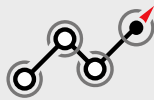


profiling**values** 

*Explore your potential*



SALES REPORT

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01.01.2015

## Introduction and Objective of the profilingvalues Method

The profiling**values** value metrics method is a scientifically based instrument which systematically illustrates the capabilities and inclinations of individuals. A distinct feature of profiling**values** includes a reference to the current phase of life of the proband. As a result, staffing and personnel development can be optimized.

The profiling**values** Sales Report has a special format targeted for all functions involving sales. Specific competencies and skills essential to this field are presented in detail. The Sales Report lines up the capabilities of the individual with particular focus on the relevant skills and potential as well as identifies feasible areas of development. Thus, sales related positions can be filled with the right person and employees or applicants can be deployed according to their strengths and needs, promoted, and developed.

## Structure and Content of the profilingvalues Sales Report

On the following page an interpretation guide is provided for the analysis of the results at hand. Nevertheless, we recommend consulting a certified profiling**values** expert for an in-depth analysis and interpretation to avoid misunderstandings and present in detail the full content of the report.

The overview presents the results of the respondent at a glance. On the following two pages the information is presented in detail regarding the respective capabilities, personality traits, and inclinations.

This is followed by an insightful look at the respondent's overall sales ability, based on the performance levels of the previous results. In addition, relevant findings from up-to-date research will be presented which support the scoring of the results. Subsequently, additional interpretation explanations should help one to properly analyze the six main scales and capture the interrelationships.

Lastly, a brief summary of the scientific background of the profiling**values** method is provided.

## Interpretation of the Test Results

Altogether the report illustrates six personality traits and predispositions in two forms – the ability and the willingness which means the person’s skills and the current attention placed upon these.

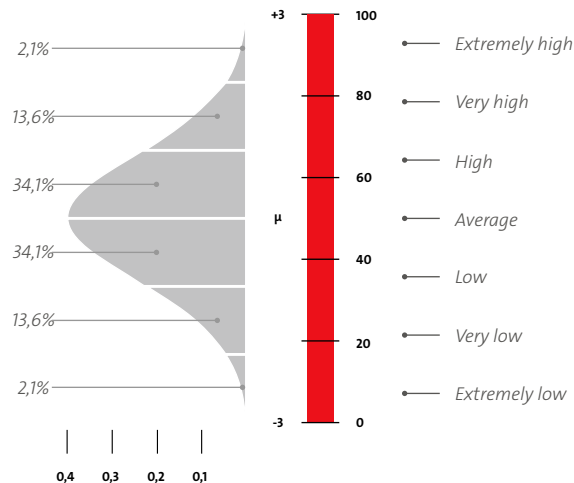


Fig. 1: Level of competency

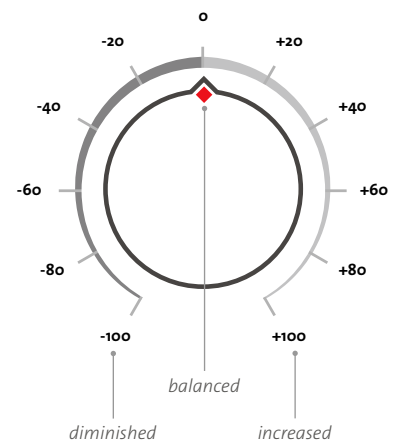


Fig. 2: Level of attention

### Interpretation of the Bars: Ability Level

The bars represent the person’s capacity or the level of ability in the individual dimensions. The profilingvalues scales are so generated to display the normal distribution among the entire population. They should be interpreted according to figure 1 above.

### Interpretation of the Regulator: Level of Attention

The regulator represents the level of attention which lies on each capacity (fig. 2). It represents the current focus and is in the “initial position” at zero. That means that this skill is used flexibly or balanced. If the needle veers to the right, the trait will be deployed more proactively; if it rotates to the left, the ability will be used more reactively.

