



JIM SAMPLE

iPRADCO

RETAIL INDEX DEVELOPMENT REPORT

August 20, 2009

Our commitment to you is simple: to deliver responsive service and products of the highest quality which are tailored to address your personal development needs throughout your entire career.

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UNDERSTANDING YOUR RESULTS

THIS REPORT DESCRIBES BEHAVIORS that you are likely to show on the job.

A FORCED CHOICE FORMAT is utilized so that every person will have some consistent behaviors, some frequent behaviors and some infrequent behaviors. All items are positive, and people are asked to choose between two equally desirable options.

INDEX RESULTS provide meaningful information by showing you how you compare to different people on a variety of measures. You are being compared to thousands of people who have taken the same indexes for PRADCO.

	Consistent Behaviors	Frequent Behaviors	Infrequent Behaviors
Dimension	P		

CONSISTENT BEHAVIORS are achieved by actively endorsing items that measure a given dimension. They represent behaviors that you consistently demonstrate on the job and are probable strengths.

FREQUENT BEHAVIORS result from people choosing the items some of the time. They are typically positive and suggest that you demonstrate the behavior much of the time.

INFREQUENT BEHAVIORS represent areas that you rarely endorsed in describing your behavior. They can indicate developmental needs, or may simply suggest that the behavior is demonstrated infrequently.

IT IS IMPORTANT TO REMEMBER that infrequent behaviors are not necessarily weaknesses and consistent behaviors are not necessarily strengths. Whether your scores are appropriate or not depends on the people around you and your present situation. These scores represent the behaviors that you are demonstrating currently, and they can be modified as your circumstances change or as you take steps to change your behavior.

THE KEY TO USING THIS DATA is to identify your key strengths to leverage as well as three or four dimensions where changes would help you perform better. Use your report to focus on those behaviors and create action plans to alter your behavior in ways that are good for you and your career. If you would like assistance with your action planning from one of our professional coaches, please call 440-337-4700.



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RETAIL INDEX

Dimensions	Consistent Behaviors	Frequent Behaviors	Infrequent Behaviors
<u>Motivating Factors</u>			
Sales Drive	P		
Service			P
Ambition	P		
<u>Work Approach</u>			
Productivity	P		
Dependability			P
Energy	P		
Initiative			P
Flexibility		P	
Tenacity	P		
<u>Interpersonal</u>			
Attitude	P		
Teamwork		P	
Composure		P	
Insight		P	
Communicative	P		
Outgoing			P
<u>Decision-Making</u>			
Integrity		P	
Resourceful	P		

The Retail Index measures work habits, interpersonal skills and other job-related qualities that are essential to perform well on the job.

There are 85 pairs of items and most people take about 15 minutes to complete the Index. High areas represent probable strengths and low areas are potential concerns. This information should be evaluated in the context of your current situation, as these are behavioral dimensions that can change over time.

The following pages provide more detailed information about your scores.

MOTIVATING FACTORS

People can be motivated by a variety of factors depending on where they are in their careers and what they want for themselves in the future. Interpreting scores on these motivating factors should be based on what a job requires and what people find most satisfying.

SALES DRIVE

You clearly define your sales objectives and pursue them aggressively. You seize opportunities and quickly push for the close. You measure your success in terms of tangible accomplishments.

SERVICE

Responding to others is less important to you than other aspects of your job. If you fall short of your commitments, you may jeopardize relationships and be viewed as non-responsive.

AMBITION

You are motivated to get ahead and want to advance. You accept responsibility and look for challenging projects. People will see you as ambitious and eager for promotion.

WORK APPROACH

Demonstrating a good work ethic is critical to being successful on the job, and dynamic environments require a good deal of effort and flexibility. Average scores on the work approach dimensions are desired to ensure the person will perform the basic requirements of the job.

PRODUCTIVITY

You are a top producer who stands out as one of the best. You pride yourself on being number one and strive to come out on top. Your concerted effort and determination to succeed lead to impressive performance.

DEPENDABILITY

You seem to have difficulty maintaining a good attendance record and getting to work on time. If you are late or delay starting to work when arriving at the job, you may be viewed as lacking commitment to your job.

