



CRITICAL<sup>path</sup> CONSULTING  
management strategies that *work*

# Sales Screen

**Prepared for:**

*Demo Demo*

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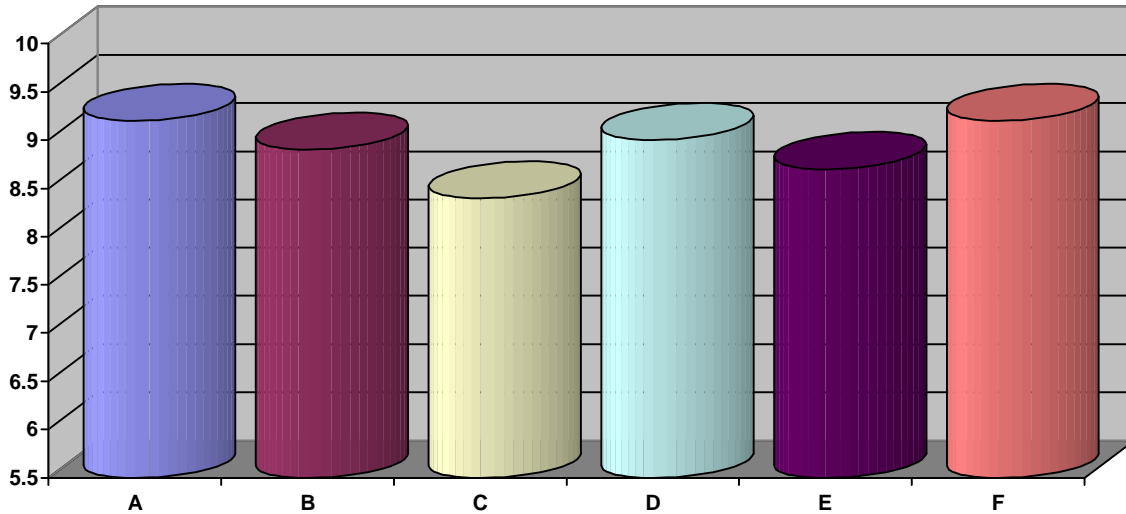
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## Sales Screen

### GLOBAL GRAPH



<b>Low Risk</b> (Excellent ability to utilize the capacity and translate the talent into decisions; reduces the potential for errors and mistakes)	<b>8.8 to 10.0</b>
<b>Situational Risk</b> (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)	<b>8.5 to 8.79</b>
<b>Conditional Risk</b> (Limited access to the capacity indicating actual conditions that will increase the potential for mistakes and errors and restrict the transfer into decisions)	<b>8.2 to 8.49</b>
<b>Real Risk</b> (Restricted access to the capacity indicating the ability is consistently unavailable and individuals are subject to mistakes and errors in judgment)	<b>6.0 to 8.19</b>

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

## Sales Screen SYNOPSIS

CAPACITY	LOW RISK	SITUATIONAL RISK	CONDITIONAL RISK	REAL RISK
<b>EMPATHY</b>				
Intuitive Insight	ü			
Attitude Toward Others	ü			
Evaluating Others	ü			
Persuading Others	ü			
Relating With Others	ü			
<b>HANDLING REJECTION</b>				
Self Esteem		ü		
Self Assessment		ü		
Self Confidence	ü			
Self Control		ü		
Sensitivity To Others		ü		
<b>ACHIEVEMENT DRIVE</b>				
Goal Directedness	ü			
Results Oriented			ü	
Need To Achieve	ü			
Social Recognition				ü
Self Attitude	ü			
Ambition		ü		

## Sales Screen SYNOPSIS

<b>CAPACITY</b>	<b>LOW RISK</b>	<b>SITUATIONAL RISK</b>	<b>CONDITIONAL RISK</b>	<b>REAL RISK</b>
<b>SELF STARTING ABILITY</b>				
Persistence	ü			
Consistency				ü
Initiative	ü			
Role Satisfaction				ü
<b>MOTIVATION INDEX</b>				
Service	ü			
Money, Material Things			ü	
Social Recognition				ü
Personal Development		ü		
Mission	ü			
Sense Of Belonging	ü			

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## **Sales Screen CORE STRENGTHS**

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### **Intuitive Insight: (Empathy) (SL-1)**

#### **Low Risk**

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

### **Attitude Toward Others: (Empathy) (SL-2A)**

#### **Low Risk**

Positive, open attitude toward prospect and client needs and concerns.

