

# **Break Through to Higher Performance and Boost Your Sales Success!**

**Build SELF-Esteem, SELF-Confidence, and Bolster Belief in Your SELF!**

In this ebook you will learn HOW to Improve your Personal Performance and Increase your Income!

Learn how the Sales Success Value Profile will Assess, Identify and Capitalize on your abilities, maximize your talents and leverage your strengths in 46 critical success factors.

The Value Profile is one of the most powerful tools ever developed to find and fulfill human potential. Developed by Nobel Prize Nominee and world respected peace pioneer Dr. Robert Hartman, the Value Profile is based on the breakthrough science of Axiology (study of human values and judgments).

The Value Profile can measure your values, talent and capability with the precision of a thermometer registering your body temperature.

Using the science of Axiology and the mathematics of calculus, in 15 – 20 minutes you can have the operator's manual to one of the most powerful forces on the planet - your thinking.

Axelrod Learning is proud to be your world-wide marketing partner for Value Profiles, Inc.

Please forward all of your inquiries or interest directly to Axelrod Learning. [Email us.](#)

[Visit our home page](#), and select the special reports that best meet your needs.

Call us at 1-973-736-1304. If you don't see what you're looking for please let us know.

Send an email to me personally [mitch@valueprofiles.com](mailto:mitch@valueprofiles.com). Or, better yet, speak with us about how you want to release the highest and best you have to offer the world.

If you are interested in re-marketing the Value Profile or being certified as a consultant, call our offices directly at 1-973-736-1304. Ask for me, personally.

Welcome to our growing family of people who have seen life, livelihood and living transformed with the help of the Value Profile. I look forward to hearing from you.

Mitch Axelrod  
Value Profiles, Inc.  
[www.ValueProfiles.com](http://www.ValueProfiles.com)

# Why Use the Value Profile?

## The Value Profile TRANSFORMS LIVES!

The Value Profile gives you insight into WHO you are, WHERE you are, and HOW you got here. It validates your strengths, gives you access to your untapped potential, and empowers you to unwrap your gifts.

It measures WHAT you value, HOW you think, and WHY you choose what you choose. It shines the light on what you don't know you don't know. It does all this in a loving, positive and totally supportive way.

The Value Profile is NOT a psychological battery, intelligence or personality test. It's not another self-help device, and it's not designed change or fix you (you are not broken). It will point you to know what to do, where to go and what to choose, because it lets you know where you are today.

You CAN invest your life in using the talent, ability and gifts you have. With your Value Profile, you gain clarity and make better value choices, and create new possibilities for having your life work the way you want it to work.

You have greatness trapped within you yearning to be set free. It's your thinking that's stands between you and the life you're meant to live. Free yourself. Know yourself. BE yourself.

I commit my life and livelihood to this work, and bet my future on the possibilities it creates for you and the world we live in.

The only way you can truly experience the personal benefits of knowing your values and releasing your true potential using the Value Profile is to do it for yourself.

It's just like life. You can't play unless you come out of the stands and get in the game. Get in the game. Come play with us.

### You can accomplish these outcomes...

- Re-solve a problem, challenge or conflict you have that is in the way of getting what you want out of your life, livelihood and living;
- Eliminate a major obstacle that blocks your success and achievement, happiness and fulfillment, joy and satisfaction, abundance and prosperity;
- Unleash your greatest strengths, and bring the best you have to whatever you do;
- Transform the quality of your personal and business relationships,
- Enrich your life, enliven your livelihood and earn a more prosperous living;
- Build SELF-Esteem, Boost SELF-Confidence, and Bolster Belief in Your SELF;
- Increase your leverage-ability and get paid what you are really worth in the marketplace.

**Whether your objective is to...**

- **Create more balance in your life,**
- **Re-solve a conflict, concern, issue or problem,**
- **Make an important decision with less stress, tension and anxiety,**
- **Discover what blocks you from having life your way and living a life you love,**
- **Advance at work, get a raise or promotion,**
- **Make a career change or start a business,**
- **Grow or expand your business and career options,**
- **Increase personal productivity, performance and profit,**
- **Be a more powerful communicator,**
- **Spend more time with your family, or...**

...any other specific area of your life, livelihood or living you want to alter, these tools and this tele-training will get to the source and bring you the result you seek.

