

SALES SELECTION  
REPORT

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**THINKING  
STYLE**

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Jane  
Sample  
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# Thinking Style Risk Summary

LOWEST RISK CAPABILITIES			
	Low Risk	Moderate Risk	High Risk
Self Attitude	✓		
Intuitive Insight	✓		
Doing Things Right	✓		
Service	✓		
Persistence	✓		
Self Confidence	✓		
Self Esteem	✓		

HIGHEST RISK CAPABILITIES			
	Low Risk	Moderate Risk	High Risk
Sense Of Belonging			SLS-30A
Status & Social Self Recognition			SLS-27B
Role Satisfaction		SLS-24B	
Results Oriented		SLS-12B	
Social Recognition		SLS-14B	
Money & Material Things		SLS-26B	
Attention To Policies & Procedures	✓		

# Prioritized Strengths

**1) Self Attitude: (Achievement Drive)-Low Risk**

Driven by a strong sense of personal optimism, a belief that the best can and will happen.

**2) Intuitive Insight: (Empathy)-Low Risk**

Keen intuitive insight, the ability to readily identify prospect interests and buying signals.

**3) Self Confidence: (Ability To Handle Rejection)-Low Risk**

Awareness of social and role image combined with anxiety and uncertainty about which role is best.

**4) Self Esteem: (Ability To Handle Rejection)-Low Risk**

Strong sense of inner self worth can act as a gyroscope to keep you on track in difficult sales situations.

**5) Doing Things Right: (Discipline For Selling)-Low Risk**

Perfectionistic insistence on doing things according to standards focuses their energy on quality control.

**6) Service: (Motivation)-Low Risk**

Motivated by a strong desire to help others and meet their needs and concerns.

**7) Persistence: (Self Starting Ability)-Low Risk**

Strong personal commitment to stay on track and complete goals and tasks regardless what happens.

# Prioritized Interview Notes

## **1) Sense of Belonging: (Motivation)-High Risk/SLS-30A**

Tend to be comfortable with themselves, to lack a need to achieve to prove that they are valuable. Even though this comfort can act as a source of strength, it can also lead them to lack a sense of urgency to act, to be indifferent about what others need them to do and inconsistent in their drive and focus to get things done.

## **2) Social Recognition: (Motivation)-High Risk/SLS-27B**

Tendency to be indecisive about what is best, to shift from frustration and dissatisfaction to enthusiasm can lead them to be inconsistent, to either delay following through with contacts or closing sales because they lack confidence or to loose interest and shift their focus to something else. Test their ability to stay focused and complete their tasks.

## **3) Role Satisfaction: (Self Starting Ability)-Moderate Risk/SLS-24B**

Tend to feel frustrated and dissatisfied, shifting from enthusiasm and energy to doubts and uncertainties about what is best. Take time to discover their priorities. Remember that they will tend to over project and promise more than they can deliver. Let them make the decision to pursue the job. Delay deciding until you are certain of their desire.

## **4) Results Oriented: (Achievement Drive)-Moderate Risk/SLS-12B**

Cautious, skeptical and hesitant thinking can result in a lack of urgency to take action, a tendency to overlook crucial, immediate issues and to become distracted by confusion or unexpected events. Use distractions in a mock interview to test their ability to stay focused. At each step of the presentation, require them to sum up the key issues.

## **5) Social Recognition: (Achievement Drive)-Moderate Risk/SLS-14B**

Currently in social/role transition feeling frustrated and uncertain about what they want to do potentially leading them to miss opportunities and see the grass as greener on the other side. Remember that they are searching for a place to feel comfortable. Do not hype them. Be realistic about what you expect. Let them make the decision to pursue the job.

## **6) Money, Material Things: (Motivation)-Moderate Risk/SLS-26B**

Lack of attention to practical thinking, to results, and to material things can lead them to lack a sense of urgency to take action, to underestimate the value of money to measure their success and to either delay closing or close with preset solutions. Test their ability to stay in touch with prospect and client needs and issues.

## **7) Attention To Policies And Procedures: (Discipline For Selling)-Low Risk**

Dogmatic, stubborn, black and white, rule bound thinking can lead them to miss buying signals, to overlook prospects who do not fit their mold, to rely on a preset, canned model with issues, problems, solutions and predetermined closing techniques. Test their ability to handle unexpected events, to think on their feet, to be responsive to prospect needs and concerns.

# World Thinking Style Graph

The following two pages show the individual's clarity and attention scores for the three World Thinking Style Dimensions and the three Self Thinking Style Dimensions. Note that the direction of the bar indicates the focus of the person's attention. The statements under each bar indicate the individual's general strengths and limitations for the dimension.

## WORLD THINKING STYLE

### Personal Structured

### EMPATHY

Crystal Clear

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100

You are a keenly perceptive individual who has an excellent capacity to objectively see and appreciate the inner worth and unique individuality of others. You have the ability to be optimistic about and open to the needs and interests of others but will tend to be selectively optimistic opening up more readily to those individuals who meet your preset ideas and expectations.

### PRACTICAL JUDGMENT

Crystal Clear

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100

You have an excellent capacity for practical, common sense thinking and for concrete organization. You tend to be somewhat skeptical and cautious in your thinking leading to a 'Doubting Thomas Attitude' when dealing with practical situations. You have excellent 'street sense' giving you the ability to readily see what the crucial issues are in problem situations.

