



SUCCESS INSIGHTS®

Talent Insights - Sales Version

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10-29-2012



SI® The World Leader of Online Behavior and Attitude Assessments
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The Success Insights® Talent Insights Report was designed to increase the understanding of an individual's talents. The report provides insight to three distinct areas: behaviors, motivators and the integration of these. Understanding strengths and weaknesses in these areas will lead to personal and professional development and a higher level of satisfaction.

The following is an in-depth look at your personal talents in the three main sections:

SECTION 1: BEHAVIORS

This section of the report is designed to help you attain a greater knowledge of yourself as well as others. The ability to interact effectively with people may be the difference between success and failure in your work and personal life. Effective interaction starts with an accurate perception of oneself.

SECTION 2: MOTIVATORS

This section of the report provides information on the why of your actions, which with application and coaching, can tremendously impact your valuing of life. Once you know the motivations that drive your actions, you will immediately be able to understand the causes of conflict.

SECTION 3: INTEGRATING BEHAVIORS AND MOTIVATORS

This section of the report will help you blend the how and the why of your actions. Once you can understand how your behaviors and motivators blend together, your performance will be enhanced and you will experience an increase in satisfaction.

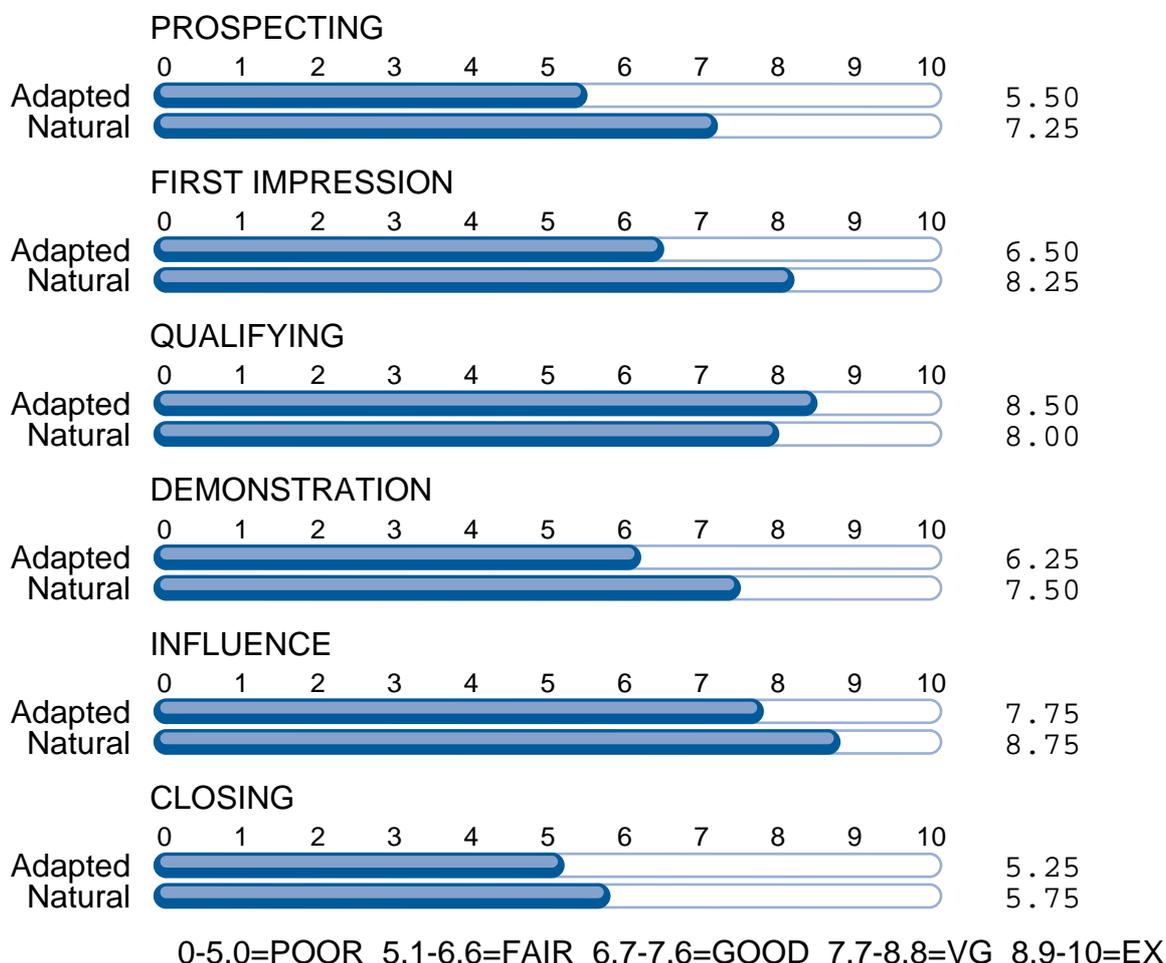
Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

This report analyzes behavioral style, that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements which are true and areas of behavior in which tendencies are shown. Feel free to delete any statement from the report that may not apply, but only after checking with friends or colleagues to see if they agree.

The Behavioral Selling Overview reflects Anna's natural and adapted styles within each phase of the Behavioral Selling Model. Anna's natural style reflects her native, intuitive selling behavior. Anna's adapted scores reflect the behavior that Anna believes necessary in each phase of behavioral selling.