**If any one or more of these are important to you, then...**

**[Click Here right now to register for your personalized value profile online.](#)**

**OR, go right to page 52 below and complete your registration.**

**Then, complete the Value Profile Survey Online. We will mail your comprehensive Value Profile Report directly to your office or home.**

**You will receive our Group Coaching Tele-Conference schedule that you can participate in and receive a professional evaluation of your Value Profile Report. You can volunteer to have your profile reviewed on these tele-conference calls, clarify and ask any questions you like.**

**Optionally, you can choose to receive Personal Feedback and Coaching in single or multiple follow-up coaching sessions. [See #3 and #4 here.](#)**

**The whole process takes 15 minutes to complete your profile. The value is for life. [Right now, register for your Success profile online.](#) OR, go to page 41 for the print order form.**

**Your life, livelihood and living will never be the same!**

**Mitch Axelrod, Founder  
Value Profiles, Inc.**

# Sales Success Value Profile

The Sales Screen and Sales Success Value Profiles give you pinpoint feedback on the most critical capacities necessary for selling success.

Using the Sales Screen, you can know with precision and certainty BEFORE YOU HIRE PEOPLE whether they can sell, and even more important, "will" they sell. You can even know if they WILL SELL FOR YOU!

Using the Sales Success Value Profile, you can improve the performance of the people you already have.

The Sales Screen measures 26 capacities in these categories:

## “Can Sell”:

- Empathy/Client Relationships
- Handling Customer Rejection
- Personal Drive

## “Will Sell”:

- Self-Starting Ability
- Internal Motivation

## The Sales Screen includes:

- Synopsis and Strength Rating of 26 Selling Capacities
- Suggestions to Capitalize on Personal Selling Abilities
- Training/Development Recommendations
- Interviewing Questions/Comments/Suggestions for hiring and selection.

TO DEVELOP THE POTENTIAL OF SALESPeOPLE, USE...The DELUXE Sales Success Profile. This is more in-depth and extensive, and measures 46 capacities in these nine categories of abilities:

- Empathy... value others, their needs, wants and viewpoints; to communicate and listen with compassion
- Practical Ability... use common sense; to identify and solve problems
- Organizational Ability... set short and long range goals, plans and steps to achieve
- Ability to Handle Rejection... appreciate self-worth, identity and intrinsic value; manage rejection
- Self-Starting Ability... marshal energy to attain goals; persistence and consistency
- Achievement Drive... internal impetus, strive to achieve results; goal ambition
- Discipline for Selling... general work ethic and attitude toward getting things done
- Stress Index... how seven different measures of anxiety, frustration and stress affect performance
- Motivation Index... six internal and external motivators; measures what's most important and valued

**The Sales Success Profile is a comprehensive and in-depth report that includes:**

- Overview Bar Graph - Overall Strength Rating in each of nine categories
- Component Analysis - Strength Rating of all 46 capacities in nine categories
- Core Strengths - best personal selling abilities and how to capitalize on them
- Development Comments - Primary and Secondary areas to improve performance
- Sources of Flow - areas with great upside potential
- Sources of Interference - areas that get in the way of peak performance
- Attitude Composite Survey – World
- Attitude Composite Survey - Self
- Overview of Success Attributes

**Develop a High Performance Sales Team!**

Building a successful sales organization requires reliable knowledge about the potential strengths and development needs of each member of the team. Knowing what talents you have to work with and what problems you can expect, gives the manager the capacity to build a development program based on real needs and directed toward realistic performance outcomes.

Using the Managing Innovation and Sales Success Profiles, we can provide you with in-depth analysis of your managers' capacity to manage to maximum performance, and the capacity of your people to sell.

Unlike most instruments, the value profile will tell you...