### SYSTEM JUDGMENT

Clear

Inattentive							Cautious			Attentive				Over-attentive						
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100

You have a very good capacity for seeing and appreciating the need for structure, order, consistency and authority. You tend to be a conceptual, analytical thinker and a proactive planner who likes to fit all of the pieces together before making a decision. Your strong sense of perfectionism may turn into a stubborn insistence that things be done right regardless of circumstances.

# Self Thinking Style Graph

## SELF ESTEEM

Crystal Clear

Inattentive							Cautious			Attentive			Over-attentive							
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You have an excellent capacity for seeing and appreciating your own inner self worth and unique individuality. You have the ability to realistically assess your strengths and limitations; however, you may tend to over value your own abilities, to feel that others do not give you enough credit for your accomplishments.

## ROLE AWARENESS

Clear

Inattentive							Cautious			Attentive			Over-attentive							
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You have the ability to understand your social/role image but are currently in social/role transition feeling doubts and questions about your social/role image or role performance. You are uncertain about what type of image or role can or will meet your expectations and, as a consequence, can feel frustration and dissatisfaction. Your actions may shift from confidence to a lack of confidence in your current situation.

## SELF DIRECTION

Clear

Inattentive							Cautious			Attentive			Over-attentive							
-100	-95	-90	-85	-80	-75	-70	-65	-60	-55	50	+55	+60	+65	+70	+75	+80	+85	+90	+95	+100



You are an extremely goal directed person who has a strong sense of commitment to inner ideals and principles, to what you think is right. You are a very persistent person who is likely to remain on target regardless of circumstances; however, this persistence can turn into insistence that your way is right regardless of circumstances and into a compulsive need to push ahead.

# Thinking Style Analysis

## Personal Structured

### Strengths

- Focus on evaluating problems and presenting well thought out, clear solutions
- Ability to see the total picture at a glance, while focusing on how all the parts fit together
- Focus on providing an explanation about why decisions and actions are recommended
- Concern for and attention to handling the prospect's concerns about the consequences of the sale
- Strong sense of excellence, which builds a compulsion for doing things right
- Enthusiasm and belief in the presentation as well as the product or service
- Focus on building a sense of inspiration and belief in the product or service by the prospect
- Desire and commitment to present what is best for the prospect

### Areas for Development

- Spend too much time and energy trying to convince or convert the prospect about the value of the product or service
- Get bogged down in the details of fact-finding in the interview
- Promise more than can be realistically delivered
- Overlook buying signals or critical issues which do not fit their expectations
- Respond too competitively or impulsively and emotionally when the product, the presentation, or the reasons for buying are challenged by the prospect
- Be impatient in the fact-finding part of the interview
- Be overly competitive when the prospect disagrees or does not believe in the value of the product or service
- Rely on demonstrating features too early in the interview
- Be impatient, especially if the prospect has difficulty keeping up or seeing the value of the product or service
- Be too concerned about completing the presentation, leaving unanswered questions
- Be critical of prospects' questions and problems, which they see as unnecessary or unwarranted

# Thinking Style Analysis

## Suggestions for Improvement

- Being a more patient listener
- Avoiding talking about price too soon
- Paying attention to timing in the fact-finding interview, keeping the presentation on track
- Paying more attention to discovering the prospect's "hot buttons", rather than convincing the prospect that what they have for them is best
- Paying more attention to buying signals
- Knowing when and how to deal with pricing
- Learning to not allow personal issues to block or interfere with the presentation
- Learning to confront and handle objections in a practical, timely manner
- Toning down the enthusiasm and willingness to convert the prospect on the value of their presentation
- Avoiding the competitive urge to challenge the prospect when they disagree with them
- Developing a more natural sense of timing
- Staying in touch with the effect of what they say
- Avoiding being overly competitive when dealing with objections that they see as unnecessary, that they have already covered, or that they feel are unwarranted
- Developing techniques for handling objections prior to closing
- Keeping the presentation on track, while staying tuned to the prospect's responses
- Developing closing techniques that work well and are natural
- Being more aware of issues that they do not value



# Thinking Style Reference Chart

The following two pages chart the candidate's risk levels in various sales capabilities. Use the reference codes to look up more detailed information.

SKILLS & TALENTS	Low Risk	Moderate Risk	High Risk
<b>Empathy</b>			
Intuitive Insight	✓		
Attitude Toward Others	✓		
Evaluating Others	✓		
Persuading Others	✓		
Relating With Others	✓		
<b>Handling Rejection</b>			
Self Esteem	✓		
Self Assessment	✓		
Self Confidence	✓		
Self Control	✓		
Sensitivity To Others	✓		
<b>Achievement Drive</b>			
Goal Directedness	✓		
Results Oriented		SLS-12B	
Need To Achieve	✓		
Social Recognition		SLS-14B	
Self Attitude	✓		
Ambition	✓		

# Thinking Style Reference Chart

SKILLS & TALENTS	Low Risk	Moderate Risk	High Risk
<b>Self Starting Ability</b>			
Persistence	✓		
Consistency	✓		
Initiative	✓		
Role Satisfaction		<b>SLS-24B</b>	
<b>Motivation Index</b>			
Service	✓		
Money & Material Things		<b>SLS-26B</b>	
Status & Social Self Recognition			<b>SLS-27B</b>
Personal Development	✓		
Sense Of Mission	✓		
Sense Of Belonging			<b>SLS-30A</b>
<b>Discipline For Selling</b>			
Meeting Established Standards	✓		
Doing Things Right	✓		
Attention To Policies & Procedures	✓		
Meeting Schedules & Deadlines	✓		