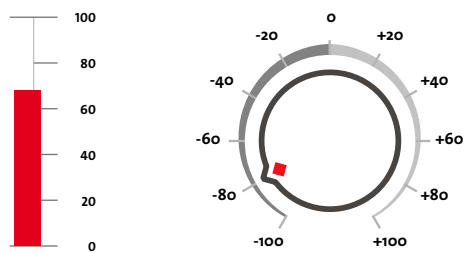
While the bars identify the ability level, the regulator illustrates how the skill will be activated at that level: in a balanced manner, with increased focus or with diminished interest. We can easily compare this to a volume control: If the dial is adjusted too low, we will not hear anything. If it is turned up too high, the sound becomes too loud and nothing can be understood.

## An Overview of the Sales Competencies

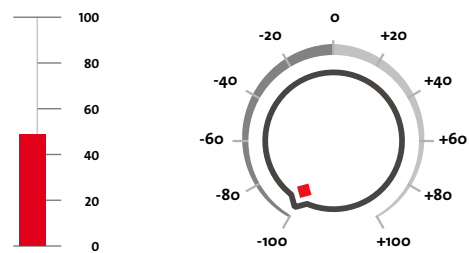
Below six fundamental competencies for successful sales are presented as an overview. The results of each individual competency with a brief summary and explanation appear on the next two pages.



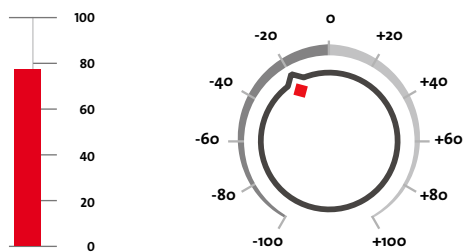
### Customer Orientation [Understanding the customer]



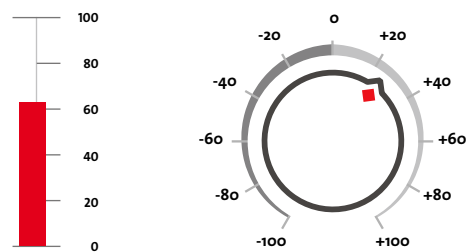
### Self-confidence [Positioning oneself appropriately]



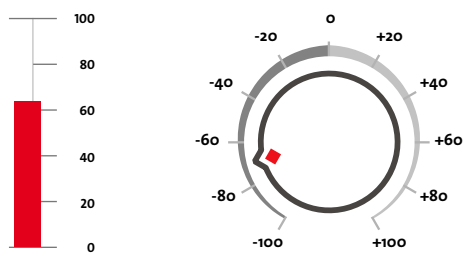
### Sales Orientation [Results driven]



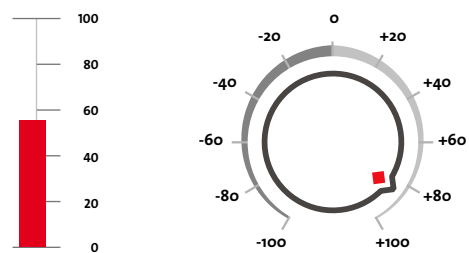
### Achievement Motivation [Assuming responsibilities proactively]



### Future Orientation [Acting with foresight]



### Decisiveness [Acting resolutely]

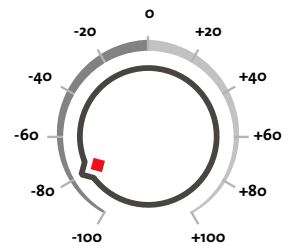
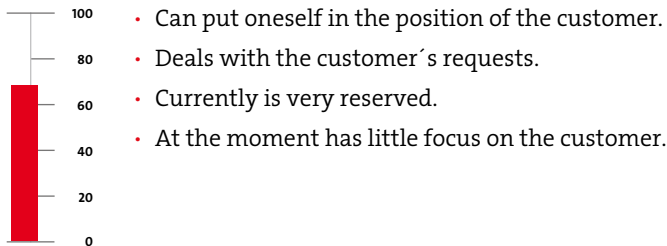




### Customer Orientation – Understanding the Customer:

[Recognizing the needs of the customer and ensuring customer satisfaction.]