**CAN THEY SELL** (do they respond to customer needs, can they handle rejection, do they have personal drive) and,

**WILL THEY SELL** (how is their discipline for sales, are they self starters and what motivates them).

**To assist you in creating a prescriptive sales development and coaching process we:**

1. Provide one-to-one "Value Profile" feedback and training sessions for the Manager(s) responsible for developing and selecting a high performance team, and the people who do the direct selling. The manager receives information and insight into his own approach to employee development, personal management and interview style.
2. Conduct a "Value Profile Study" using assessments of your "top" and "bottom" staff. This will enable you to identify the values and attitudes that most influence effective performance. You can also determine and install the type of training and support that will improve performance.
3. Provide the Manager(s) with:
  - a review of the study findings
  - detailed training recommendations
  - coaching guidelines for improving sales performance.
  - critical characteristics for future hires
  - skills in using "Profile" reports for interviewing

## **An added bonus for companies who serve customers or clients...**

You can use value profiles to add value to your customers and your prospects as well. This powerful tool enhances and deepens relationships between individuals, and among people. It gives insight into decision-making that arms people to be better buyers, and better decision-makers.

As the source of that added value, you will be viewed as a trusted advisor. Should that person want or need what you offer, you will be in line, probably first in line.

The value profile can help you to turn prospects into customers, customers into lifetime buyers, and lifetime buyers into marketing associates.

That's called **leverage-ability**.

**To complete the Value Profile takes 15 - 20 minutes. The value is life-long.**

We recommend on-site consultation and feedback with the Manager and/or Sales Managers, to teach the process and provide personal and group feedback.

The total cost for an analysis of entire sales staff and feedback with the sales manager(s), is far less than the cost of turn over on a few new hires.

Once this process is completed, the Sales Manager(s) is prepared to interpret Profile results on future sales candidates. Profiles are then purchased on computer disks that enable you to self-administer and run computer generated profiles. Your trained in-house staff will then be able to give feedback and interpretation to your people throughout the process of selection, hiring, training and development.

Call us today at 1-800-947-2537 to discuss how Value Profiles™ can make an immediate impact on the personal performance and productivity of your people, and increase the profit-ability of your organization.

Or, Email me right now. [mitch@valueprofiles.com](mailto:mitch@valueprofiles.com)

# About the Value Profile...

## A Powerful Success Tool for Work and Life!

### **Introduction:**

The Value Profile provides crucial information for the entrepreneur and the intra-preneur, defining with scientific precision the way you think. It hits the center of the target every time, measuring your abilities and motivation to perform with regard to twenty-five key factors connected to career success as an entrepreneur, or, intra-preneur.

In today's world, we are all entrepreneurs (self-employed), or intra-preneurs (other-employed). Whether you are an entrepreneur or intra-preneur, success in the 21st century is going to require you to think, plan, and value your work as IF you DO own the company.

Insights gained through the Profile create an opportunity for a sizeable impact on performance, productivity and profitability for the individual being profiled.

You can re-chart your journey as necessary or desired to reach a more favorable destination. Choices include taking a different route, travelling on an entirely different path, or taking the same trip and the same route, but with a lot more confidence and enjoyment.

The Profile experience encourages you to acknowledge and focus on your strengths, accept the areas that are not as strong, and ensuring that these "limitations" don't get in the way. The results from this simple shift in attention are extraordinary!

By focussing on strengths, you can apply your time and energy to the areas which are most productive. In fact, one or more areas of strength may have never been used before! An area of less strength can be handed off to an employee, partner or vendor who possesses that particular strength. If practical or necessary, you can choose to become stronger in this area, now that you've pinpointed and isolated it.

By leaning on strengths and thereby spending more time on those activities which produce greater results, cash flow and enjoyment, you create a treasure trove of added fulfillment and positive results, on a daily basis.

By accepting limitations, we release the pressure to be good at everything. We gain control by release, by not allowing limitations to get in the way of our success.

### **How the Profile Compares:**

The Value Profile goes way beyond that of other assessment tools on the market. It measures purpose and passion because participants are asked to feel as well as think. Rather than asking only the questions "what?" and "how?", the Profile also asks "why?" the what and how have come to be.

