



1900 Founders Drive
 Dayton, OH 45420
 Telephone: 937-259-1200
 Fax: 937-259-5757
 Web Site: www.chally.com
 Email: assessments@chally.com

January 26, 2006
 John Smith
 C/O The Receiver
 Your Company
 P.O. Box 1234
 Anycity, USA 40000-1234

Personal & Confidential

Predictive Strengths Indicator

Your Company feels that, since you took the time to complete a profile analysis, you should receive feedback on your results. The validity scales from the Self-Descriptive Index indicate that you answered our questionnaires in an honest and candid manner. There was no indication of deception on your part. As a result, the test results accurately describe your motivational needs and work style.

Summary of Your Predictive Strengths

Predictive Strengths	Your Score
CUSTOMER RELATIONS IN A PRODUCT SALE	99%
COMMITMENT TO EXPLAIN AND CLARIFY CUSTOMER ISSUES	96%
COMPETITIVENESS	95%
CLOSE IN AN INDIRECT SALE	94%
TAKE RESPONSIBILITY FOR THOROUGHNESS AND ACCURACY OF ASSIGNED WORK	94%
RESALE IN PRODUCT SALES	94%
TEAM ORIENTATION	93%
DEMONSTRATE LOYALTY AND COMMITMENT	93%
SUPPORT AND IMPLEMENT CORPORATE DIRECTION	92%
ANSWER OBJECTIONS IN A COMPLEX CONCEPT SALE	90%

Interpretation of Your Predictive Strengths

CUSTOMER RELATIONS IN A PRODUCT SALE	SCORE	
<p>Focus on keeping existing customers satisfied and protecting and strengthening the relationship; do not take the customer for granted, but place them in the spotlight or place of honor; work hard not to lose customers by consistently maintaining a presence and taking advantage of every opportunity to build a goodwill bank account; disciplined in an effort to keep the customer happy and satisfied, minimizing the risk to future business</p>	99%	
Less Than Effective Performer (below 50 th percentile)		Highly Effective Performer (above 50 th percentile)
<ul style="list-style-type: none"> • Inconsistent in making regular personal contact when there is no problem on the table • Believe that no news is good news and do not ask the customer for suggestions or critiques • Give attention to the customers with whom you are most comfortable rather than distribute your time and resources on the basis of volume and/or profitability • Do not attempt to strengthen a customer relationship through an active presence and constant attention that would offset inevitable problems that could threaten the business 		<ul style="list-style-type: none"> • Consistently initiate regular customer contact and seek an evaluation of past performance and suggestions for improvement • Possess the discipline to follow up with every customer to minimize the risk of losing that customer • Assure the customer through continued contact that you are 'on top' of the account • Don't allow previous problem situations to bias a customer contact or prevent communication of relevant product or service information • Treat customers equally well, but when partiality is required due to limited resources, the focus is on prospects/customers who offer the best long term business opportunity • Build a goodwill bank account with customers against future service problems • Demonstrate a continued personal concern for the customer in order to remind the customer of the value of your product/service which may have become taken for granted or forgotten

COMMITMENT TO EXPLAIN AND CLARIFY CUSTOMER ISSUES		SCORE
Demonstrate a commitment to the continuous education and training of others as a means of increasing their overall competency and productivity; prepare more formal sessions to cover the most critical areas of learning for the audience; stay on top of information needed by colleagues and customers in an effort to serve as a resource; take responsibility for motivating others to learn and retain key information; reinforce what is being taught through periodic repetition; regularly assess individual and group competencies and routinely address them by adjusting your training	96%	
Less Than Effective Performer (below 50th percentile)		Highly Effective Performer (above 50th percentile)
<ul style="list-style-type: none"> Prefer one-on-one coaching or a more loosely organized curriculum to the structured requirements of a formal class session Expect the people you are training to be self-motivated to learn and become impatient when required to repeat or reinforce information you have already covered Do not implement a tracking process for assessing the effectiveness of your teaching efforts or the progress of your trainees Enjoy working on content delivery and may be more concerned with the audience's assessment of your public speaking skills than with the subject matter Try to make the training entertaining at the expense of providing only relevant information 		<ul style="list-style-type: none"> Prepare a formal program and setting to train or educate others Establish measurable criteria for assessing progress in the learning process Demonstrate patience and a willingness to repeat or reinforce ideas and information until the audience understands Focus training sessions on those competencies that will make a difference in the group's ultimate effectiveness Concentrate more on the results produced or change accomplished through your training than with how attractive or entertaining the training can be

COMPETITIVENESS		SCORE
Have the ability to successfully channel a competitive spirit into winning business tactics; thrive when challenged to succeed; avoid backing away from potential failure at all costs; compete with self as readily as against others	95%	
Less Than Effective Performer (below 50th percentile)		Highly Effective Performer (above 50th percentile)
<ul style="list-style-type: none"> See losing as a personal failure and avoid situations that could place you or others in that position While competition may be acceptable in a recreational activity, you are not comfortable going head-to-head in a business environment Are more inclined to adjust or redefine a goal when obstacles are encountered, thus making success more attainable, than to dig in and fight to remove those obstacles 		<ul style="list-style-type: none"> Enjoy the challenge of competition and are comfortable with situations that produce a winner and a loser Seek and gather the resources needed to position yourself to win Are unwilling to give up or accept failure if not immediately rewarded with success Refrain from turning competition into a personal attack

