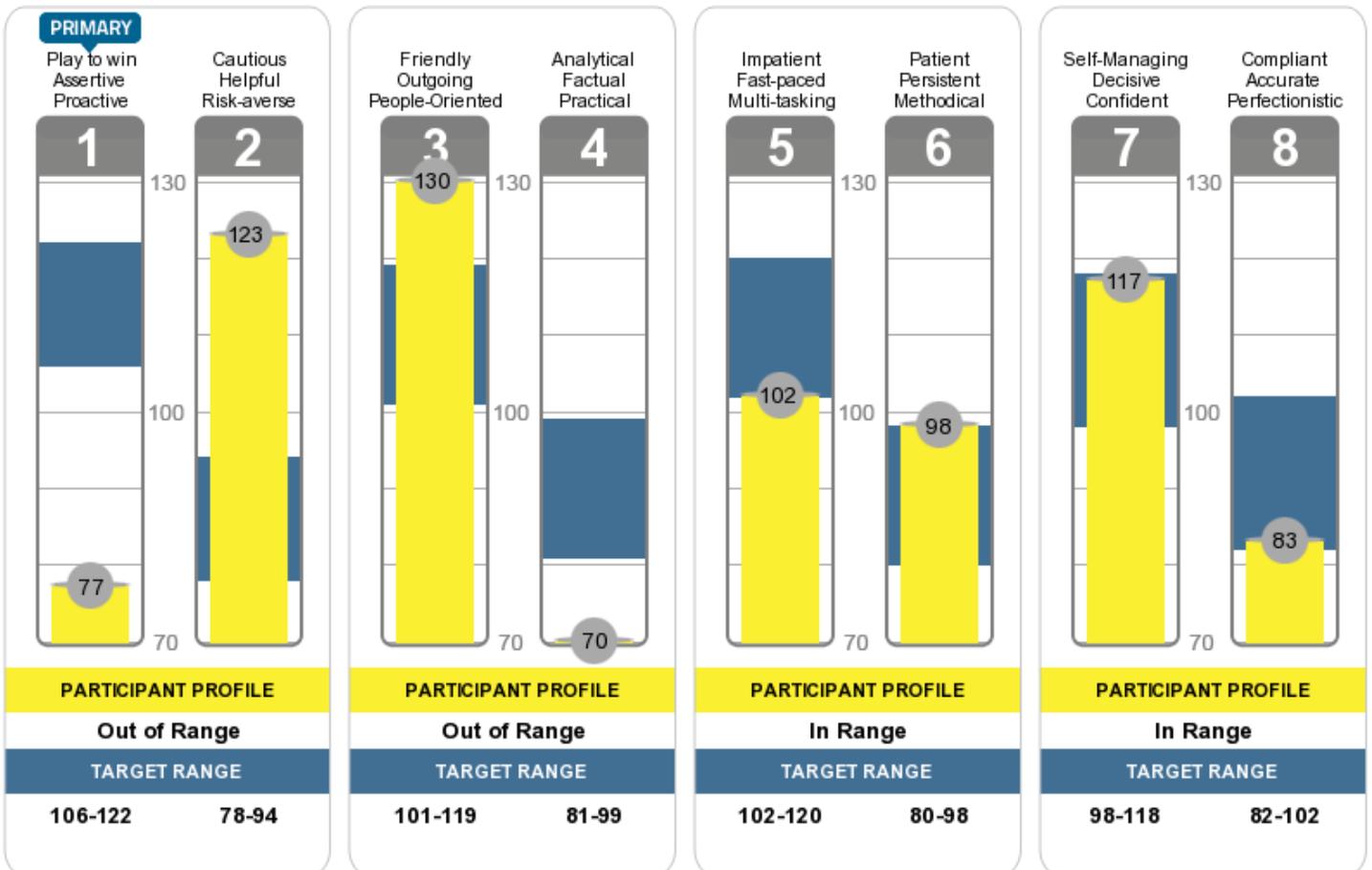


Client Name: **The Omnia Group Inc**
 Client Number: **11-36**
 Participant Name: **Sara Sample**
 Job Target: **Media Sales**
 Target Number: **203550**
 Profile Number: **1184551WB**
 Report Date: **February 9, 2017**
 Dept./Div.:
Compatibility Rating: Low
 Primary Behavioral Col. **1**