The level of effectiveness that Anna either possesses naturally or is able to modify or "mask" is also shown. The higher the score, the more effective Anna is at that phase of the sale. The lower the score, the greater challenge Anna has in terms of delivering specific behavior required for success within that phase.

The amount of difference between a salesperson's adapted and natural styles is also key. The greater the difference, the greater potential for stress.



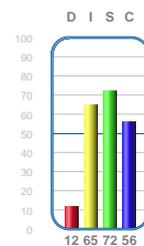


This section of the report identifies the specific talents and behavior Anna brings to the job. By looking at these statements, one can identify her role in the organization. The organization can then develop a system to capitalize on her particular value and make her an integral part of the team.

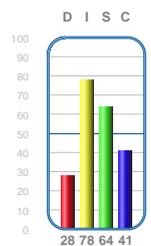
- Accomplishes goals through people.
- Verbalizes her feelings.
- Negotiates conflicts.
- Respect for authority and organizational structure.
- Creative problem-solving.
- Cooperative member of the team.
- Adaptable.

NOTES

Adapted Style



Natural Style



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This section provides suggestions on methods which will improve Anna's communications when selling to different styles. The tips include a brief description of typical people in which she may interact. By adapting to the communication style desired by other people, Anna will become more effective in her communications with them. She may have to practice some flexibility in varying her communication style with others who may be different from herself. This flexibility and the ability to interpret the needs of others is the mark of a superior salesperson.

| | |
|---|---|
| <p>When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:</p> <ul style="list-style-type: none"> ● Prepare your "presentation" in advance. ● Stick to business--provide fact to support your presentation. ● Be accurate and realistic--don't exaggerate. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Being giddy, casual, informal, loud. ● Wasting time with small talk. ● Being disorganized or messy. | <p>When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:</p> <ul style="list-style-type: none"> ● Be clear, specific, brief and to the point. ● Stick to business. Give an effective presentation. ● Come prepared with support material in a well-organized "package." <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Talking about things that are not relevant to the issue. ● Leaving loopholes or cloudy issues. ● Appearing disorganized. |
| <p>When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:</p> <ul style="list-style-type: none"> ● Begin with a personal comment--break the ice. ● Present yourself softly, nonthreateningly and logically. ● Earn their trust--provide proven products. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Rushing headlong into the interview. ● Being domineering or demanding. ● Forcing them to respond quickly to your questions. | <p>When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:</p> <ul style="list-style-type: none"> ● Provide a warm and friendly environment. ● Don't deal with a lot of details, unless they want them. ● Provide testimonials from people they see as important. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Being curt, cold or tight-lipped. ● Controlling the conversation. ● Driving on facts and figures, alternatives, abstractions. |

A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on Anna's self-perception and how, under certain conditions, others may perceive her behavior. Understanding this section will empower Anna to project the image that will allow her to control the situation.

"See Yourself As Others See You"

NOTES

SELF-PERCEPTION

Anna usually sees herself as being:

Enthusiastic
Charming
Persuasive

Outgoing
Inspiring
Optimistic

OTHERS' PERCEPTION

Under moderate pressure, tension, stress or fatigue, others may see her as being:

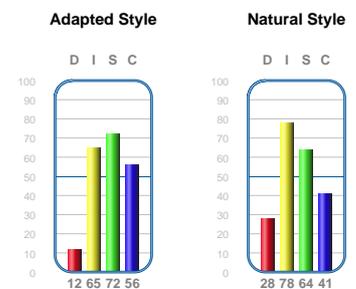
Self-Promoting
Overly Optimistic

Glib
Unrealistic

And, under extreme pressure, stress or fatigue, others may see her as being:

Overly Confident
Poor Listener

Talkative
Self-Promoter



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Based on Anna's responses, the report has marked those words that describe her personal behavior. They describe how she solves problems and meets challenges, influences people, responds to the pace of the environment and how she responds to rules and procedures set by others.

| | | | |
|--|--|---|--|
| Dominance Demanding Egocentric Driving Ambitious Pioneering Strong-Willed Forceful Determined Aggressive Competitive Decisive Venturesome Inquisitive Responsible | Influencing Effusive Inspiring Magnetic Political Enthusiastic Demonstrative Persuasive Warm Convincing Polished Poised Optimistic Trusting Sociable | Steadiness Phlegmatic Relaxed Resistant to Change Nondemonstrative Passive Patient Possessive Predictable Consistent Deliberate Steady Stable | Compliance Evasive Worrisome Careful Dependent Cautious Conventional Exacting Neat Systematic Diplomatic Accurate Tactful Open-Minded Balanced Judgment |
| Conservative Calculating Cooperative Hesitant Low-Keyed Unsure Undemanding Cautious Mild Agreeable Modest Peaceful Unobtrusive | Reflective Factual Calculating Skeptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical | Mobile Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense | Firm Independent Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details |

- Have someone assist you in setting up a system
- Use cross-referencing indexes
- Computerize information

NOTES

3. CLUTTERED DESK

A cluttered desk is one that is overloaded by papers, supplies and equipment to the point of impacting the ability to be productive.

