This JobScan Report is specially prepared for:

Sales Executive Sample
(Survey date: 12/20/10 | Generated on 09/19/11)

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Based upon the job analysis input(s), the **BASIC/NATURAL PROFILE** describes a person who is:

Convincingly authoritative and action-oriented. A doer and driver to get results that may be somewhat unorthodox. Very competitive and goal directed, usually within an organizational setting. Appreciates a structure, delegates details to others and requires accurate results.

Effective in developing people, at the same time very direct and independent. Enjoys social interaction. May come across more strongly than you realize.
The **DOMINANCE** trait, which is highest, can be described as being self confident, controlling, aggressive, competitive, direct, things-oriented and a risk taker.

The **EXTROVERSION** trait and its relationship to the above would represent a person as being friendly, empathetic, interactive and interested in people. Social or team interaction is natural.

The **PACE** trait suggests a fast paced, action oriented and impatient person. Described as a doer and driver, and perhaps seeks change.

The **CONFORMITY** trait indicates a non-traditional, candid, informal, and general (big picture) person. Known for being independent and a free thinker, prefer to delegate matters of a technical and detailed nature to others unless a strong sense of motivation exists.
THE POSITION NEEDS THESE UNIQUE TRAIT PAIRS:

DIRECT and/or PERSUASIVE

An ability to either directly tell or persuasively sell as the situation needs (Dominance and Extroversion equal).

ORGANIZATIONAL ADVOCATE

Actively promotes and supports team/organizational goals. Appreciates structure; delegates details but requires accurate results. An organizational hook is evident (Low Conformity over Low Pace).

HARD CHARGING

Competitive, hard driving actions. Wants fast results (High Dominance over Low Pace).

FAST, FLUENT COMMUNICATIONS

The ability to quickly and effectively convey ideas and information in an influential manner (High Extroversion over Low Pace).

CONFIDENT RISK TAKER

A willingness to take calculated risks to reach goals (High Dominance over Low Conformity).
LOGIC

This person will most NATURALLY base decisions on:

FEELING

An initial, automatic conclusion based on an inner sense.

Rely on initial viewpoint. Have a strong sense of actions to take and ways to solve problems. Usually able to make quick decisions with confidence.

Have a sense of what decision to make when in situations involving decisions about new projects and people issues where few hard facts are available. May perceive people who depend on facts to be inflexible and unreasonably demanding.

Feeling style makes valid decisions based on the continual mental recording of information through observations, experiences, reading and listening.
ENERGY STYLES

How individuals approach tasks or accomplish goals. There are three energy styles that people use.

This person’s NATURAL or primary style for accomplishing goals is through:

THRUST

A ROCKET launch style. A highly inner directed, self starting and intense energy.
KINETIC ENERGY LEVEL

The KINETIC ENERGY LEVEL for the job needs to be in the:

HIGH ACHIEVER ZONE (6)

Appear to have endless energy. Will be most effective with extensive opportunities and diverse ways to direct this significant level of energy.
MANAGEMENT/LEADERSHIP STYLE

AUTHORITATIVE/DECISIVE

Tend to take direct command, to be inner directed, and self styled. Will make decisions that are conceptually analytical unless tempered by FEELING, intuitive style LOGIC. Prefer to obtain positions by winning them.

COMMUNICATION STYLE

TELLER/AUTHORITATIVE

Tend to use a forceful, direct approach, and will readily express opinions with strong, frank statements. Tend to be clear and concise, and prefer to say things only once.

BACK-UP STYLE

The immediate supervisor should be aware of the possibility of this behavior occurring.

DICTATORIAL STEAMROLLER

When all else fails, may turn into a steamroller or become dictatorial to gain, regain or maintain control of a situation. May not actually do this, but will at least feel like it.
NEGATIVE ENVIRONMENTS

Too many external controls, incompetence, trivial interferences can be detrimental to this individual.

HOW TO ADVERTISE

When seeking a person with this profile, use the terms and phrases below to attract the largest percentage of job-matching applicants.