CLOSE IN AN INDIRECT SALE		SCORE
Use strong personal identification with the product to influence others to promote and sell the product line; keep the distributor fired up and committed to buying into a program or plan; work with other salespeople to help them close the large or elusive deal; break up the selling cycle into small increments and set goals for each step; maintain the pressure to move forward through each step without becoming too pushy or overbearing; proactively reinforce the purchase decision, recognizing the risk that a product or program can be supplanted by the competition	94%	
Less Than Effective Performer (below 50th percentile) <ul style="list-style-type: none"> Expect the product or solution to stand on its own merits and do not find it necessary to reinforce the benefits and ensure that the distributor is comfortable with the result Do not take advantage of an opportunity to reinforce the added value of your program by working with the distributor's salespeople to help close a deal Excessive patience and a willingness to wait for developments in the sales process can result in displacement by the competition Unknowingly lose customers early in the sales process because you do not continually assess their commitment throughout an extended sales cycle 		Highly Effective Performer (above 50th percentile) <ul style="list-style-type: none"> Personally believe in the benefits of your product or solution and are willing to stand behind your offering when competing for the distributor's interest or shelf space Recognize that the customer may have second thoughts or is being courted by the competition, and plant additional benefits or recalls to support the commitment to the buying program Keep the distributor motivated to promote your product line by working with distribution salespeople to close a challenging sale Break the sales process into manageable steps, seeking continued agreement from the customer at each step before moving on Apply enough pressure to keep a buying commitment from stalling but resist pushing the distributor into a neutral or negative position

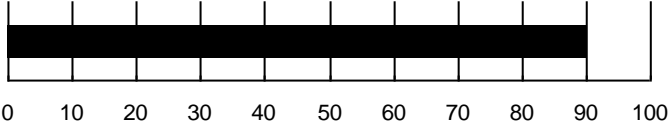
TAKE RESPONSIBILITY FOR THOROUGHNESS AND ACCURACY OF ASSIGNED WORK		SCORE
Feel a responsibility to ensure the accuracy and correctness of the output required to achieve desired results; careful to protect the end goal by checking the process for complete and accurate execution of each of the steps leading to that goal; remain alert to detect possible mistakes or omissions by co-workers that can impact the quality of the output; develop personal competence and effectiveness and increase personal skill levels	94%	
Less Than Effective Performer (below 50th percentile) <ul style="list-style-type: none"> Give low priority to making details accurate and complete Prefer to deal with the big picture and can ignore or gloss over the details involved in the implementation steps of a plan or process Address accuracy and completeness issues only when ignoring them will threaten success or satisfaction in other areas Easily satisfied with 'good enough' quality standards as quantity or timeliness may be preferred measures in accomplishing a task or directive 		Highly Effective Performer (above 50th percentile) <ul style="list-style-type: none"> Concentrate on making details accurate and complete, whether enjoying the intricacies of your discipline or task, or trying to protect against jeopardized or failed results Are willing to follow necessary bureaucratic procedures if doing so ensures quality outputs Stay organized so that details fall into place Strive to complete tasks correctly, either out of concern for being held accountable or a desire to be professional

RESALE IN PRODUCT SALES		SCORE
Develop a sales plan for each customer, making the necessary contact to protect established business; focus on increasing sales of the current product offering to existing clients to gain a larger share of total purchases; create a realistic reorder plan for each customer; remain alert to changes in the customer's environment that could jeopardize continued sales and alter plan accordingly; maintain a presence with established customers and do not take the relationship for granted; employ regular and proactive monitoring of product consumption to ensure uninterrupted delivery of benefits	94%	
Less Than Effective Performer (below 50th percentile) <ul style="list-style-type: none"> Take for granted that existing customers will self-generate additional or continued business Concentrate efforts on new business development at the expense of maintaining existing accounts Adopt a tactical approach with customers that emphasizes short-term or immediate gratification but fails to address future requirements Preference for service or administrative activities can result in a reactive stance that puts the burden of reorder or contract revision on the customer Depend on an existing customer to make contact when additional purchases are needed 		Highly Effective Performer (above 50th percentile) <ul style="list-style-type: none"> Create a realistic reorder plan that prevents the sale of current products/services that seem routine from deteriorating Emphasize inventory restocking Promote brand loyalty Work to generate continued business from existing accounts, emphasizing steady maintenance over periodic 'home runs' Monitor product consumption to ensure uninterrupted delivery of the desired benefits Through a constant presence, become aware of changes in a customer's organization and alter your sales plan accordingly Set up periodic reviews with customers so they can see the benefits and express their desire to continue doing business