ENERGY

You approach your assignments with vitality, working hard to get things accomplished. You start without delay and devote sustained effort to achieve objectives. You maintain a rapid pace and get things done quickly.

INITIATIVE

You do what is required, but may not get involved in other areas unless people ask you to. It could be that your role calls for you to react to situations rather than get new things going.

FLEXIBILITY

You will change your methods when you see a benefit, and you persist until you make the adjustments required of you. Your willingness to react to changes will be appreciated by co-workers.

TENACITY

You approach sales objectives with determination and a positive attitude. You are rarely put off by rejection, understanding that it is a normal part of the process. If you do become discouraged, you bounce back quickly.

INTERPERSONAL

Very often, one's level of success depends on how well a person gets along with others. If people score favorably on most of the Interpersonal dimensions, it is likely that they will be able to work cooperatively with and influence others. If people have a number of low scores in this area, it is possible their relationship issues may interfere with their ability to be successful. Even individual contributor roles usually require some level of communication and teamwork with others.

ATTITUDE

Your positive attitude toward people in authority is admirable. You see your superiors as helpful, fair and considerate of their people. You will support and defend your bosses when appropriate.

TEAMWORK

You seem equally comfortable being part of a team or working on your own. You handle your share of team responsibilities and will not let your group down. However, you do not need the support of others to be effective.

COMPOSURE

You tend to keep your emotions under control. You can handle stressful situations objectively and remain calm under pressure. This allows people to look to you as a source of stability and consistency in the workplace.

INSIGHT

You know non-verbal cues can reveal what a customer is thinking so you pay attention to them. You often pick up on signals that help you figure out how to connect with a prospect.

COMMUNICATIVE

You communicate significantly more than most people. You keep people informed, but may provide too much information. Some may feel you are more wordy than concise.

OUTGOING

Some people may see you as getting down to business too quickly, without taking the time to get to know them. You may run out of things to say when you are interacting with people you do not know well.

DECISION-MAKING

The decision making skills necessary depend on the complexity of the job. For positions that require problem solving and troubleshooting, resourcefulness is a critical trait. People who score higher on Resourceful typically demonstrate better ability to think critically and logically. Scores on the Integrity dimension should be interpreted with some caution. Consistent behaviors suggest a person tells the truth in a straightforward manner, whereas infrequent behaviors could suggest a person needs to be more direct and forthright when dealing with people.

INTEGRITY

While you are mostly candid and direct in dealing with people, you may not tell the whole truth because of business necessity or political reasons. You may put a spin on things to help your cause rather than being totally honest.

RESOURCEFUL

You are a competent problem-solver who can help people deal with difficult issues. You troubleshoot effectively, generate sound conclusions and have good analytical skills.

DEVELOPMENTAL SUGGESTIONS

The following suggestions are offered for the behaviors that you demonstrate less frequently. You should use these suggestions as they are or as thought-starters for constructing personal action plans. Professional consultants are available at PRADCO should you have questions or the need for one-on-one coaching to maximize your development.

Dependability

You appear to struggle with the need to arrive at your job promptly and consistently. If your attendance is poor, you may be seen as a less than committed employee. This can affect your ability to satisfy your supervisors' expectations or to get ahead in your job. Try these suggestions to develop more dependable work habits.

Identify the problem. If you repeatedly miss work or come in late for reasons of health, family pressures, transportation, etc. talk to your supervisor or someone you trust to come up with a solution you can use consistently. It may even be possible to adjust your starting time.

Make a commitment to overcome this problem. Set a goal for yourself to be at work on time, everyday for the next month. Do not let anything stand in the way of accomplishing your goal. If it does, fix the problem and show determination to be more dependable.

Try to appreciate the impact of your lateness and poor attendance on others. When you are late or fail to come in, someone else on your team has to shoulder your share of the work. If you want to be viewed as a better team player, start by getting to your job everyday, on time.

Service

Whether you define "customers" as people and businesses outside of your organization, or departments and colleagues within it, your ability to provide responsive and timely information or assistance defines your value to them. Low scores on this dimension may reflect your failure to consider the importance of going out of your way to please your internal or external customers. To improve, consider these suggestions.