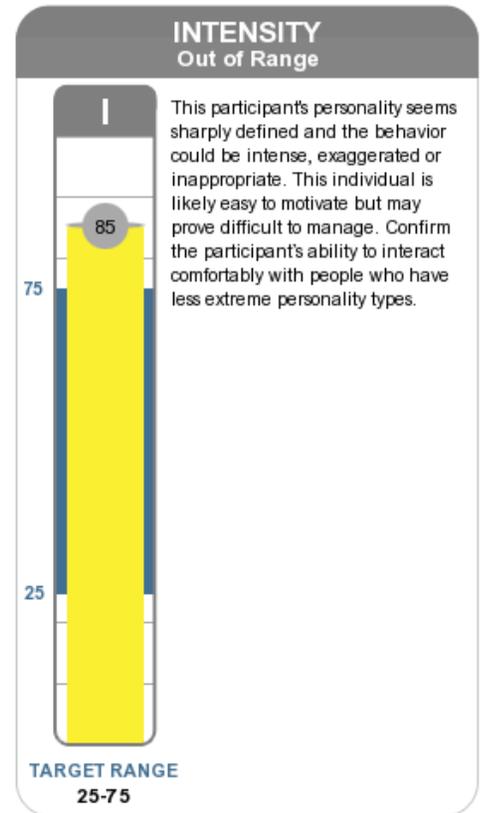
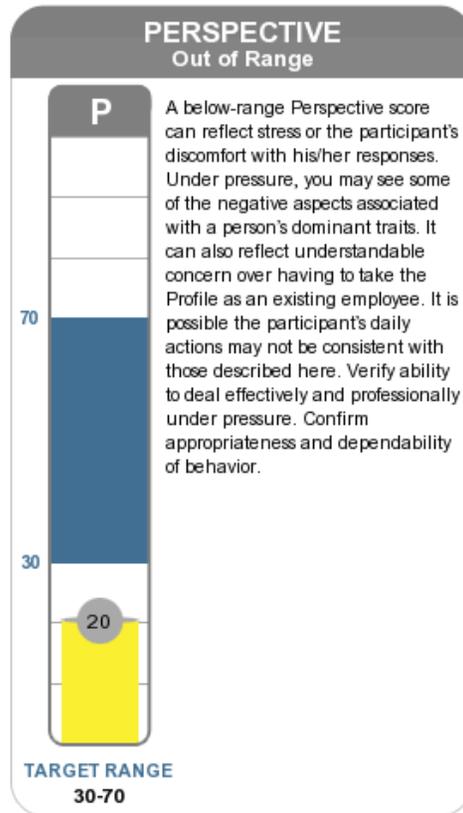
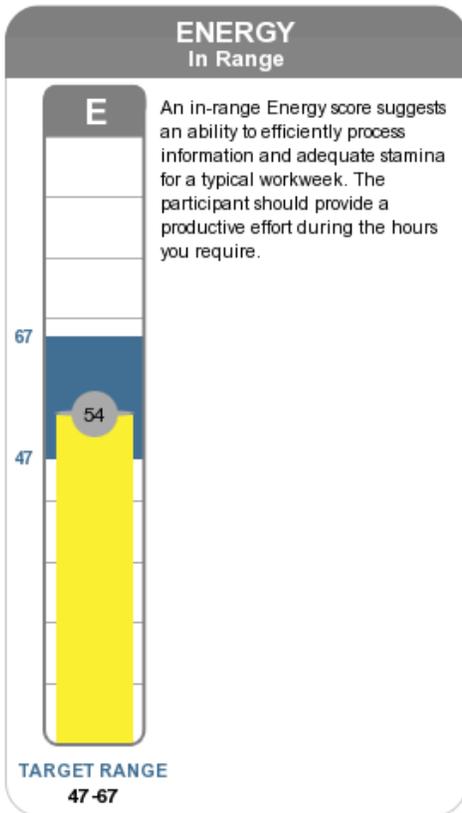
Rating Summary:
 This participant scored Low against your target profile. A Low rating occurs when behavioral and/or performance measurements do not fall within your target range. A low also occurs when the primary behavioral column drops below the target range even if all other measurements are in range. Significant management concerns may exist; for more information see the "Comparison to Target" section.



