

ProfileXT™

CONFIDENTIAL

**EXECUTIVE SUMMARY REPORT
PXT and PSI Analysis
With Lou Kertesz Analysis & Comments**

John Sample

V-P / Channel Sales

Turning Point Consulting



*Building and Retaining
the
High-Performance
Company*

The Profile Reports

The results for an individual taking the Profile XT assessment will be reported for 20 separate attributes divided into three major sections. The results for the Sales Indicator will cover 5 major attributes / traits that are also extrapolated to predict other key sales behaviors. The results are written in business language so that they may be easily understood. It is not necessary to find a score and then try to interpret what it means.

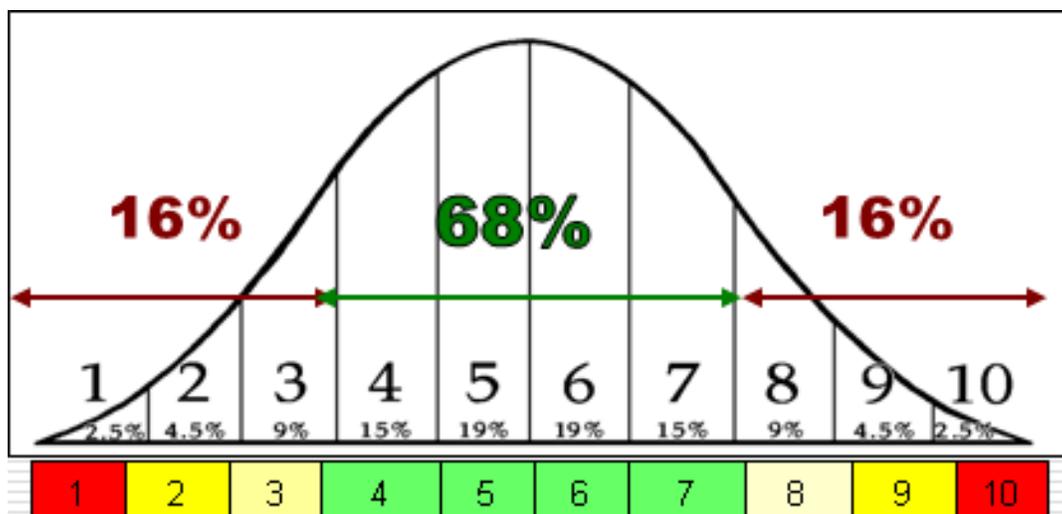
What Do The Scores Mean?

The score for each scale is reported as a number from 1 to 10 on a STEN scale (Standard TEN). The raw scores have been normed on the adult working population so that the distribution of final scores will fall as a normal distribution on each scale.

In other words, on each scale about 2/3 of the scores will fall at 4, 5, 6 or 7 and as you move toward either end of the scale, this frequency will taper off. A sample STEN distribution is shown below so that you can see the frequency distribution of a normal distribution along the STEN graph.

The descriptions of the people who participated in this study attempt to capture and describe their typical and distinctive characteristics. However, there are considerable variations within each statistical group.

For example, at the extremes of the curve, 1 and 10, tend to be more extreme examples of a characteristic. A score of 4, although included in the “average” range, will tend to have characteristics similar to 1 – 2 – 3, while a 7 will have characteristics similar to 8 – 9 – 10. The majority of the working population (68%) will score from 4 to 7 on every attribute assessed.



Job Pattern: V-P / Channel Sales

Overall Job Match



79%

Thinking Style

Learning Index							7	8	9	10
Verbal Skill							7	8	9	10
Verbal Reasoning							7	8	9	10
Numerical Ability							7	8	9	10
Numeric Reasoning							8	9	10	

Job Match Percentage
95%

LK Comments

- **Verbal - John has a strong vocabulary and will likely have no difficulty with word comprehension in general conversations. Additionally, he likely has a robust vocabulary in his area of vocational expertise.**
 - His verbal reasoning score is very strong. He will be able to assimilate significant amounts of verbal information on a sustained basis with relative ease.

- **Numeric - his numeric ability score is superior. He will be able to perform standard business mathematics with speed and precision.**
 - His numeric reasoning score is also superior.
 - He will be able to assimilate numeric information at speeds well ahead of the general population.
 - Additionally, he will be able to see “patterns in the numbers” that people with lower scores will simply not see.
 - People with numeric reasoning scores in the 8-10 range are able to manifest a generic pattern recognition skill enabling them to discern cause / effect relationships in organizational processes and workflows.
 - This skill is particularly important for complex selling situations, consulting activities, etc.