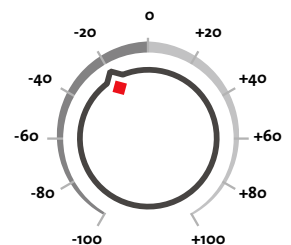
Customer Orientation plays a significant role in customer satisfaction. But when it is focused on too strongly, one will act exclusively for the wellbeing of the customer and disregard the interests of the company or one's sales targets. On the other hand, when Customer Orientation is too low, the customer will feel overlooked or ignored.



### Sales Orientation – Results Driven:

[Achieving results to make progress and be successful in sales.]

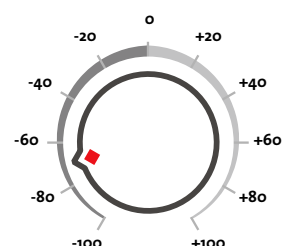
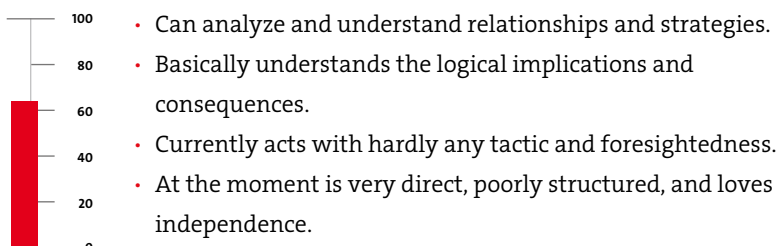
A strong drive to close a deal is an absolute requirement for a successful salesperson. Nevertheless, the customer's interests and wishes should never be disregarded.



### Future Orientation – Acting with Foresight:

[Acting diplomatically and strategically to achieve the defined targets using foresight.]

Sales closures with customers should never be made with short-term thinking. After all, the contractual partner should also generate revenues in the future and eventually give recommendations. Therefore, it is essential to act with the future in mind when negotiating and making closures rather than seeking short-term profits.

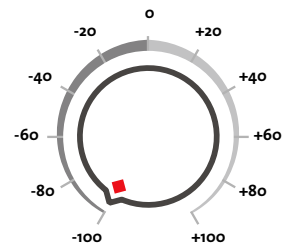
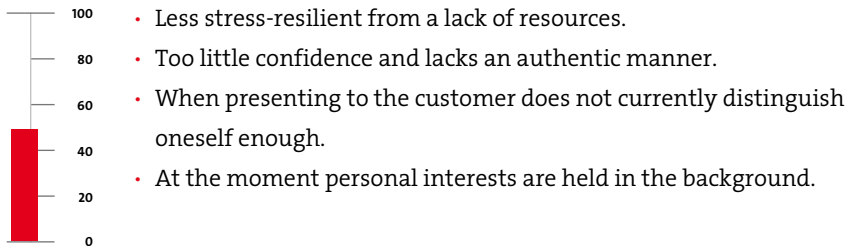




### Self-confidence – Positioning Oneself Appropriately:

[Having faith in oneself, following one’s gut feeling, and facing others confidently.]