Client Name: The Omnia Group Inc
 Participant Name: Sara Sample
 Profile Number: 1184551WB

Client Number: 11-36
 Job Target: Media Sales
 Target Number: 203550

COMPARISON TO TARGET



Client Name: The Omnia Group Inc

Client Number: 11-36

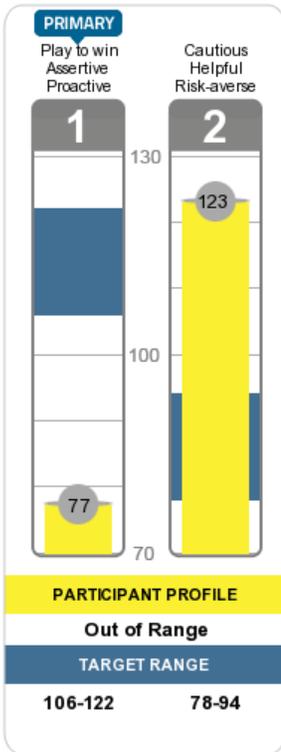
Participant Name: Sara Sample

Job Target: Media Sales

Profile Number: 1184551WB

Target Number: 203550

COMPARISON TO TARGET

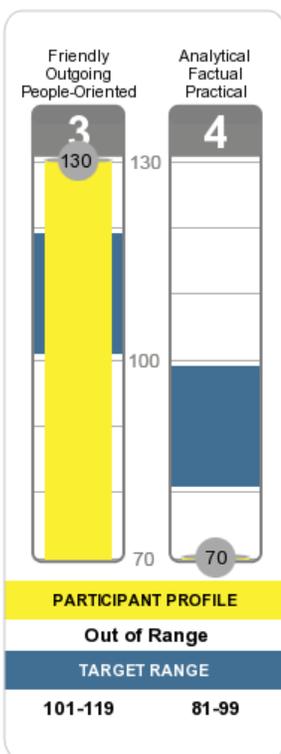


This participant is more cautious, careful, timid, and risk-avoidant than your target.

Strengths: Helpfulness and customer service orientation.

Challenges: May not be highly motivated by commission; could be uncomfortable exerting buying pressure on a prospect in order to close a sale. Participant may be content with average sales numbers rather than being driven to be the best salesperson in your market. If column 2 is taller than column 1, this individual may be uncomfortable cold-calling, making assertive suggestions, and asking for the sale. An extremely tall column 2 (beyond 128) could indicate a lack of ordinary self confidence in unfamiliar situations or around competitive people such as your top account executives.

How to manage: Set conservative goals, reward for team efforts, coach on assertiveness and closing.



This participant is even more verbally expressive and people-oriented than your target candidate.

Strengths: Upbeat, persuasive, socially engaging and dynamic.

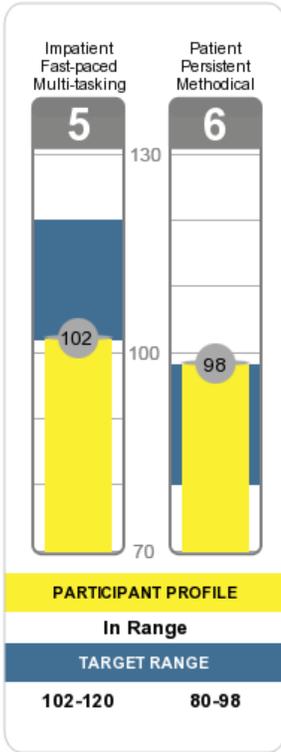
Challenges: Active listening and needs analysis. This participant is extremely social and could have difficulty keeping conversations centered on business, even after a solid relationship has been established. May rely almost exclusively on personal charm, relationship-building skills, and may not be inclined to evaluate particular client needs and tailor the sales presentation accordingly. Extremely tall columns 3 and 7 may indicate a tendency to extend unrealistic claims or promises in an effort to seem impressive or to close a sale.

