



Axiometrics International, Inc.

“Changing the World and the Future”

Extended Sales Interview Guide

Prepared for:

Demo Sample

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Extended Sales Interview Guide **SUMMARY**

ATTITUDES:

- Individualist, does things their own way
- Optimistic about self and world
- Cautious, reserved attitude toward others
- Results, 'now' oriented attitude toward getting things done

PROBLEM SOLVING:

- Good intuitive insights, 'gut instincts'

SELF IMAGE:

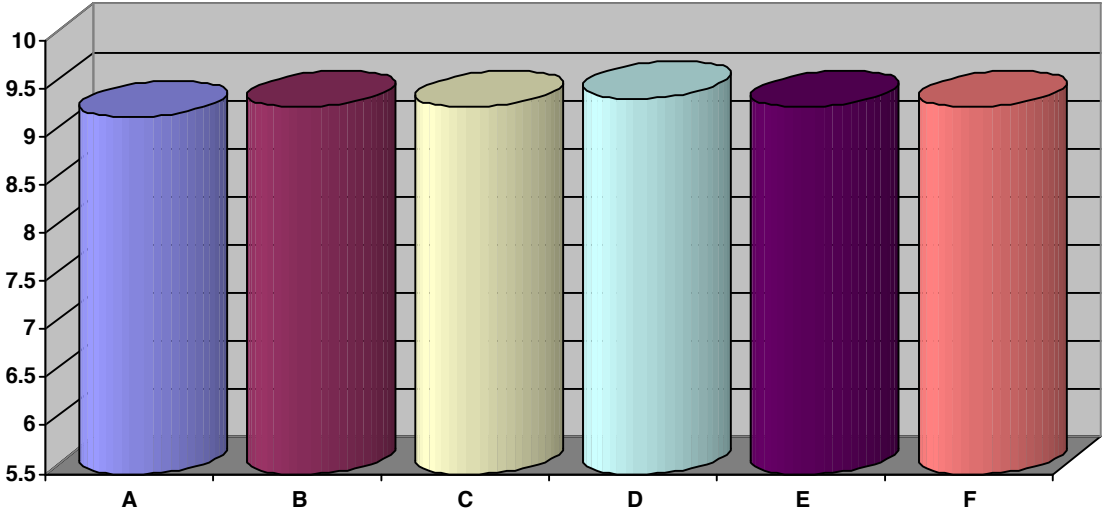
- No fear of failure or success
- Confident, self assured
- Inner directed, sees things their own way

MOTIVATORS:

- Results, getting things done
- Money, material things
- Status, recognition
- Sense of mission, personal goals

Extended Sales Interview Guide

GLOBAL GRAPH



| | |
|---|--------------------|
| Low Risk (Excellent ability to utilize the capacity and translate the talent into decisions; reduces the potential for errors and mistakes) | 8.8 to 10.0 |
| Situational Risk (Very good ability to utilize the capacity especially in well defined areas; however, there are specific situations that can interfere with the translation into decisions) | 8.5 to 8.79 |
| Conditional Risk (Limited access to the capacity indicating actual conditions that will increase the potential for mistakes and errors and restrict the transfer into decisions) | 8.2 to 8.49 |
| Real Risk (Restricted access to the capacity indicating the ability is consistently unavailable and individuals are subject to mistakes and errors in judgment) | 6.0 to 8.19 |

| |
|--|
| A) Empathy (Low Risk) — The ability to see, understand and relate with others. |
| B) Handling Rejection (Low Risk) — The ability to maintain a sense of inner self worth. |
| C) Achievement Drive (Low Risk) — The ability to have a strong desire to push ahead and to achieve desired results. |
| D) Self Starting Ability (Low Risk) — The ability to get things done without the need for constant supervision. |
| E) Motivation Index (Low Risk) — The ability to direct one's energy with a sense of purpose and direction. |
| F) Discipline For Selling (Low Risk) — The ability to work within guidelines, schedules policies and procedures to get things done. |

Extended Sales Interview Guide

PERSONAL SALES INVENTORY

PRIORITIZED CORE STRENGTHS

1) Self Attitude: (Drive) (SL-15)-Excellent Potential

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

2) Money, Material Things: (Motivation) (SL-26A)-Excellent Potential

Motivated by money and material things and by a strong need to create practical results.

3) Results Oriented: (Drive) (SL-12A)-Excellent Potential

Extremely results and 'now' oriented focusing time and energy on decisions that have an immediate result.

4) Self Confidence: (Ability To Handle Rejection) (SL-8H)-Excellent Potential

Focus and attention on developing a confident social and role image and realistic role expectations.

5) Social Recognition: (Motivation) (SL-27A)-Excellent Potential

Highly motivated by a desire to receive social and role recognition, status, and attention.

6) Persistence: (Self Starting Ability) (SL-21A)-Excellent Potential

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

7) Need To Achieve: (Drive) (SL-13A)-Excellent Potential

Strongly driven by a need to achieve recognition and attention to confirm self worth.

8) Initiative: (Self Starting Ability) (SL-23B)-Excellent Potential

The ability to forge ahead even though one feels comfortable with things as they are.