### **Evaluating Others: (Empathy) (SL-3A)**

#### **Low Risk**

The ability to identify and evaluate prospect needs, interests and concerns in a clear, well organized manner.

### **Persuading Others: (Empathy) (SL-4A)**

#### **Low Risk**

The ability to persuade others through concern, personal obligation and mutual concern.

### **Relating With Others: (Empathy) (SL-5C)**

#### **Low Risk**

The ability to develop personal relationships with prospects and clients without becoming too personally involved.

### **Self Confidence: (Ability To Handle Rejection) (SL-8C)**

#### **Low Risk**

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

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## **Sales Screen**

### **CORE STRENGTHS**

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**Goal Directedness: (Drive) (SL-11A)**

**Low Risk**

Driven by a need to fulfill goals and plans generated primarily by personal ideals and ambitions.

**Need To Achieve: (Drive) (SL-13A)**

**Low Risk**

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

**Self Attitude: (Drive) (SL-15)**

**Low Risk**

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

**Persistence: (Self Starting Ability) (SL-21A)**

**Low Risk**

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

**Initiative: (Self Starting Ability) (SL-23A)**

**Low Risk**

A strong need to immediately push ahead even though there is some uncertainty about which role is best.

**Service: (Motivation) (SL-25A)**

**Low Risk**

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

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***Sales Screen***  
**CORE STRENGTHS**

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**Mission: (Motivation) (SL-29A)**

**Low Risk**

Motivated by a compulsive need to attain personal goals and ambitions.

**Sense Of Belonging: (Motivation) (SL-30B)**

**Low Risk**

Motivated by a strong need to belong, to fit in with and be accepted by others.

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## **Sales Screen**

### **DEVELOPMENT COMMENTS**

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**Self Esteem: (Ability To Handle Rejection) (SLS-6B)**

**Situational Risk**

Self depreciation, may have difficulty controlling interview and to promise too much or more than is necessary.

**Self Assessment: (Ability To Handle Rejection) (SLS-7)**

**Situational Risk**

Difficulty realistically assessing personal potential and maintaining consistent confidence.

**Self Control: (Ability To Handle Rejection) (SLS-9)**

**Situational Risk**

Tendency to react impulsively in stressful situations can lead to difficulty maintaining control in the sales process.

**Sensitivity To Others (Ability To Handle Rejection) (SLS-10A)**

**Situational Risk**

Too much sensitivity to what others think or say potentially making it difficult to address hard issues.

**Results Oriented: (Drive) (SLS-12C)**

**Conditional Risk**

Unconventional, cautious thinking can create an inconsistent focus on results and immediate circumstances.

**Social Recognition: (Drive) (SLS-14B)**

**Real Risk**

Indecisiveness about what to do in current circumstances can create inconsistent burst of energy and drive.

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## **Sales Screen**

### **DEVELOPMENT COMMENTS**

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**Ambition: (Drive) (SLS-16A)**

**Situational Risk**

Perfectionistic, idealistic self image can create delays in decisions as one waits for everything to be just right.

**Consistency: (Self Starting Ability) (SLS-22A)**

**Real Risk**

Inconsistent feelings about social/role image can lead one to shift from demanding too much to demanding too little.

**Role Satisfaction: (Self Starting Ability) (SLS-24B)**

**Real Risk**

Dissatisfaction, frustration and anxiety in current circumstances can lead to inconsistent actions and decisions.

**Money, Material Things: (Motivation) (SLS-26C)**

**Conditional Risk**

Unconventional, inconsistent attitudes can generate a shift from indifference to a compulsion to attain material things.