How to manage: Provide public recognition and positive feedback, when appropriate. Coach on how to add strategic value to the prospect's business through media advertising.

Client Name: The Omnia Group Inc
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 Profile Number: 1184551WB

Client Number: 11-36
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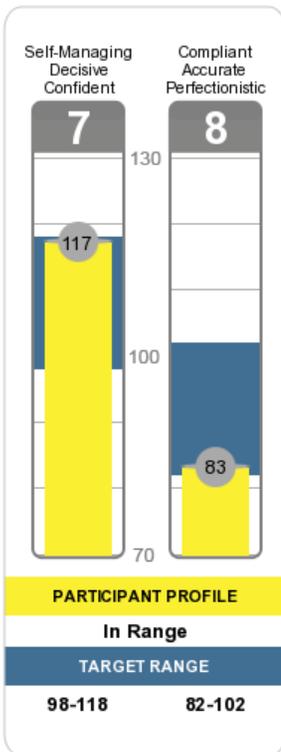
COMPARISON TO TARGET



Your participant falls within the target range for pace. Range: Column 5 is taller than column 6.

This highlights a fast pace, a determination to get a sale and move on to the next lead. These salespeople are expeditors. They can multi-task, handle many prospects simultaneously, adapt quickly to new situations, improvise, and work well under the pressure of a deadline. Individuals with a tall column 5 like to have an immediate impact and can manage the unexpected with ease.

If column 5 is on the higher end of the range, they may be too impatient to wait around for the phone to ring--they will do what they can to speed up the sales process.



Your participant falls within the target range for structure. Range: Column 7 is taller than or equal to column 8, which represents an ability to make independent decisions, a willingness to self-manage, results-orientation and the confidence to cope with rejection.

Salespeople with a tall column 7 can take an unconventional approach in a sales situation in order to get the order. There is an awareness of, and a comfort with, the idea that the prospect may tell them "no" - they pursue every lead as if they know they will get a "yes" eventually. Sales strengths include resilience, thinking outside the box and not getting caught up in the details. These individuals thrive on loose guidelines where they have the flexibility to improvise and meet challenges with resourcefulness.

Client Name: The Omnia Group Inc

Client Number 11-36

Participant Name: Sara Sample

Job Target: Media Sales

Profile Number: 1184551WB

Target Number: 203550

PARTICIPANT'S KEY TRAITS

This summary is based on the highest of the 8 columns. This page is **ideal for use with employee coaching**.

Highly cautious, reactive, and risk-avoidant individual. Much more likely to be helpful and supportive than authoritative and demanding. For the most part, goals are likely to be conservative. May find it difficult to deal with even moderate adversity or confrontation on his/her own; at times, could come across as timid. Potentially uncomfortable showing initiative especially in unfamiliar situations, but this person's confidence can probably grow as his/her experience grows.

Extremely sociable, optimistic, and upbeat individual. A "natural" speaker, motivator, promoter, or networker; probably not a natural listener. Will generally rely much more on emotion than on detailed or technical information to persuade. Has a very strong need to work with people; may find it quite difficult to focus on tasks that require a solitary effort. Concern for maintaining a favorable image is likely to be very strong; at times may have to make an extra effort to prevent enthusiasm from becoming exaggeration. Probably not a highly analytical or technically-minded individual; likely to rely heavily upon instincts when evaluating situations or devising strategies. More subjective than objective. Motivated by public praise, titles, status symbols.

