



JIM SAMPLE

iPRADCO

THE SALES INDEX DEVELOPMENT REPORT

August 11, 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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THE SALES INDEX

Dimensions	Consistent Behaviors	Frequent Behaviors	Infrequent Behaviors
<u>Motivating Factors</u>			
Sales Focus	P		
Drive			P
Service	P		
Ambition	P		
<u>Work Approach</u>			
Results			P
Organization		P	
Initiative		P	
Quality			P
Flexibility		P	
Tenacity		P	
<u>Interpersonal</u>			
Insight	P		
Persuasive	P		
Sociability			P
Teamwork	P		
<u>Decision-Making</u>			
Integrity			P
Resourceful			P

The Sales Index measures work habits, interpersonal skills and other job-related qualities that are essential to perform well in sales oriented positions.

There are 120 pairs of items and most people take about 20 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 FOCUS

You identify with the sales role and plan to be a professional salesperson long term. You hold yourself accountable for your own success and failure and enjoy having responsibility for sales growth.

DRIVE

You leave too much initiative with the customer, rather than proactively trying to close the sale. You could focus more on reaping the financial rewards that come from sales success.

SERVICE

Highly responsive, you go above and beyond the call of duty to keep people satisfied. You make certain to help others in a timely manner and follow through on promises in an effort to earn and keep people's trust.

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.

RESULTS

Your personal productivity standards may not be as demanding as they could be. You may focus more on effort invested than bottom-line results, and as a result some timelines or targets can be missed.

ORGANIZATION

You are quick and efficient in your organizational efforts. You are more likely to take a few minutes to outline your approach than to make detailed plans. You do some planning but do not get bogged down.

INITIATIVE

If you are aware of a lingering problem, you will take steps to get it resolved. You may handle it yourself or bring it to the attention of someone with more responsibility. In the end, you will see that the situation is addressed.

QUALITY

You tend to make some mistakes and may not push yourself to produce highly accurate work. You may focus on getting things done quickly rather than to a high standard of detail or quality.

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 will persist in your efforts to sell a prospect until you feel you are wasting your time. You will move on to another prospect rather than pursuing one who has little interest.

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.

INSIGHT

Your perceptiveness allows you to pick up on behavioral cues and understand your customers' reactions. You listen attentively and can read between the lines. These skills help you to sense the right time to ask for the order.

PERSUASIVE

You are able to present information in an influential way to create opportunities. You stay focused on the positive aspects, and make your ideas sound appealing so that people usually are convinced and go along with you.

SOCIABILITY

Some people may see you as getting down to business too quickly, without taking the time to get to know them. Devoting more time here could help you build better relationships long term.

TEAMWORK

You like knowing that you are part of a group effort and strive to contribute to team play. You work collaboratively with people and usually respond to what is important to others.

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

You can be evasive when people want answers. When problems occur, you seem reluctant to admit fault. You may spin a situation in a particular way rather than being completely candid.

RESOURCEFUL

You rely on others to help you solve the most difficult problems. You may have difficulty coming up with solutions or troubleshooting unusual problems on your own, so consulting with others may be beneficial.

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.

Quality

You do not seem to put a great deal of emphasis on achieving quality in your work. Quality requires good technical skills and attention to technical requirements and important details. You should also go back and double-check to eliminate mistakes. Consider some of these suggestions to improve the overall quality of your efforts.

Objectively evaluate your own ability to do your job as well as it can be done. It may be necessary for you to identify your own weaknesses so you can figure out how to prevent potential negative outcomes.

Commit yourself to turning out high-quality work every time. Be persistent. If you have accomplished a task with half-hearted effort, go back and check it for mistakes, inaccuracies and areas where a little more time and effort might make a significant improvement.

If you notice procedures or issues in your work environment that lead to poor quality in general, make an effort to identify some ways in which changes could lead to improvements. Make some suggestions based on what you have discovered and present your ideas by convincing people that waste and errors lead to lower profitability.

Resourceful

Your scores indicate a lack of resourcefulness when it comes to problem solving. It could be that you do not yet have the confidence or the experience to evaluate root causes to solve difficult problems or it may be that because of time pressures, you deal with the symptoms and the problems may go unresolved. Consider these ideas to become more resourceful.

Get involved on a team that is focused on problem solving. Make some suggestions, but also listen carefully to what other people contribute. Participating in brainstorming sessions can expose you to different thought processes and ways of looking at situations.

Challenge yourself to probe into a problem or situation more deeply. Rather than accepting facts at face value, ask a series of “why” questions to really determine the core elements of the problem. If questions remain unanswered, keep probing until there is nothing else to ask.

Consider not only how a situation affects you, but how it will impact others who may be peripherally involved. Think two or three steps ahead to ensure that you are considering more than just immediate gains. Make sure the steps you take will prevent the problem from recurring.

Sociability

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.

Drive

The most basic measure of sales success is how much revenue your efforts generate for your organization. To be more successful, you may need to take more control of your interactions with customers. Be more assertive and determined to better accomplish your sales objectives. Consider some of the following recommendations.

Establish short-term goals that push you to meet the sales objectives the company has for you. Break monthly quotas into weekly objectives. Then break your weekly objectives down into daily activities. This will enable you to adjust your strategy if you begin to fall behind.

Push yourself to be more assertive. You can still be courteous and polite, yet firm in pursuing your objectives. Move forward with confidence and authority, making it clear to your customer what you hope to achieve during your meeting.

Once the customers' needs have been identified, present a decisive recommendation of the best option you have for them. Explain your understanding of their business and how you can meet their needs. Present a solution and push firmly for the close, then move on.

Results

You do not appear to set very challenging goals for yourself or push to be highly productive. You may find your progress is slowed by your own work style. If you fail to appreciate the importance of getting results, you may have difficulty being seen as successful in your job. Consider some of the following suggestions to increase your productivity.

The next time a challenging project is assigned to you, break the task down into smaller, achievable parts and assign a deadline for each part. Track your progress and hold yourself accountable for hitting your deadlines. Push yourself to increase the quality and quantity of your performance.

If you are in danger of missing your quota or falling short of your goal, be willing to rearrange your priorities or work extra time to accomplish it. Demonstrate that you are willing to do everything that you can to meet the objectives and that you are committed to improving, and you will.

Sometimes understanding how the results you achieve relate to the company's success can help you to put more emphasis on results. Gain a better understanding of how your ability to achieve your goals in a timely way relates to the success of your department and the profitability of your company.