POSSIBLE CAUSES:

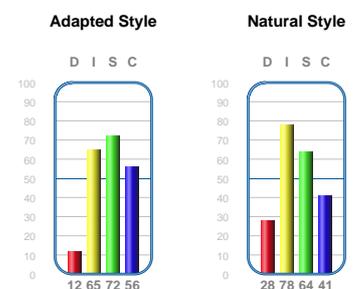
- See organizing and filing activities as a waste of time
- Want everything at fingertips
- Do not conceptualize a system for grouping information and materials
- Have not established a timeline for tasks or projects

POSSIBLE SOLUTIONS:

- Handle each piece of mail only once, i.e. pitch it, file it or delegate it
- Set up (or have someone else set up) an information storage and retrieval system
- Get off mailing lists that are of no interest to you
- Remind yourself that the time it takes to open "junk" mail robs you of time for more important tasks
- Establish a time limit for certain projects and only have current project material on your desk

4. DESIRE TO BE INVOLVED WITH TOO MANY PEOPLE

The desire to be involved with too many people is involvement that extends beyond business interactions to the point of interfering with work. Beyond being friendly, it is excessive socializing.



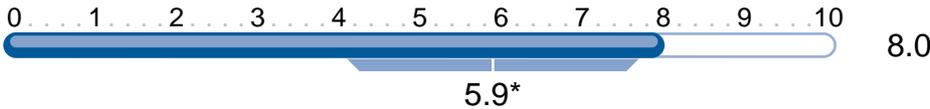
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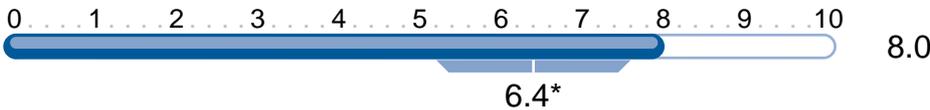


The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of twelve (12) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

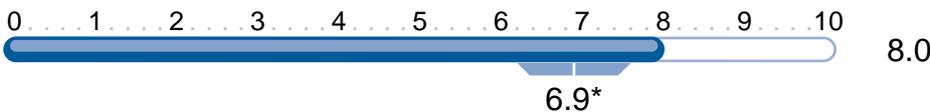
1. FREQUENT INTERACTION WITH OTHERS - Dealing with multiple interruptions on a continual basis, always maintaining a friendly interface with others.



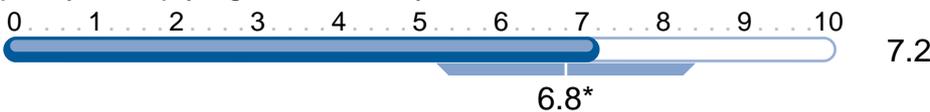
2. PEOPLE ORIENTED - Spending a high percentage of time successfully working with a wide range of people from diverse backgrounds to achieve "win-win" outcomes.



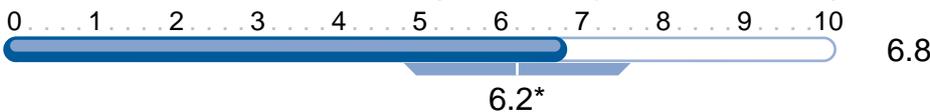
3. CUSTOMER RELATIONS - A desire to convey your sincere interest in them.



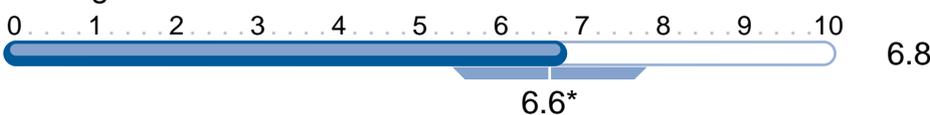
4. FOLLOWING POLICY - Complying with the policy or if no policy, complying with the way it has been done.



5. CONSISTENCY - The ability to do the job the same way.

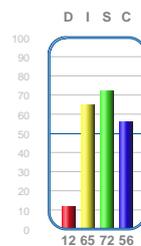


6. FOLLOW UP AND FOLLOW THROUGH - A need to be thorough.

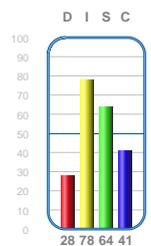


NOTES

Adapted Style



Natural Style

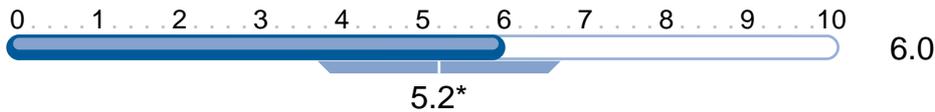


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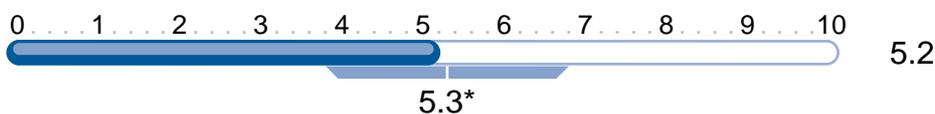
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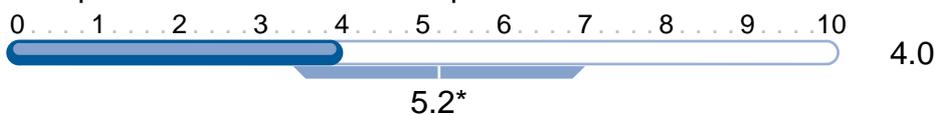
7. VERSATILITY - Bringing together a multitude of talents and a willingness to adapt the talents to changing assignments as required.