- **Learning Index - is learning Index score is superior. He will learn quickly and easily ... and will generally be regarded as a quick study by others.**

Behavioral Traits

Energy Level					6	7	8	9
Assertiveness				5	6	7	8	
Sociability						7	8	9
Manageability				5	6	7	8	
Attitude					6	7	8	9
Decisiveness					6	7	8	9
Accommodating			4	5	6			9
Independence		2			6	7	8	
Objective Judgment				5	6	7	8	

Job Match Percentage
60%

Distortion - 9

LK Comments

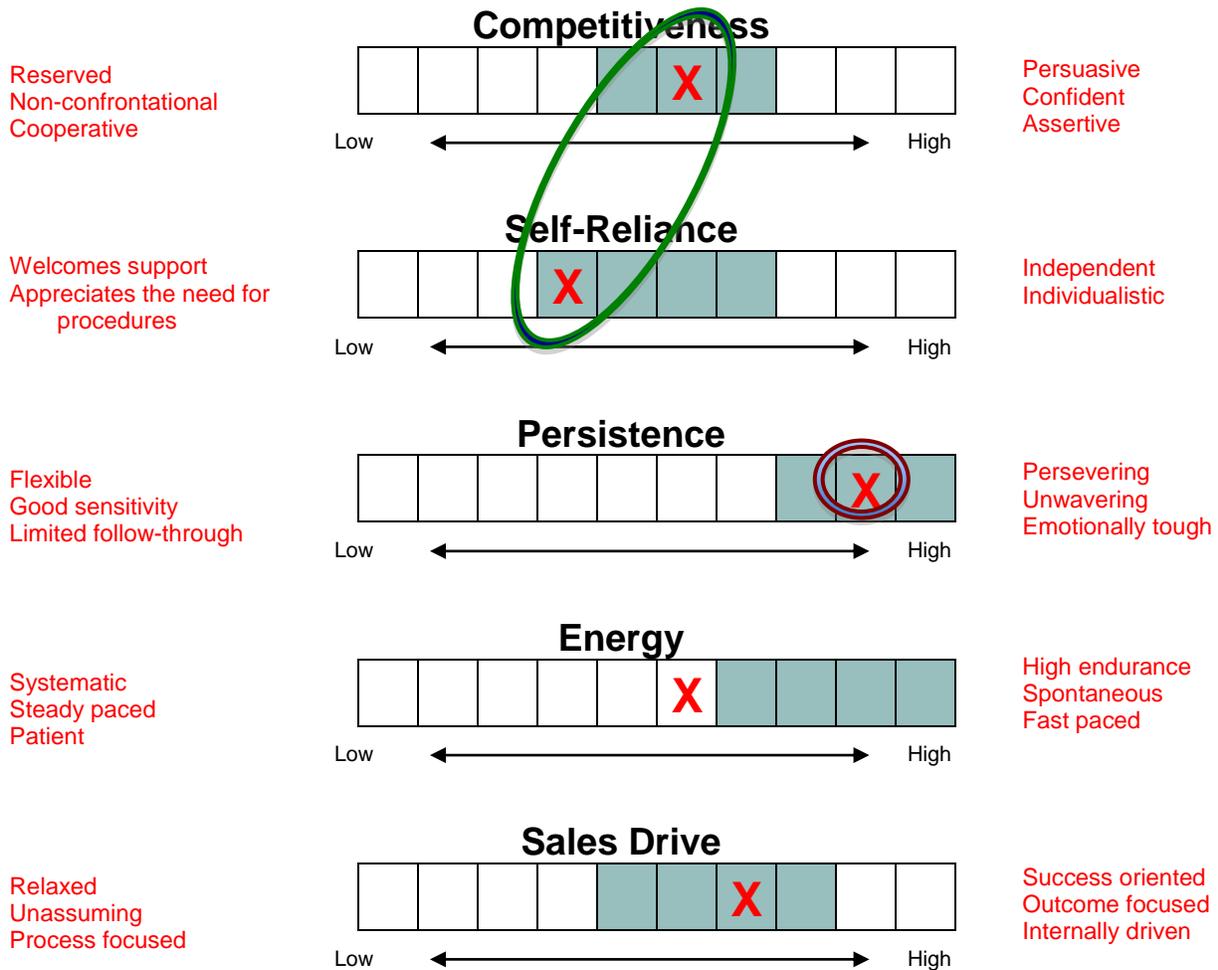
- **Energy** - he will prefer an above average pace of work. Although selling professionals typically have a slightly higher preferred work pace ... this score and the activity level he will likely exhibit should not be problematic
- **Assertiveness / Accommodating**
 - A midrange assertiveness score indicates that John will be able to express and defend his point of view, but not in such a way that he will shut down when communication
 - Although able to lead, he does not have a strong ego need to be the leader or be seen as the leader
 - He has a high accommodating score which indicates a strong desire to know the thinking of others ... and use this information in his decision-making process to build consensus and get agreement
 - At times, individuals with high scores can sublimate their own thinking and desires and accept the opinions of others to build consensus
 - Such people typically do well in customer service/customer support situations ... but may not do as well in a “sales role” that requires stronger closing skills and overcoming a prospect’s objections.
- **Sociability** - John has a high sociability score. He will be a natural networker and develop multiple points of contact within a target account.
 - He will be able to use the information gained from his network to accomplish his business objectives