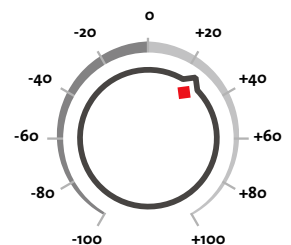
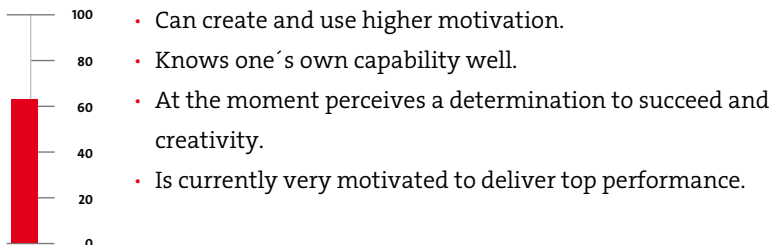
Self-confidence is not only essential in negotiations but also in presenting oneself and the product or service being sold. A self-assured manner and emotional resilience are particularly needed to convince others and, at the same time, aptly handle and master daily challenges.



### Achievement Motivation – Assuming Responsibilities Proactively:

[Aspiring to fulfill the defined performance standards.]

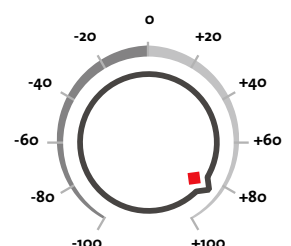
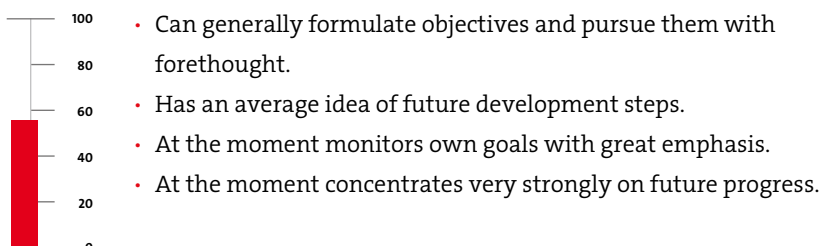
The stronger the achievement motivation is, the higher the pursuit of profit will become. With an extremely high rating, however, there is a risk that potential customers may be placed too strongly under pressure and the sale won’t be made.



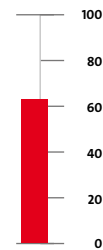
### Decisiveness – Acting Resolutely:

[Facing challenges with resolution and acting in a sustainable manner.]

With decisiveness it is essential, to know how much security and farsightedness is needed to address future decisions and objectives. Ultimately, it comes to sustainability and a solid approach, so that the best possible benefits result.

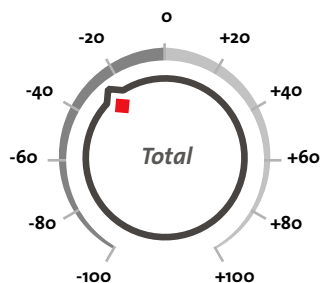


## Sales Competencies Averaged



Total

- Has a solid sense of judgment in sales and a clear inner stance when selling.
- Can deal well with the familiar problems in sales.
- Distinguishes oneself with steady sales after initial training. Sees opportunities in sales.



- At the present is not open enough regarding sales and is somewhat unbalanced.
- At the moment has a rather reactive approach to sales activities.
- At the moment the positive and negative attitudes towards selling are held in balance.

## Current Research Findings on Successful Sales Traits

Recent research shows which personality traits, skills, and propensities are related to success in sales.

- Emotional Resilience appears to be a clear indicator for a successful salesperson. It not only helps to cope with high pressure and remain effective in stressful situations, it also enables one to keep track and maintain "a cool head" during demanding negotiations and under strenuous conditions. This can be traced back to inner stability.
- Achievement Motivation is a valuable quality in almost every profession. But it is interesting that studies were able to prove that only a certain degree is helpful, and at very high levels, it can actually stand in the way of gaining new business.
- Neither customer orientation nor sales orientation alone is very helpful. First, a balanced combination of both traits marks a highly successful seller since neither one's personal interests (or the company's) should get the short end of the stick nor the customer be placed under too much pressure to clinch a good deal.

## Background and Information About the Scales

The following section will highlight the six scales described in the profilingvalues Sales Report and help integrate them into the sales process.