Although other profiles measure abilities and perceptions, they don't measure the factor which is hardest to observe, but most important to understand..... that which has meaning for and motivates an entrepreneur and which provides the particular focus that will create brimming success rather than extraordinary mediocrity - the joy of fulfillment instead of the shallow satisfaction of just getting by. This factor is measured by seeing "why" we do what we do and think what we think.

This science of Axiology is one of the great breakthroughs of the 20th century, and now, you can use it to measure your values with the certainty of a ruler measuring an inch.

It is not apparent from the Profile instrument how a particular response will equate to a rating or score. Therefore, participants cannot intentionally control the results. Other assessment tools give away the response/rating relationship by making it obvious in the nature of their tests. Results are therefore dependent on the integrity of the person being profiled.

The Profile measures unique patterns that belong to each individual. Two groups of eighteen items are ranked from best to worst, or by degree of relative good or bad. Each group can be ranked in 6.4 quadrillion ways. The Profile is based on advanced mathematical formulas and provides scientific accuracy plus a level of individual detail unmatched by other assessment programs.

### **What the Profile Measures:**

Each test measures three different types of values. Values are core personal traits and are key ingredients in the recipe of success and fulfillment. The three types of values: intrinsic, extrinsic and systemic are each measured six times in both eighteen item tests.

**Intrinsic values:** the highest order of value, include the capacity to appreciate one's SELF, other people and the surrounding world. They include the attachment of meaning or motivation to something as unique and special. The worth of intrinsic values is infinite and cannot be measured. Intrinsic values include self-esteem, self-worth, empathy, compassion, intuition, and unconditional love; essentially, anything unique and one-of-a-kind that is irreplaceable and infinite in value.

**Extrinsic values:** the next order of value, include those values associated with building things, producing results, measuring, and comparing, using the five senses; all things practical and pragmatic, finite and replaceable. It also reflects our attitude and value towards money and material things, social status and prestige, competence, confidence and satisfaction with our roles. Extrinsic values can always be quantified and measured. They are finite, and therefore lesser in value than intrinsic values.

**Systemic values:** have to do with the way we view and interact with systems, structure, rules, laws, order, policies, beliefs, right and wrong, good and bad, organizations and institutions. These values are dualistic - there are only two dimensions of value. Typically, there are two ways of viewing that which is systemic - it's right, or wrong - it's good, or bad - it's black, or white - it's either, or - it's perfect, or imperfect.

Dr. Hartman discovered, and then mathematically proved, that we can measure our values in these three dimensions with precision and accuracy. The Hartman Value Profile is the only instrument known to man that can reflect our real values using with the precision of science and the accuracy of mathematics.



## **The Profile's History:**

Today, there is a growing stable of "value" profiles, all of which measure the three levels of values described above.

There are profiles for personal performance, career (entrepreneurs and intra-preneurs), hiring and selecting, training and developing employees, salespeople, customer service people, telemarketers. There are profiles for team-building, managers, executives, and CEOs. Newly completed is the Personal Pathfinder, a powerful profile also available for teens. In development are value profiles for relationships, and a prototype profile is now available that can measure and assess tolerance to risk and investing.

The history of the Value Profiles can be traced back over fifty years to pre-World War II Germany. Dr. Robert Hartman, creator of the Hartman Value Profile, was born in Germany in 1910. As a young man, Hartman was a lawyer and magistrate who actively worked against Adolph Hitler and his Nazi party. He chose to leave Germany when Hitler rose to power. Although raised Catholic, Hartman's father was Jewish. He feared for his life, his family, and his country.

As an international professor of philosophy, Hartman devoted the rest of his life to studying and teaching human values, and is credited with the discovery of the theories and mathematical models behind applied Axiology, the science of human values. His life's purpose was to answer the question, "Why does a killer in war get a medal, when a killer in peace gets the electric chair?" Really, he pondered "what makes good people do bad things?"

Robert Hartman read and wrote in fifteen languages and spoke seven languages. He developed the Hartman Value Profile out of a commitment to help individuals and organizations reach their potential for success and to be of highest service to others. As a result of his life's work in value mathematics, and his contribution to peace in the world, he was nominated for a Nobel Prize in 1973 shortly before his untimely death.