- people with score is in the seven and higher range typically do very well in jobs that have an account development / business development focus
- **Manageability / Independence**
 - A high manageability score indicates that John will prefer a work setting that has well-established policies, procedures and workflows
 - He will follow the rules ... and will expect others to do the same
 - He has a low Independence score for a sales executive. This score indicates that he will likely turn to his immediate manager for advice and counsel when he is unsure of the decision path before him.
 - He does not require a high level of job autonomy
- **Attitude - John is a natural optimist.**
 - He will be a source of positive energy for himself and others.
 - He will recover quickly from mistakes and also be quick to see the potential benefits and proposed changes to policies, procedures and workflows.
 - People with high scores can tend to set overly aggressive timelines ... and underestimate the resource requirements necessary to achieve those timelines
 - I have seen the negative aspects of a high score lessen through one's career due to the associated self-inflicted stress caused by repeated and high optimism.
- **Decisiveness - he is willing to take action and make decisions that carry above-average levels of business risk.**
- **Objective Judgment - he tends to be a fact-based decision maker, but on occasion can make an argument based on emotional appeal ... despite the significant prowess he has for quantitative analysis and empirical thinking.**
 - With a high accommodating score, he is willing to entertain an argument based on emotional thinking ... and may be inclined to have his own opinions swayed by such an argument.

Sales Indicator Summary

Job Match Pattern: / VP - Channel Sales

Job Match Percent  94%



The shaded areas represent the range of characteristics provided by your organization for this job pattern.
The "X's" indicate this individual's scores.

The Distortion Scale deals with how candid and frank the respondent was while taking this assessment.
The range for this scale is 1 to 9, with higher scores suggesting greater candor.
The Distortion Scale score on this assessment is 9

Sales Indicator Summary

LK Comments

- **Competitiveness / Self-Reliance**
 - John is competitive and will enjoy winning ... but not to the extent that winning will cause him to damages relationships
 - He is able to make decisions, but will prefer to work in a collaborative and collegial manner
- **Persistence - his persistence score is excellent. A high score in this attribute is highly congruent with success in a sales career regardless of the industry.**
 - He will pursue his business objectives with tenacity and vigor.
- **Energy - he's energy level should be adequate for what is required by the job.**
- **Sales Drive - John has a very high level of internal drive. He will not require any push/pressure from his immediate manager to get him to pursue his business goals.**

SUMMARY COMMENTS:

- I think he is a strong match on a cognitive basis for a complex / technical sales product and a long sales cycle
- His behavior traits in the (1) assertiveness / accommodating and the (2) manageability / Independence don't line up as well as other sales executives
 - the alignment in these two areas lead me to believe that his selling style is likely going to be “highly Socratic” in nature ... and he will rely on crafting “self evident selling solutions” more than he will on closing skills
 - His management of others may be difficult at times given his high accommodating score ... and he may find it difficult to make an unpopular decision. In such cases, he will likely turn to / lean on Nathan for support.
 - He will likely lead others on the basis of his “technical competence” and not his force of personality.
- You may want to be prepared to give his revenue projections “a haircut” until you have seen that his estimates are realistic and not influenced by optimistic thinking

- **His persistence score is superb ... and I have seen a high score and persistence offset other attributes that were outside of the optimum range in such situations the individual was still able to function in a way that produced top performance and significant revenue generation**

Please contact me if you have any questions.

Respectfully submitted,

Lou Kertesz

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