9) Evaluating Others: (Empathy) (SL-3B)-Very Good Potential

The ability to focus your thinking in the prospecting and sales process in an objective, critical manner.

PRIORITIZED DEVELOPMENT COMMENTS

1) Attitude Toward Others: (Empathy) (SLS-2B)-Low Risk

Cautious and discrete, impatient with others, may not pay attention to prospect needs and concerns.

2) Sensitivity To Others: (Ability To Handle Rejection) (SLS-10B)-Low Risk

Tendency to be overly indifferent to others can lead to a lack of attention to prospect or client needs and concerns.

3) Social Recognition: (Drive) (SLS-14A)-Low Risk

Excess attention to social and role image may lead one to rely too heavily on status and social image.

Extended Sales Interview Guide

PRIORITIZED INTERVIEW NOTES

1) Attitude Toward Others: (Empathy)-Low Risk

Skeptical, cautious, and impatient attitudes can cause them to overlook critical needs and concerns, to be too competitive and eager to close and to overlook buying signals. Test their ability to deal with irritating issues, to listen to prospect issues without prejudging and to be patient in the presentation without trying to rush to the close.

2) Sensitivity To Others: (Ability To Handle Rejection)-Low Risk

Skeptical, critical attitudes can lead them to be indifferent to prospect and client concerns, to be too competitive forcing a preset solution and the close without regard to prospect readiness. Use a mock interview to test their ability to identify prospect needs, to look for buying signals and tailor their solutions to prospect needs.

3) Social Recognition: (Drive)-Low Risk

Emphasis on status and social image can lead them to overlook prospects and clients who do not have a high social profile, to see suspects as prospects and to spend too much time with individuals of status and image. Test their ability to identify prospects based on need and sales potential. Be aggressive in your critique of their projections.

Extended Sales Interview Guide

PRIORITIZED DEVELOPMENT AREAS

1) Attitude Toward Others: (Empathy) (SLS-2B)-Low Risk

Cautious and discrete, impatient with others, may not pay attention to prospect needs and concerns.

2) Sensitivity To Others: (Ability To Handle Rejection) (SLS-10B)-Low Risk

Tendency to be overly indifferent to others can lead to a lack of attention to prospect or client needs and concerns.

3) Social Recognition: (Drive) (SLS-14A)-Low Risk

Excess attention to social and role image may lead one to rely too heavily on status and social image.

4) Role Satisfaction: (Self Starting Ability) (SLS-24A)-Low Risk

Excess attention to social image and role satisfaction can lead to unrealistic expectations of oneself.

5) Mission: (Motivation) (SLS-29A)-Low Risk

A perfectionistic commitment to self goals can lead one to set goals which are either unrealistic or unchallenging.

6) Sense Of Belonging: (Motivation) (SLS-30B)-Low Risk

Doubts and questions about inner self worth can generate too much concern about what others expect, think and say.

7) Goal Directedness: (Drive) (SLS-11B)-Situational Risk

Uncertainty about the future can lead to inconsistent goals and to a lack of urgency to get things done.

8) Personal Development: (Motivation) (SLS-28)-Low Risk

Frustration can result from indecisiveness or lack of certainty about where one is going in life.

9) Meeting Established Standards: (Discipline For Selling) (SLS-17C)-Low Risk

Strong sense of individualistic, skeptical thinking can lead them to covertly or overtly challenge standards.

10) Doing Things Right: (Discipline For Selling) (SLS-18C)-Low Risk

Individualistic thinking can lead them to disregard even the need for order, structure and doing things by standards.

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SALES CHART

| CAPACITY | LOW RISK | SITUATIONAL RISK | CONDITIONAL RISK | REAL RISK |
|---------------------------|-----------------|-------------------------|-------------------------|------------------|
| Empathy | | | | |
| - Intuitive Insight | | | | |
| - Attitude Toward Others | | | | |
| - Evaluating Others | | | | |
| - Persuading Others | | | | |
| - Relating With Others | | | | |
| Handling Rejection | | | | |
| - Self Esteem | | | | |
| - Self Assessment | | | | |
| - Self Confidence | | | | |
| - Self Control | | | | |
| - Sensitivity To Others | | | | |
| Achievement Drive | | | | |
| - Goal Directedness | | | | |
| - Results Oriented | | | | |
| - Need To Achieve | | | | |
| - Social Recognition | | | | |
| - Self Attitude | | | | |
| - Ambition | | | | |

Extended Sales Interview Guide
SALES CHART

| CAPACITY | LOW RISK | SITUATIONAL RISK | CONDITIONAL RISK | REAL RISK |
|--|-----------------|-------------------------|-------------------------|------------------|
| Self Starting Ability | | | | |
| - Persistence | | | | |
| - Consistency | | | | |
| - Initiative | | | | |
| - Role Satisfaction | | | | |
| Motivation Index | | | | |
| - Service | | | | |
| - Money And Material Things | | | | |
| - Status And Social Self Recognition | | | | |
| - Personal Development | | | | |
| - Sense Of Mission | | | | |
| - Sense Of Belonging | | | | |
| Discipline For Selling | | | | |
| - Meeting established standards | | | | |
| - Doing Things right | | | | |
| - Attention To Policies and Procedures | | | | |
| - Meeting schedules and deadlines | | | | |