- Opportunity
- Status
- Money and Material Things
- Friends
- Challenge
- Power
- Praise and Recognition
- People to Talk To
- Group Activities
- Good Working Conditions
- Identification with a Group
- Independence and Freedom
- No Supervision
- Freedom from Structure
- No Restrictions
- Unusual Assignments
- A Fast Pace
- Variety
- New Environments
- Freedom From Routine
- More Time in the Day
- Outside Activities
- Travel
- Big Picture Potential
- Problem Solving
- Authority
- Prestige and Position
- Accomplishments and Results
- Direct Answers
- Freedom to Control
- Bottom Line Results
MANAGEMENT INSIGHT

The ProScan report descriptions have emphasized the basic, natural characteristics, strengths, and positive qualities of the individual. It is important that a manager recognize these strengths and use them to develop the individual to their fullest potential.

The highest trait has a significant influence on a person’s actions and ways of doing things. However, there is a possibility that this high trait can also become negative when MISUSED.

Be prepared to recognize these unproductive behaviors:

- Extreme behaviors in stressful environments/situations. (See BACK-UP STYLE)
- Negative use of strength. (Aspects of a trait used in damaging ways)
- Actions based on a faulty value system. (Dishonest, unethical, irresponsible ways)

It is helpful for managers to learn how to minimize unacceptable responses and actions through effective communication. Unless the person with a high trait of DOMINANCE has learned to avoid reacting to situation in unproductive ways, the following responses might be observed at times of pressure:

A tendency to challenge management, particularly if it is perceived to be incompetent.

Demand for strong and decisive actions with rewards and consequences.

Set unrealistic demands and deadlines for self and others.

Negative reaction to any supervision which looks over the shoulder.

A take-control approach.

Competitive to the point of winning at any cost.

A dictatorial, steamrolling and intimidating manner.

Apparent disregard for others' feelings by using brusque, sharp expressions. (This may be a shield to protect emotions, soft heartedness or insecurity).
A separate and special consideration for this individual is a typical fast pace. May seek change, have a quick temper and become bored if things do not happen quickly. May be a wheel spinner if not organized.

**IN CONCLUSION:** If you need assistance with this Job Model, please contact your PDP Representative. Refer to the last page of this report for contact information.
## Sales Executive Sample

Survey: 12/20/10
Job Dynamics Analysis on Model

### Job Model Intensity Chart

<table>
<thead>
<tr>
<th>Kinetic Energy Level</th>
<th>Energy Style</th>
<th>Conformity Systems Trait</th>
<th>Phase</th>
<th>Extroversion People Trait</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultra Force Zone (7)</td>
<td>S</td>
<td>Judgemental Pervasive</td>
<td>Sensitive</td>
<td>Overwhelming Forceful</td>
</tr>
<tr>
<td>High Achiever Zone (6)</td>
<td>A</td>
<td>Systematic</td>
<td>Sensitive</td>
<td>Provocative</td>
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<td>Endless Zone (5)</td>
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<td>Achiever Zone (4)</td>
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<tr>
<td>Productive Zone (3)</td>
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<tr>
<td>Effective Zone (2)</td>
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<tr>
<td>Critical Zone (1)</td>
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</tbody>
</table>

### Intensity Chart

- **S**: Sensitive
- **A**: Analytical
- **T**: Taken
- **F**: Feeling
- **I**: Intuition
- **K**: Independent
- **U**: Urgent
- **R**: Reserved
- **S**: Supportive

### Logic – Basis for Decision Making

- Rely on established theory
- Need qualitative data
- Seek uniform fact-finding procedures
- Examine empirical evidence
- Use innate intuition and recognition
- Respond instinctively
- Relate to SWOT analysis

### Fact – Analytical

- **T**: Taken
- **F**: Feeling
- **I**: Intuition
- **K**: Independent
- **U**: Urgent
- **R**: Reserved
- **S**: Supportive

### Feeling – Intuition

- **T**: Taken
- **F**: Feeling
- **I**: Intuition
- **K**: Independent
- **U**: Urgent
- **R**: Reserved
- **S**: Supportive

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