TEAM ORIENTATION		SCORE
Show skill and ease at working in groups; work with others to achieve better results and forge close working relationships and alliances in order to get things done; are quick to cooperate versus expect others to bend to your wishes; support joint ownership and shared recognition for results; recognize the advantages of group participation in planning and problem solving	93%	
Less Than Effective Performer (below 50th percentile) <ul style="list-style-type: none"> Function as more of an individualist than as a team player Find it simpler or more convenient to focus independently on your own tasks or direction Prefer to exercise personal control over results and outcomes Are more likely to emerge as a leader than an equal player Believe compromise for the sake of cooperation can potentially threaten the quality of the end result Want to be personally recognized for individual contributions 		Highly Effective Performer (above 50th percentile) <ul style="list-style-type: none"> Work collaboratively in a group effort to effectively accomplish a goal or task Put team and management objectives ahead of your own Perform your own role effectively on the team and help team members as needed Forge working relationships and alliances with others in order to get things done Willing to compromise and give others the benefit of the doubt when you disagree Proactively share information, ideas, suggestions and support Encourage joint ownership and shared recognition for results

DEMONSTRATE LOYALTY AND COMMITMENT		SCORE
Value the mutual trust and loyalty that develop within a close-knit group of individuals; initiate friendships in the work environment and favor working toward common goals or objectives that unite people in their efforts and support of each other; take the first steps to build a sense of camaraderie and belonging in the workplace and try to create a sense of family within your group	93%	
Less Than Effective Performer (below 50th percentile) <ul style="list-style-type: none"> Seek to be accepted by the work group but may be uncomfortable if expected to actively participate in informal activities with them at the onset Prefer more formal and somewhat distant working relationships Prefer to be reactive in relationship building and reserve commitment until sure it will be reciprocated Value loyalty but commit it sparingly to protect against disappointment from a possible breach 		Highly Effective Performer (above 50th percentile) <ul style="list-style-type: none"> Seek to foster loyalty and mutual support among the group and minimize internal politics Gain a significant amount of job satisfaction from the opportunity to work with a congenial and cooperative group Willing to go first to establish trust and build strong working relationships

SUPPORT AND IMPLEMENT CORPORATE DIRECTION		SCORE
Strongly identify with the company's mission and goals; take pride in following through on commitments to help achieve group goals even in the face of setbacks; encourage others to further departmental or organizational objectives by setting an example; seek to maximize your contribution in fulfilling corporate mandates	92%	
Less Than Effective Performer (below 50th percentile) <ul style="list-style-type: none"> May not personally embrace or actively generate a team following of a corporate mission inconsistent with your personal agenda Focus on short-term goals and accomplishments, and lose sight of the big picture as drawn by corporate initiatives Allow your commitment level and follow through on corporate objectives to be influenced or dictated by the distractions of external circumstances or an internal frame of mind Do not feel obligated or duty-bound to inspire or otherwise engage others in a shared sense of purpose or commitment to the desired organizational goals 		Highly Effective Performer (above 50th percentile) <ul style="list-style-type: none"> Share the corporate vision and develop the mindset and processes to accomplish appropriate objectives Set priorities to maximize your contribution toward corporate mandates Keep your focus on the goals and objectives set forth in the company directive, resisting distractions created by setbacks or a different personal agenda Help to sell others on the strategic directives and expectations set forth by the organization through your own commitment to and willingness to follow through on corporate objectives

ANSWER OBJECTIONS IN A COMPLEX CONCEPT SALE	SCORE	
<p>Believe agreement can be reached on a purchase decision if given the opportunity to respond to objections with an explanation of benefits; view objections as an indication of interest and an opening to present a mutual gain; keep emotions out of the process by addressing concerns without raising defenses or becoming defensive; promote open communication with customers in an attempt to identify and resolve even deeply held objections; challenged by the opportunity to respond to objections; remain willing to significantly modify the sales offering to accommodate the unique needs of the customer/prospect</p>	<p>90%</p>	
Less Than Effective Performer (below 50 th percentile)		Highly Effective Performer (above 50 th percentile)
<ul style="list-style-type: none"> • Have difficulty in a concept sale responding to those objections that cannot be satisfied with a product that can't be touched and seen • Try to overcome concerns with textbook answers versus understanding the source of the concern and resolving it • Are concerned that encouraging and/or addressing objections will create a negative climate • Have such a strong personal identification with the product or solution that modifications or alterations are unacceptable • Believe so strongly in the product or solution that there does not appear to be a need to probe for additional concerns • Emphasize benefits of solution ownership that are more emotional and geared toward feeling good about the purchase decision than logical and focused on tangible gains 	<ul style="list-style-type: none"> • Are able to sell the 'dream', helping the customer to imagine the benefits of the product or service • Spark interest of top executives in the broad concept of how the product/service will benefit them • Recognize the customer's need for something new or better • Welcome the opportunity to respond to objections, recognizing that a prospect raising concerns is still interested • Are optimistic that concerns can be compensated for or resolved • Are willing to change the solution to meet a prospect's individual needs • Are open to suggestions and do not take objections or defensiveness personally 	

We hope this report has given you a satisfactory explanation of your profile results, and we wish you luck in your future endeavors.