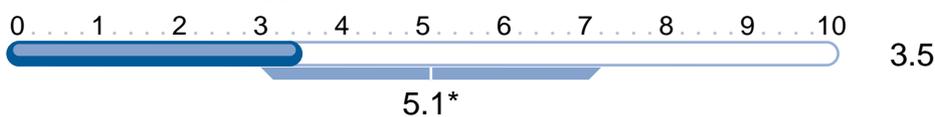
8. FREQUENT CHANGE - Moving easily from task to task or being asked to leave several tasks unfinished and easily move on to the new task with little or no notice.



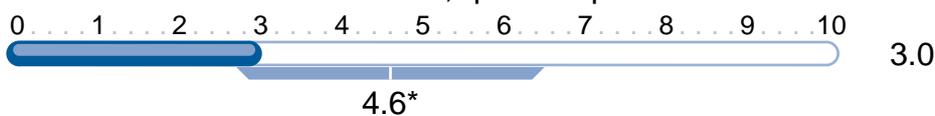
9. ANALYSIS OF DATA - Information is maintained accurately for repeated examination as required.



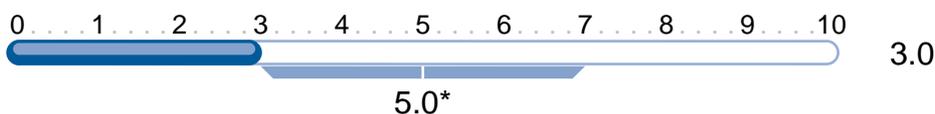
10. ORGANIZED WORKPLACE - Systems and procedures followed for success.



11. URGENCY - Decisiveness, quick response and fast action.



12. COMPETITIVENESS - Tenacity, boldness, assertiveness and a "will to win" in all situations.

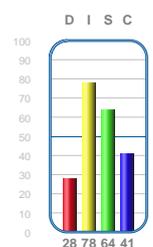


NOTES

Adapted Style



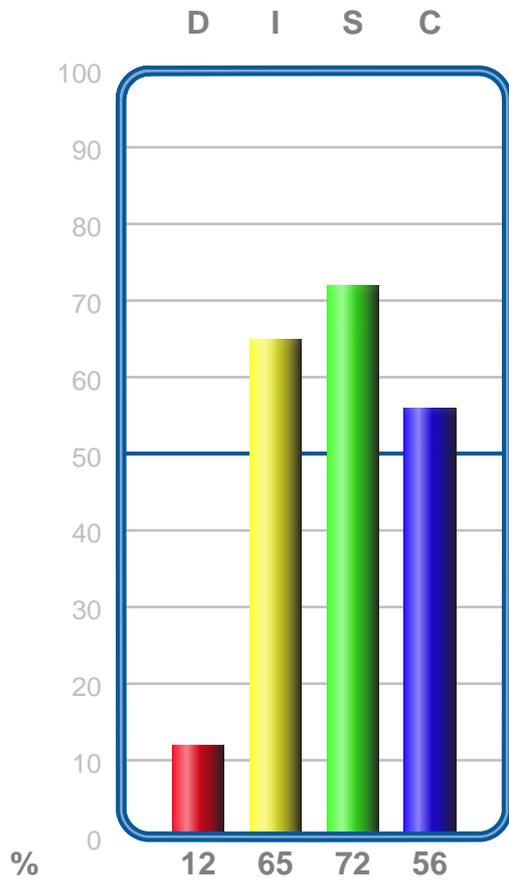
Natural Style



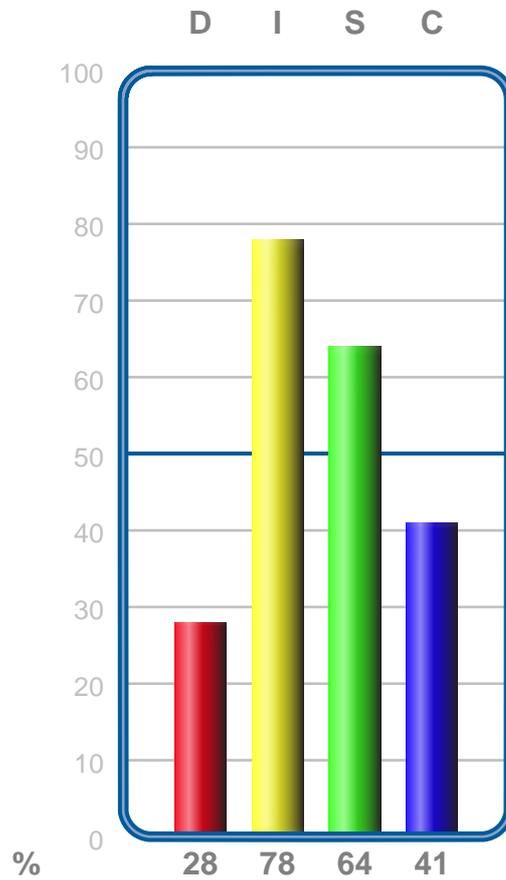
SIA: 12-65-72-56 (33) SIN: 28-78-64-41 (16)
* 68% of the population falls within the shaded area.