An evenly paced individual who deals well with both routine and change. Can work patiently and persistently on tasks that can't be completed quickly; can also sprint to finish short-term projects. Probably appreciates some notice of deadlines and change, but is not likely to be unusually frustrated by unexpected new priorities, timetables, or other circumstances requiring him/her to make adjustments.

Very independent decision-maker who likes doing things his/her way. Not necessarily a rules-bender, but does not want to feel controlled. Has a strong preference for general guidelines as opposed to strict, explicit rules. May be good at envisioning new ways for reaching goals. Need for regular management guidance is likely to be low unless he/she has a significant lack of knowledge about a particular situation. Deals relatively well with criticism. Much more concerned about results than processes; not naturally attentive to details or organized. May have to make an extra effort to maintain quality and motivation when handling tasks such as paper/processing work. Prefers an informal/unstructured work environment.

Client Name: The Omnia Group Inc

Client Number 11-36

Participant Name: Sara Sample

Job Target: Media Sales

Profile Number: 1184551WB

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DEVELOPMENT INSIGHT

The following sections provide an overview of the behavioral characteristics and preferences when a participant falls within the Target Ranges.

COMMUNICATION STYLE

Outgoing, upbeat, dynamic, charged, impressive, and loose. They are comfortable walking up to anybody and initiating/maintaining a conversation. Clients are likely to perceive them as being friendly, talkative, empathetic, stylish, and confident.

STRENGTHS

Their initiative, determination to get as many sales as possible, ability to deal with adversity and willingness to be held accountable for individual selling efforts. They are self-confident, people-oriented, proactive, persuasive, convincing, quick, and optimistic. They do not want or need a lot of guidance; they can improvise, multi-task, and make independent decisions. They can approach prospective customers, project a positive image of your organization, deliver a convincing sales pitch, and directly ask for the sale.

CHALLENGES

They may set unrealistic goals, be overly optimistic, not know when to back down, demonstrate follow-up or follow-through problems, discard slow developing leads, resist close supervision, or disregard company policy. Their organizational skills and the accuracy of their paperwork may be weak.

PACE

Fast. They want to close sales quickly and respond rapidly to buying signals projected by a prospective client.

ATTENTION TO DETAIL

Moderate to weak. They work best with reliable support staff assistance to complete/correct paperwork and prepare necessary reports.

Client Name: The Omnia Group Inc

Client Number 11-36

Participant Name: Sara Sample

Job Target: Media Sales

Profile Number: 1184551WB

Target Number: 203550

DEVELOPMENT INSIGHT

MOTIVATIONAL STRATEGIES

Winning, challenge, commission, achievement, advancement, public recognition, being able to measure individual performance against that of other people doing the same job, having the authority to make autonomous decisions, working in an environment where results are seen as more important than processes, support staff assistance for servicing and paperwork.

DEMOTIVATORS

No risk or chance to win, no chance to interact with others, being ignored, routine/repetitive tasks, being closely supervised, having to tightly adhere to company rules/regulations, having decisions that affect them made by someone else, feeling that individual effort and performance will not result in personal gain or recognition.

ACTION PLAN

Provide regular chances to win/advance, set specific performance goals and offer some guidance initially. Once the basics have been learned, manage informally. Hold accountable for getting results, provide public recognition and financial incentives for achievement. Also provide internal assistance for paperwork.



Client Name: The Omnia Group Inc

Client Number 11-36

Participant Name: Sara Sample

Job Target: Media Sales

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SUPPLEMENTAL QUESTIONS

The following behaviorally-based questions are a supplemental tool we provide to help you better evaluate the participant. They are not a substitute for your standard set of interview or professional development questions, but can provide additional, helpful information or prompt conversation.

1. Are you more effective when following a regular sales formula or improvising your sales presentation? Why?

2. Give me an example when you had to be tolerant on the job.

3. How do you prepare for a sales presentation?

4. Talk about times you took charge of difficult sales negotiations.

5. Tell me about a time when you surpassed all job expectations by going the "extra mile."

6. What kinds of decisions do you feel comfortable making on your own when you are out in the field? Provide examples.