**Social Recognition: (Motivation) (SLS-27B)**

**Real Risk**

Social frustration and role transition can generate uncertainty and indecision about one's social/role image.

**Personal Development: (Motivation) (SLS-28)**

**Situational Risk**

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

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## **Sales Screen INTERVIEW GUIDES**

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### **Self Esteem: (Ability To Handle Rejection)**

#### **Problem Area**

They are currently depreciating their inner worth, measuring themselves against ideals and expectations and blowing up their imperfections. As a result, they may have difficulty keeping control and promise more than they can deliver or more than is necessary to make the sale.

#### **Interview Notes**

The interview should focus on an examination of their inner self doubts to find out whether they can:

1. be honest with themselves and with you about their mistakes and their potential for error;
2. handle personal criticism;
3. be realistic in what they say they can do.
4. Realistically describe their strengths and their limitations and relate them specifically to selling.

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## **Sales Screen INTERVIEW GUIDES**

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### **Self Assessment: (Ability To Handle Rejection)**

#### **Problem Area**

They may have difficulty clearly and realistically assessing their strengths and limitations. As a result, they may bite off more than they can chew, overlook their potential for mistakes and have difficulty maintaining consistent confidence in their ability to perform.

#### **Interview Notes**

The interview should investigate the impact of their inadequate self image:

1. Ask them to describe what they think would give them a sense of satisfaction and achievement; then, test their ability to see opportunities for actualizing that achievement selling your products and services.
2. Make certain that you do not hype them. Allow them to state their priorities and then critically examine those.

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## **Sales Screen INTERVIEW GUIDES**

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### **Self Control: (Ability To Handle Rejection)**

#### **Problem Area**

They do not always maintain a sense of balance in their ability to identify and respond to problems, potentially leading them to react impulsively in stressful situations. They may spend too much time and energy on unnecessary problems, talk price too soon and become too impatient in closing situations.

#### **Interview Notes**

The interview should test their ability to handle stressful encounters without becoming emotional and impulsive:

1. Provide them situations which represent difficult or confusing problems with prospects or clients. Require them to evaluate these situations and respond quickly. As they respond, criticize them and require them to give to give reasons for their actions.

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## **Sales Screen INTERVIEW GUIDES**

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### **Sensitivity To Others: (Ability To Handle Rejection)**

#### **Problem Area**

They are extremely concerned about meeting the needs and interests of prospects and clients and as a result can become overly sensitive about what others think or say. As a result, they may have difficulty handling objections and dealing with difficult closing situations.

#### **Interview Notes**

The interview should explore their ability to deal with controversial issues, closing issues and other problems which can result from their sensitivity to others.

1. Require them to respond to a situation in which they have made more promises and commitments than they are able to fulfill.
2. Suggest an interview situation in which they must balance client needs and the demands of closing.

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## **Sales Screen INTERVIEW GUIDES**

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### **Results Oriented: (Drive)**

#### **Problem Area**

Their unconventional, individualistic and inventive common sense, practical thinking can cause them to be inconsistently driven by the need to create results generating a compulsion to see and do things from a new or different perspective and can interfere with your ability to get things done.

#### **Interview Notes**

The interview should probe their willingness to accept proven sales methods and techniques and to see the proper place that money has for measuring sales success:

1. Ask them to define the key traits of a successful salesperson. Explain to them what has spelled success in your organization. Compare their list to yours and test their willingness to value your priorities.

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## **Sales Screen INTERVIEW GUIDES**

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### **Social Recognition: (Drive)**

#### **Problem Area**

They are in social/role transition feeling frustrated and uncertain about what you want to do. As a result of this transition, their decisions and actions can be inconsistent and they may overlook potential in their environment focusing instead on the past or on what they think ought to be.

#### **Interview Notes**

The interview should focus on the effect of their social/ role transition:

1. Ask them to describe their key talent as a salesperson and their weaknesses. Test their ability to see their weaknesses as opportunities for development.
2. Be careful not to hype your sales position. Make them decide on their own that your job is best for them.