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MOST
 Graph I
Adapted Style



LEAST
 Graph II
Natural Style



Norm 2012 R4

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The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

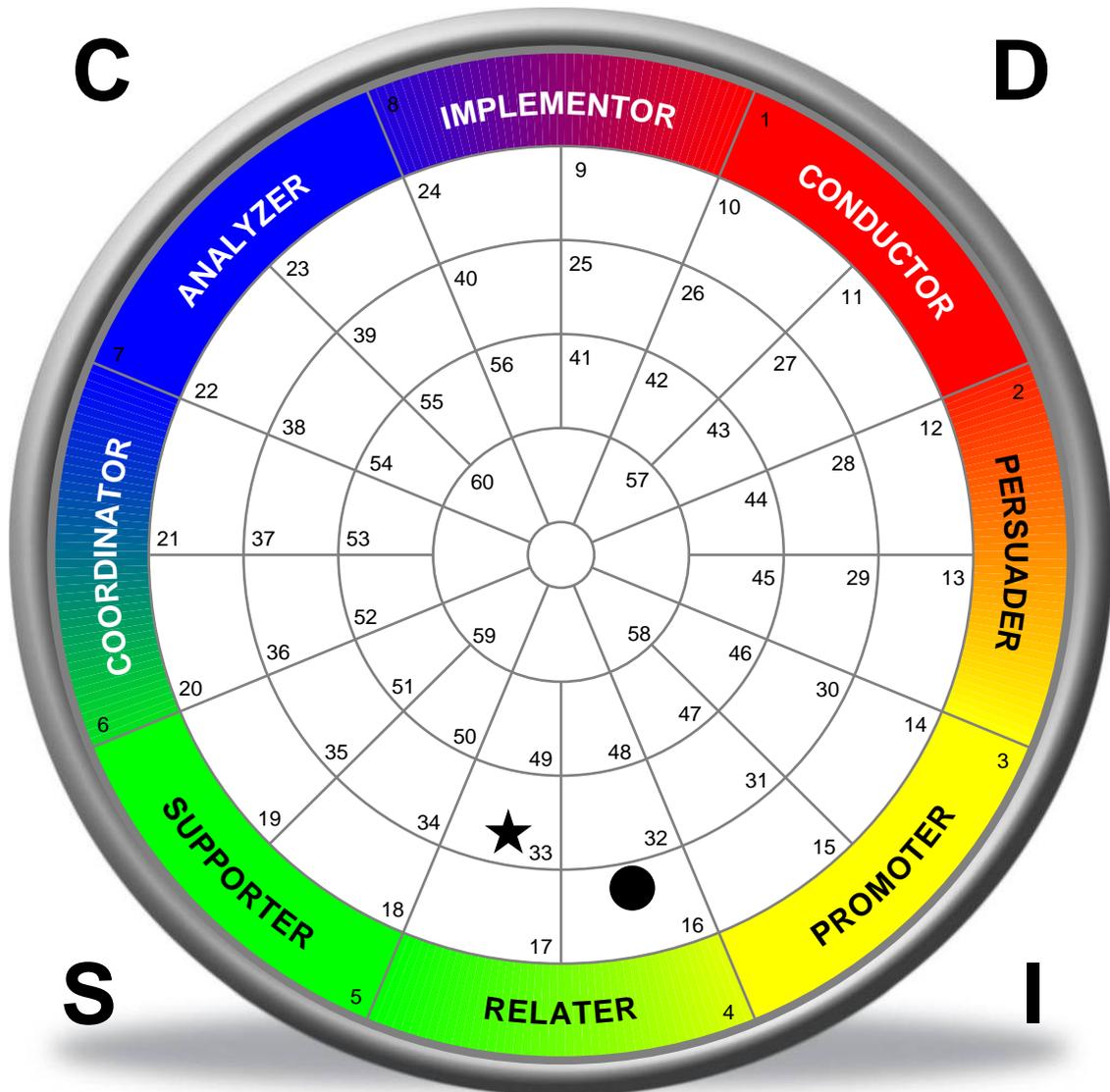
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.

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Adapted: ★ (33) SUPPORTING RELATER (FLEXIBLE)
Natural: ● (16) PROMOTING RELATER

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Knowledge of an individual's motivators help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The Personal Motivators & Engagement report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

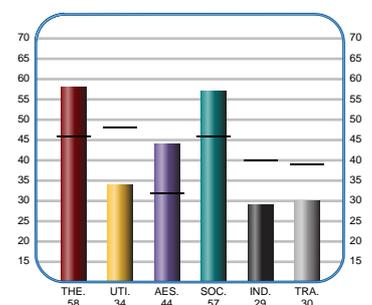
- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **INDIFFERENT** - your feelings will be indifferent when related to your 5th or 6th motivator.

| YOUR PERSONAL MOTIVATORS RANKING | | |
|----------------------------------|-----------------|-------------|
| 1st | THEORETICAL | Strong |
| 2nd | SOCIAL | Strong |
| 3rd | AESTHETIC | Situational |
| 4th | UTILITARIAN | Situational |
| 5th | TRADITIONAL | Indifferent |
| 6th | INDIVIDUALISTIC | Indifferent |

The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family. This motivator includes the practical affairs of the business world - the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average business person. A person with a high score is likely to have a high need to surpass others in wealth.