### Customer Orientation:

Can a salesperson empathize with the needs of the customer? Is he able to take on the perspective of the customer? The stronger the trait is expressed in this scale, the better the salesperson is able to perform. The farther the regulator points to the right, the greater the respondent's focus is on customers and their interests.

### Sales Orientation:

How strongly does a person drive a negotiation to reach an agreement? How much does this person strive to tackle sales and close deals? The more pronounced the capability is, the better the person masters sales negotiations and brings them to a close. The regulator represents the energy that the person focuses on finalizing a deal. The more focused, the more concentrated the individual is on the results.

### Future Orientation:

What benefits can it provide in the future? Which strategies should be regarded for long-term success and which rules should be followed here? The scale Future Orientation measures how tactically versed people operate in their appraisal of others, situations and ideas, and how much they are currently willing to utilize this.

### Self-confidence:

Does the person behave self-assured and genuine? Is he confident and well anchored so that nothing can throw him off track too quickly? The ability represents how many resources a person can develop and how poised someone can handle himself in sales. The regulator shows how well someone pays attention to himself and how strong the focus is oriented on himself. The societal average for the regulator lies at -60.

### Achievement Motivation:

Is the individual a high performer and knows how to be successful in sales? How high does he estimate his capacity to be and can he use it for selling? The capability shows how good a person with his possibilities, potential and strengths can assess, the regulator represents the current focus on the performance.

### Decisiveness:

Can the person make good, farsighted decisions which are aligned with the long-term strategy? Does the individual have a personal strategy and is able to implement this knowledge in order to develop further? The capability describes how keen the awareness is of one's personal strategy; the regulator indicates how strongly the person concentrates at the present to reach and take decisions.



## The Background of the Method

The profilingvalues Sales Report is a scientifically based report about a person's capabilities and levels of concentration and breaks down the individual basic competencies for selling. It has been especially developed for this occupational field and is not suitable for use as the sole basis for personnel decisions.

The pure ability to value is being measured. This is a talent like any other skill, only it involves a key ability by which we organize our cognitive and emotional capacities and allows us to develop our potential. From the individual capacity to value, conclusions can be drawn about personality traits and predispositions. These are depicted in the results whereby the participant's current phase of life is also considered, especially on the focus placed on the skill.

Profilingvalues is a positive development model since every skill and attention level can be improved. Just like with every other talent, the ability to value needs to be continually improved to reach top performance or perfection. Thus, the journey is the reward.

## Scientific Basis

The information needed for the evaluation of the profilingvalues Sales Report is derived from a series of complex rankings performed by the proband and measured value metrically. A differentiated projection is made onto the logical-mathematical normed position and calculated value dimensionally, in other words, by their various distances.

Our value system is recognized by science as the most constant orientation for our actions. This can be captured value metrically, therefore, through valuations but not by describing oneself which cannot eliminate the possibility of manipulation and psychological effects, such as social desirability or self-promotion. The metrics of the logical ranking order applied here has been normed and validated numerous times. It goes back to the research of the scientist, Robert S. Hartman, who was nominated for the Nobel Prize in 1973.

Further information can be found under:

[www.profilingvalues.com](http://www.profilingvalues.com).

For information on formal axiology and Robert S. Hartman visit:

[www.hartmaninstitute.eu](http://www.hartmaninstitute.eu)

For scientific background information, especially on validity, reliability, and objectivity, see also:

*Leon Pomeroy – „The New Science of Axiological Psychology“, Amsterdam-New York, 2005*

AICO A	2	65	I-AC	0.865	AC	0.862	ABCD	421
AICO B	3	53	E-AC	0.875	BD	0.595	Y	1971
AICO C	3	53	S-AC	0.821	A	156	Key	10PgAMaCewyo6
AICO D	3	43	I-BD	0.867	B	112		
SQ Corr	4	37	E-BD	0.731	C	91		
VQ Corr	2	67	S-BD	0.733	D	62		