

## Profile Name: Direct - Seattle

### Target Profile Description:

Following is a description of the psychometric attributes for this profile, based upon the employees that you selected.

As a group, your employees prefer to complete their work independently, not relying on others for direction or guidance. Your lower-performing employees scored significantly below average on this trait.

Exhibited a high level of curiosity and a willingness to ask questions and explore in order to understand a full view of the solution.

Displays a noticeably high level of competitiveness, sometimes winning for winning's sake.

Ambitious and goal-oriented, selected employees display an extremely high focus and initiative.

Preferring to make decisions quickly and begin execution, decisiveness far exceeds that of the typical salesperson.

Exhibits a very high level of integrity. Typically very respected by others.

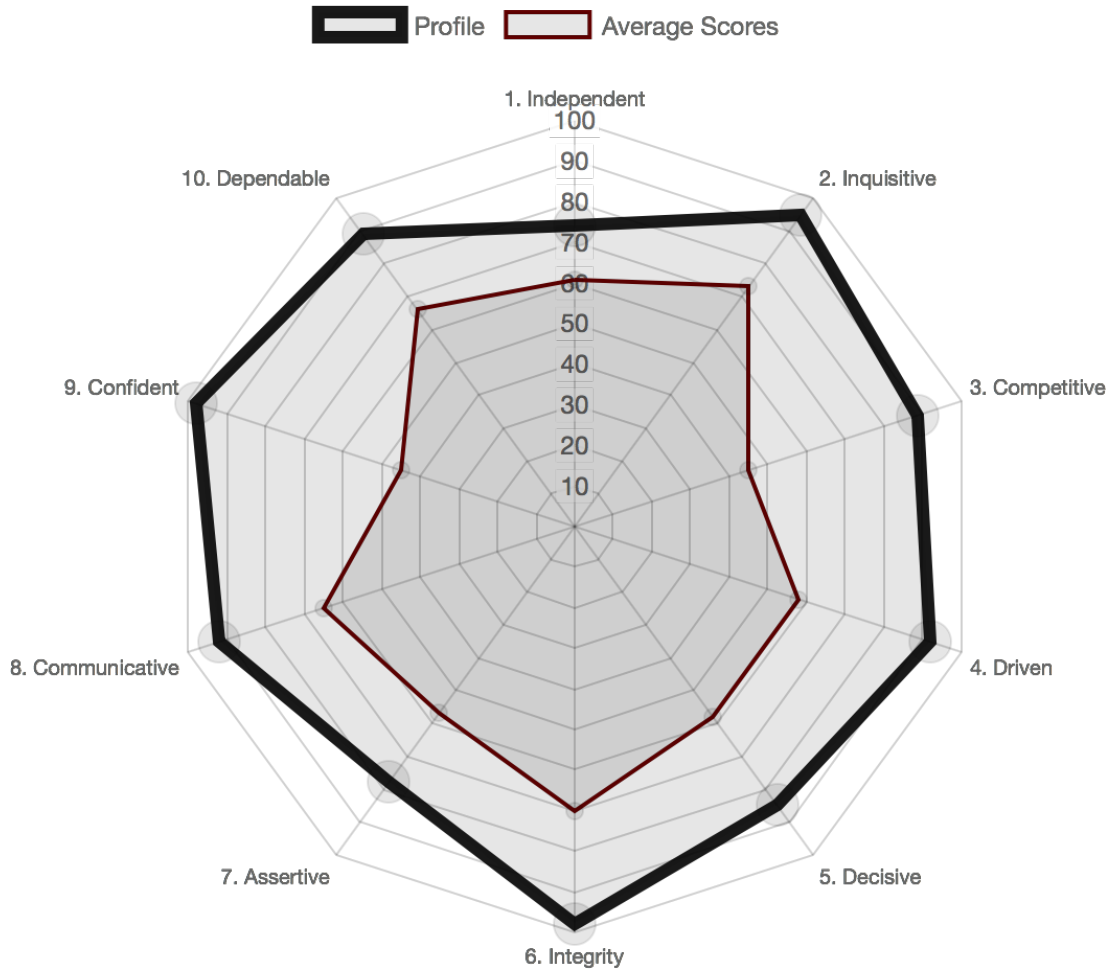
Are much more likely to speak up than the typical salesperson, and are much more comfortable leading groups and taking charge when the situation demands.

Display a very high comfort in initiating conversations with others and felt successful in communicating their ideas or instructions.

Exhibiting a very strong assurance in oneself, the selected employees are very comfortable with their abilities.

Displaying an above average level of reliability, these employees tend to follow rules, commit to obligations and be known as employees that one can count on for getting things done.

## Direct - Seattle vs. Averages



Identifiers of success for your ideal Direct Rep Salesperson:

**1. Independent:** Ability to work on own; autonomous; not easily influenced by others; not reliant on others for aid or support.

Target Intensity Level: 74

**2. Inquisitive:** Eager for knowledge; curious; willingness to ask questions to understand.

Target Intensity Level: 95

**3. Competitive:** Strong desire to win or succeed; winning for winning's sake.

Target Intensity Level: 89

**4. Driven:** Compelled to complete a task or achieve a goal; energy and initiative to complete a task.

Target Intensity Level: 92

**5. Decisive:** Ability to put an end to any controversy or ambivalence; showing little or no hesitation; resolute, determined, commanding.

Target Intensity Level: 85

**6. Integrity:** Adherence to moral or ethical standards; honesty; respected by others.

Target Intensity Level: 98

**7. Assertive:** Self-assured, confident, aggressive, dogmatic, forceful, decisive, pushy.

Target Intensity Level: 78

**8. Communicative:** Ability to get one's perspective or instructions across to others; free-spoken, easily understood.

Target Intensity Level: 92

**9. Confident:** Having a strong belief or full assurance; sure of oneself.

Target Intensity Level: 98

**10. Dependable:** Worthy of trust, reliable, faithful, responsible.

Target Intensity Level: 89

**11. Negotiator:** Ability to deal or to bargain with others; ability to discuss, to settle, and to transact.

Target Intensity Level: 39

**12. Empathic:** Sensitive to others; ability to take others' perspective; attend to others, to heed, to wait attentively.

Target Intensity Level: 78

**13. Discipline:** Acting in accordance with rules or a regimen; self-trained; controlled; strong work ethic.

Target Intensity Level: 86

**14. Adaptable:** The ability to adjust to new situations or environments; the ability to fit in or change in order to achieve a goal.

Target Intensity Level: 93

**15. Coaching:** Ability to give instruction or advice to guide co-workers; didactic; work with others to improve.

Target Intensity Level: 75

**16. Leadership:** Ability to direct or command; inspire others; ability to take charge and succeed in accomplishing goals; to handle, direct, or govern.

Target Intensity Level: 75

**17. Organized:** Ability to coordinate; systematic; keep things straight.

Target Intensity Level: 75

**18. Passionate:** Ability to feel strongly about a task, job, or others; fervid; intense.

Target Intensity Level: 75

**19. Amiable:** Pleasant, friendly, good-natured, sociable, agreeable.

Target Intensity Level: 78

**20. Creative:** Having originality in thought or expression; imaginative; able to generate different solutions.

Target Intensity Level: 67

Traits with little impact or difference.

**Charismatic:** Personal quality or power that makes a person capable of influencing or inspiring others; able to inspire enthusiasm and devotion in others.

**Delegate:** Ability and willingness to appoint others for tasks or to represent interests.

**Visionary:** Ability to imagine and anticipate future trends; high-level, powerful; seeing the big picture.