- Anna can give freely of time and resources to certain causes and feel this investment will result in a future return on her investment.
- She will use wealth as a yardstick to measure her work effort with certain activities.
- She will evaluate some decisions but not necessarily all based on their utility and economic return.
- Money itself is not as important as what it will buy.
- Anna will become money motivated when she wants to satisfy one of the other motivators mentioned in this report.
- Anna will not alter her lifestyle in order to acquire something unless there is an immediate need (or the situation is critical).

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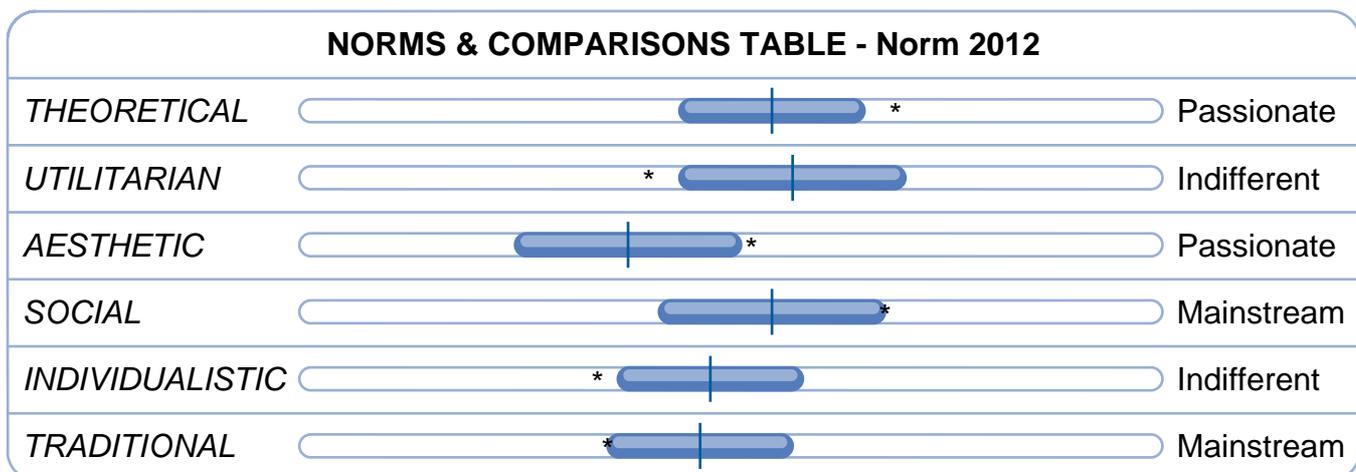


MOTIVATORS - NORMS & COMPARISONS

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar motivators, you will fit in with the group and be energized. However, when surrounded by people whose motivators are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. When confronted with this type of situation you can:

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your motivators may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that motivator. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that motivator. The shaded area for each motivator represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.



- 68 percent of the population | - national mean * - your score

Mainstream - one standard deviation of the national mean
 Passionate - two standard deviations above the national mean
 Indifferent - two standard deviations below the national mean
 Extreme - three standard deviations from the national mean

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Areas in which you have strong feelings or passions compared to others:

- You have an intense passion for learning new things, always searching for opportunities to advance your knowledge. Others may struggle with the amount of time and resources you are willing to invest to learn new things. They might think you should stop learning and start doing.
- You have a strong desire to become all you can be (self actualization). You will tend to strive for balance, form and harmony in all areas of your life. Others may not understand your subjective way of reasoning and may feel you are somewhat unrealistic. Your appreciation of the world around you and the environment may appear extreme to them.

Areas where others' strong feelings may frustrate you as you do not share their same passion:

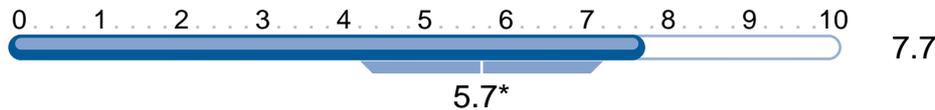
- Understanding people who view the world based on return on investment will frustrate you. Other things are more important to you.
- You can be frustrated by others who are always jockeying for position and control.

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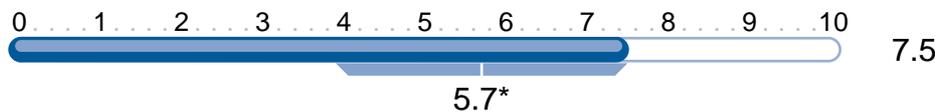


Your motivation to succeed in anything you do is determined by your underlying values. You will feel energized and successful at work when your job supports your personal values. They are listed below from the highest to the lowest.

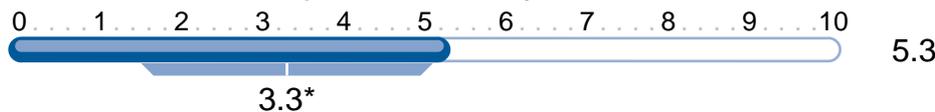
1. THEORETICAL - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.