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## **Sales Screen INTERVIEW GUIDES**

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### **Ambition: (Drive)**

#### **Problem Area**

They have such a perfectionistic attitude toward themselves that can restrict your options for decision and action and lead them to hesitate until they believe the perfect conditions exist. As a result, they may unnecessarily delay acting on buying signals or making a presentation.

#### **Interview Notes**

The interview should explore the effect of stubborn, perfectionistic thinking on their ability to get things done:

1. Test their ability to deal with ideas and options different from theirs.
2. Require them to set goals for a one year period. Then suggest that a major event such as illness interrupts their plan. Ask them to adjust their plan to meet this change. Watch carefully how they handle this problem.

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## **Sales Screen INTERVIEW GUIDES**

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### **Consistency: (Self Starting Ability)**

#### **Problem Area**

A combination of a compulsive need to push ahead and a feeling of frustration and dissatisfaction about their circumstances can lead to inconsistencies in decisions and actions and potentially can cause them to shift from demanding too much to demanding too little of themselves.

#### **Interview Notes**

The interview should examine the effect of the compulsive drive to get things done on their ability to see and accept opportunities and get things done:

1. Ask them to describe why they want to sell your products and services and how they would get the job done.
2. Be careful not to hype them the opportunities in your organization. Spend at least as much time what you demand as on what they would gain from the sales job.

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## **Sales Screen INTERVIEW GUIDES**

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### **Role Satisfaction: (Self Starting Ability)**

#### **Problem Area**

They are currently in social/role transition uncertain about what they want to do and feeling frustrated and dissatisfied about current circumstances. This uncertainty can lead them to impulsive decisions or actions and to either over estimate or under estimate of their current opportunities.

#### **Interview Notes**

The interview should examine the risk of their social/role transition leading them to miss opportunities and focus more on what is not working than what is:

1. Test their ability to tell you what they find satisfying about selling. Then ask them to describe why they want to sell your products and services.
2. Discover their priorities in life and what they are willing to do to accomplish their goals and objectives.

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## **Sales Screen INTERVIEW GUIDES**

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### **Money, Material Things: (Motivation)**

#### **Problem Area**

Unconventional, individualistic practical thinking can lead them to inconsistent attitudes toward money and material things. They tend to shift from valuing money as an important motivator to discounting the importance of money, material things and practical consequences of decisions.

#### **Interview Notes**

The interview should focus on the effect of individualistic, novel practical thinking on their ability to consistently utilize money and material things as motivators:

1. Give them an example of a conflict between sales ethics and making an immediate sales to test their willingness to rely on expediency to make decisions for clients.
2. Give them a list of key sales tasks for selling your products and require them to prioritize these tasks.

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## **Sales Screen INTERVIEW GUIDES**

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### **Social Recognition: (Motivation)**

#### **Problem Area**

They are currently in social/role transition leaving them uncertain about what type of social/role image will make them feel comfortable and motivate consistently to action. As a result they are likely to shift from compulsive attention to social and role activities to delays and hesitation.

#### **Interview Notes**

The interview should focus on the uncertainty and the indecisiveness concerning their social/role image:

1. Ask them to describe the type of selling position which would make them feel satisfied and competent.
2. Require them to describe what would motivate them to sell your products and services and what could prohibit them from succeeding in your organization.

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## **Sales Screen INTERVIEW GUIDES**

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### **Personal Development: (Motivation)**

#### **Problem Area**

They tend to be uncertain about which course of action is best for them, about what strategies, plans and goals will provide a sense of accomplishment and fulfillment. As a result, they are likely to delay decisions or stay locked in one direction even when they believe that direction is wrong.

#### **Interview Notes**

The interview should explore the effects of inconsistent and confusing ideas and feelings about self development:

1. Ask them to describe themselves selling for you. Require them to tell you why they believe they can sell for you and to describe what would keep them from succeeding.
2. Ask them to describe the conditions which must exist for them to be able and willing to demand the most out of themselves and succeed regardless of circumstances.