Learn all you can about the routine needs and concerns of others. Spend time with them in an effort to understand the importance of accurate information, timely delivery, coordination and team play in helping them do their jobs to the best of their ability.

If a customer complains, listen carefully to define the problem and work collaboratively to develop a solution. Make pleasing them and exceeding their expectations your goal. Afterward, call to be sure that the service you provided resulted in an effective, sustainable solution.

Never overlook the importance of building good relationships. Even difficult or challenging customers and co-workers can become your biggest fans if you treat them with patience, empathy and a cooperative attitude that says you are all in this together to get the job done.

Initiative

Your scores reveal a tendency to wait for directions before moving ahead with your work. While it is important to understand the procedures you need to follow and get a good feel for what you are trying to accomplish, you risk being seen as passive and slow to rise to a challenge. Here are some suggestions to help you take more initiative in your work.

If you see that something needs to be done, volunteer to carry out or oversee the project. If necessary, you can always seek some guidance after demonstrating your willingness to take charge. You will earn more respect if you take action rather than waiting for someone else to handle a problem.

You want to be viewed as more task-focused and action-oriented. When people are socializing or standing around, be the one to motivate everyone to get back to work. Or if people are unsure about what to do in a given situation, take a risk and make your suggestion.

Do some thinking about what could be done to improve a situation. Come up with alternatives and discuss them with people who are involved. You do not have to come up with the complete answer yourself. Bringing an issue to light with some possible solutions will be viewed positively by others.

Outgoing

You prefer to focus on business and you spend little time getting to know about your prospect's interests and activities outside of the workplace. To some customers, you may appear disinterested in them, viewing them only as potential sales rather than as people. The following suggestions will help you to become more sociable with your customers.

Change your attitude about engaging in small talk with your prospects and customers. While some people prefer a strictly business approach, many will expect you to develop a more personal relationship with them. Your ability to relate effectively with a prospect can be the key to making a sale.

You may feel uncomfortable dealing with people you have just met and keeping a conversation going. This is a good time to ask more questions about a variety of topics, such as their background, hobbies, interests, sports or children. A few minutes of personal interest is appropriate.

In your meetings with customers, appear relaxed and interested in what they are saying. Customers need to feel that they are the most important appointment on your agenda. Permit them to expand on topics that they are interested in and want to talk about.

Integrity

You would profit from examining the ways in which you behave and communicate so that people will see you as more truthful and honest. You might be inclined to exaggerate your strengths and accomplishments, but sidestep questions about your faults and failures. Over time, you risk eroding people's trust and confidence in you.

Be consistently truthful in answering questions or sharing information with others. People are much more likely to tolerate mistakes or flaws than they are to forgive a tendency to mislead them. If you make a mistake or do something wrong, admit it.

You may feel that you need to exaggerate your accomplishments to gain the recognition and approval of others. Reflect on why you think the truth is not good enough and consider how much you are risking if people learn the facts and eventually, someone will.

Tell the truth even if it makes you look foolish or not as competent as you want to be. Take pride in the fact that you have the confidence and assurance to be straightforward with people. Candor is a strength.

Insight

An important element of sales success is providing prospects and customers with what they really want and need. Yet, they rarely tell you in a direct manner what they are thinking. A shrewd person recognizes this and develops strategies to discern the customer's needs, expectations and intentions. Consider the following strategies to help you know what a customer is thinking and what they are trying to say.

Listen carefully and "read between the lines" of what the customer actually says. Concentrate on the ideas that are conveyed rather than on the individual facts and words which support the idea.

Pay attention to non-verbal cues. At times, actions speak louder and truer than words. Facial expressions, body movements and posture convey how receptive the person is to you and your ideas, and also display that person's level of enthusiasm for the deal that is being discussed.

Paraphrase what the customer has said to be sure the meaning you get is the meaning that was intended. Use phrases such as "What you are saying to me is..." or "If my understanding is correct..." This type of reflective listening will ensure an accurate interpretation of the message and also let the person know that you are truly listening.