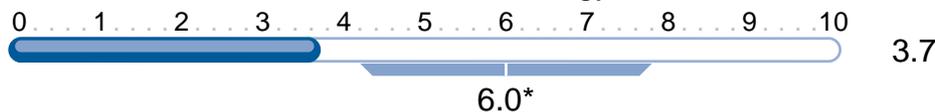
2. SOCIAL - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



3. AESTHETIC - Rewards those who value balance in their lives, creative self-expression, beauty and nature.



4. UTILITARIAN/ECONOMIC - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.



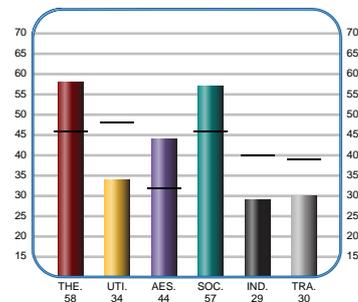
5. TRADITIONAL/REGULATORY - Rewards those who value traditions inherent in social structure, rules, regulations and principles.



6. INDIVIDUALISTIC/POLITICAL - Rewards those who value personal recognition, freedom, and control over their own destiny and others.



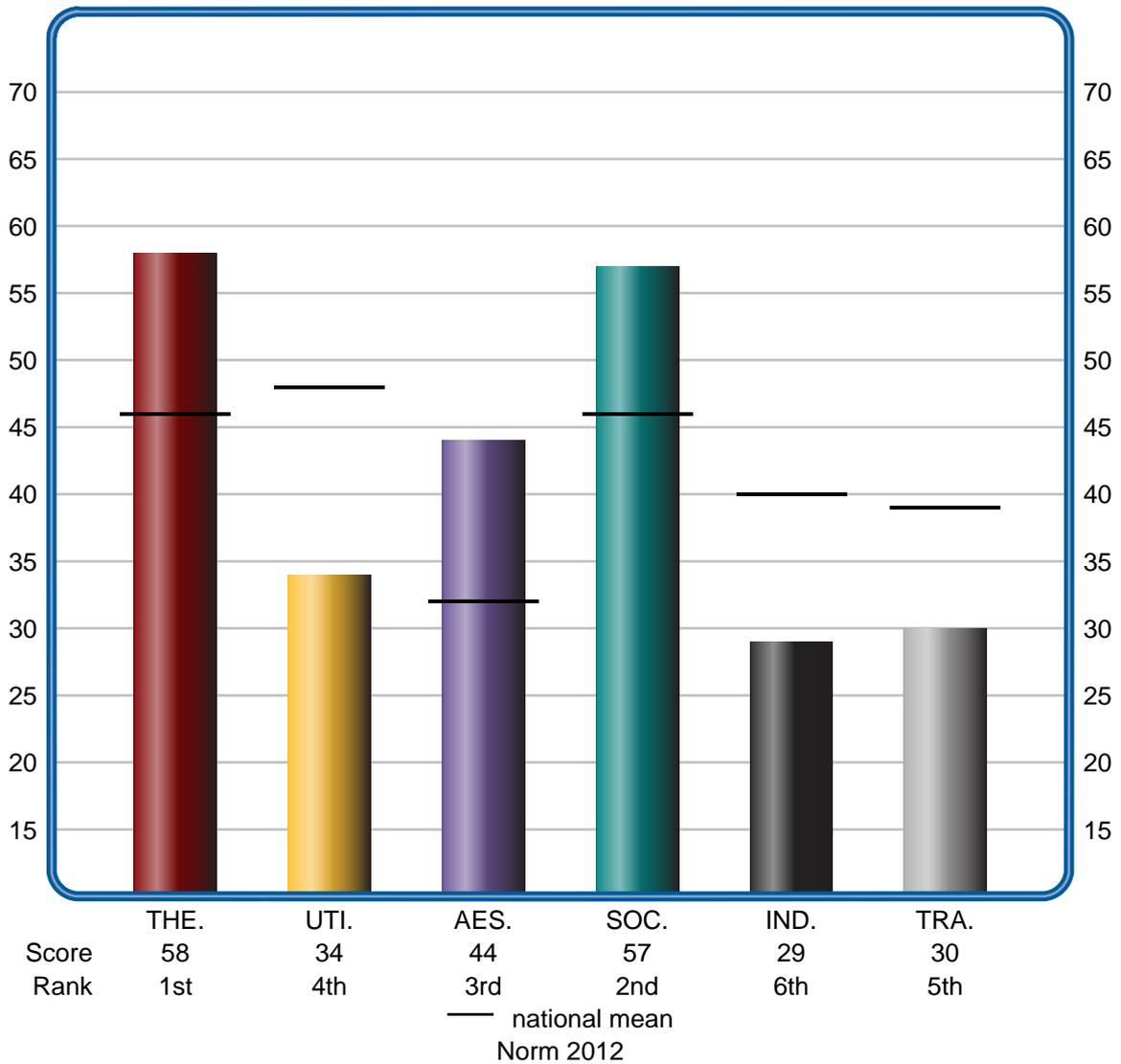
NOTES



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* 68% of the population falls within the shaded area.



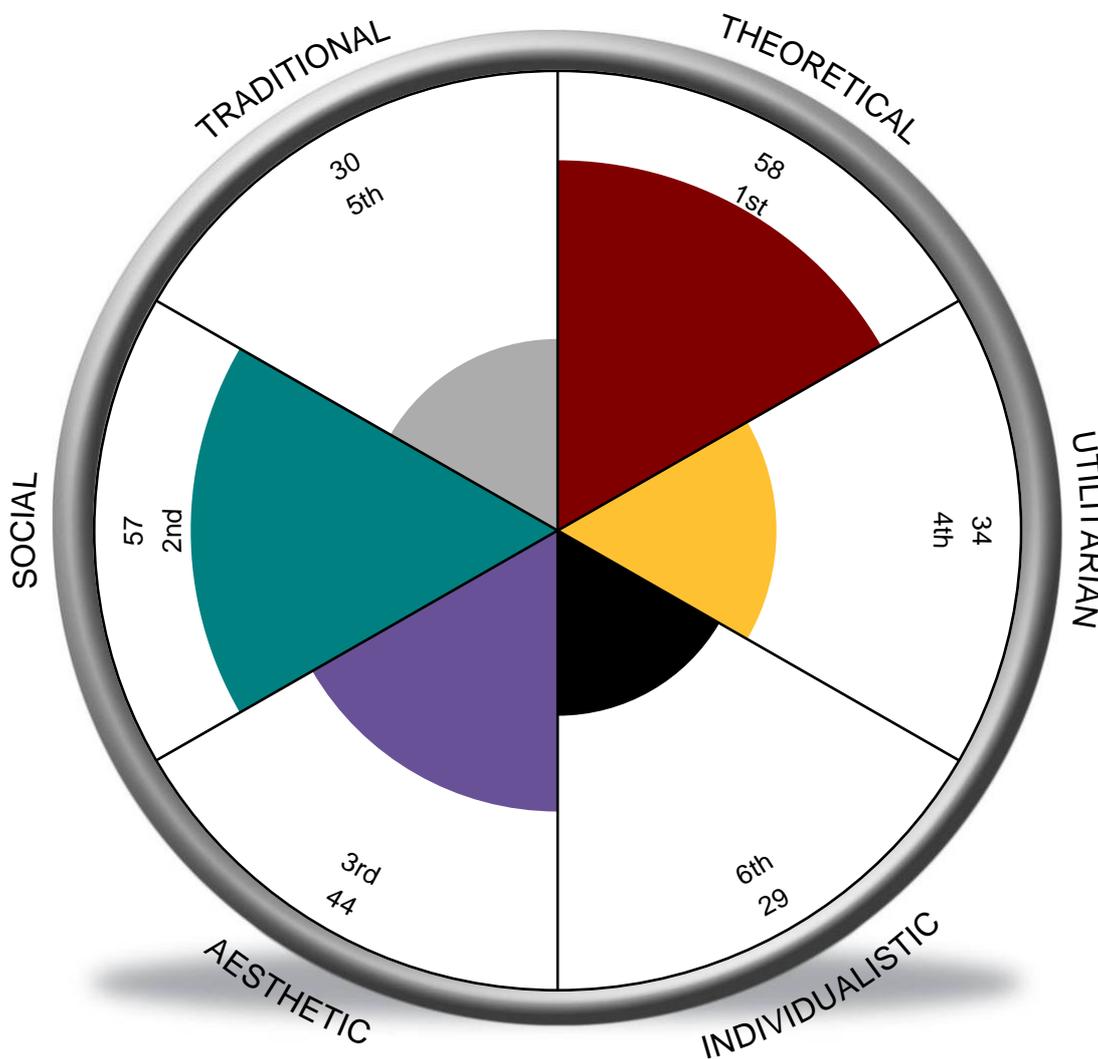
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The ultimate power behind increasing job satisfaction and performance comes from the blending of your behaviors and motivators. Each individually is powerful in order to modify your actions, but the synergy of blending the two moves you to a whole new level.

In this section you will find:

- Potential Behavioral and Motivational Strengths
- Potential Behavioral and Motivational Conflict
- Ideal Environment
- Keys to Motivating
- Keys to Managing

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This section identifies the ideal work environment based on Anna's basic style and top two motivators. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Anna enjoys and also those that create frustration.

- Assignments with a high degree of people contacts.
- Freedom from control and detail.
- Little conflict between people.
- Information to support the reasons for change.
- Time necessary to gather enough information in order to move forward.
- Information and time to make decisions.
- Groups and committees are present in order to assist charities and social causes.
- An opportunity to help others without being in the limelight.
- Ability to give of time, talent and resources in order to help the organization.

NOTES



The following are examples of areas in which Anna may want to improve. Circle 1 to 3 areas and develop action plan(s) to bring about the desired results. Look over the report for possible areas that need improvement.

- Customer Service
- Prospecting
- Preparation
- Presentation
- Handling Objections
- Closing
- Product Knowledge
- Personal Goals
- Other

Area: _____

- 1.
- 2.
- 3.

Area: _____

- 1.
- 2.
- 3.

Area: _____

- 1.
- 2.
- 3.

Date to Begin: _____ Date to Review: _____

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