The Value Profiles have been improved, refined and expanded over many years with the help of Dr. Hartman's doctoral students and others, most notably Wayne Carpenter of the Value Resource Group.

## **Value Profiles Today:**

In the past, processing and interpretation of the Hartman Value Profile, which utilizes complex mathematics and calculus, required hours of time and the experience of axiological professionals.

With the advent of computers and the development of specialized software as well as new training technologies, Value Profiles are now available for a fraction of their previous cost - a cost which is now very affordable to all individuals and businesses, small and large.

Wayne Carpenter and Harvey Schoof, two pioneers of modern Axiology, have worked for more than 30 years with dozens of assessment tools. After seeing the results of this profile with more than 600,000 people world-wide, Carpenter and Schoof are convinced none approach the Value Profile in accuracy, level of detail or depth of measurement.

We use the full line of Value Profiles as a foundation for coaching, consulting and development work performed for many types and sizes of businesses, some of which are among the most successful and well-known companies in the world. We also now have the privilege of making this breakthrough science and process available to every single person, from eight to 80.

Today's Value Profile embodies over thirty years of extensive testing, including hundreds of validation studies, and thousands of individuals profiled. The results have proven conclusively that the Profiles work as intended, and can be relied upon to provide valuable and constructive information to serve the purposes for which they were created.

### **The Profile Process:**

Completing the data which reflects an individual's values is a simple process. This is a two-part survey that measures the 46 key capacities that provides the data for your Profile. Two sets of eighteen items each are ranked in order of relative good and bad to the person doing the ranking. The "right" answers are those which reflect the true and unique values of this person. The survey takes only 15 minutes to complete.

The actual profile survey that you will complete is on page 14 - 15. However, we have programmed and developed an online form to complete your survey securely on the Internet to increase speed and efficiency in obtaining your Value Profile Report.

### **Your Personalize Value Profile Report:**

**A 25 to 35 page report is generated which measures nine categories and rates your overall degree of strength in 46 key factors most responsible for sales and business success.**

These categories are described on page 5, and you can view a sample bar graph of these nine categories on page 22. The individual Component Analysis Charts follow on pages 23-31.

Success doesn't require you to excel in all these arenas, or possess all these characteristics. You maximize your full potential when you take advantage of every strength you have, without letting your deficits get in the way. How? You others who can complement you in your development areas. This is true for everyone, entrepreneurs and intra-preneurs alike.

### **Description of the 25 capacities measured by the Sales Success Value Profile:**

In these nine categories, a total of 46 capacities are measured. Each capacity is rated on a scale with five degrees of potential: excellent, very good, good, fair, unclear. These distinctions are explained on page 16.

Recommendations to use and build upon strengths are found in the Core Strengths (see page 37). How to strengthen your less developed capacities is outlined in the Primary and Secondary Development Comments (see page 32-36). Finer distinctions are detailed in the "Sources of Flow" and "Sources of Interference" sections see page 46-51). In short, the profile report gives you a wealth of information for interpretation.

### **Using the Value Profile you can:**

- Identify how the biases in your thinking affect your decisions
- Recognize how your decisions impact the results you get
- Apply all of your natural talents to their fullest potential
- Develop/maintain realistic attitudes that will lead to your success

### **Its Affordable, Adaptable & Proven:**

The Value Profile is priced right for continued use at regular intervals. Profile results will change as you change, like the mercury in a thermometer reflects a change in the temperature. It measures it every time with scientific precision.

You get a computer-generated report, approximately twenty pages.

In addition, you can request:

- An in-depth review of the report by a Value Profiler or Certified Consultant,
- A telephone evaluation session to give you feedback and interpretation, and
- Ongoing coaching, training and support to assure continued success.
- Additional coaching and training time is quoted based upon individual needs.

**Individual profiles are guaranteed for a period of thirty days from the date of payment. If you are not satisfied with the validity or accuracy of the results in this time, you can request and receive a full return of your profile fee (shipping and handling charges are not refunded).**

### **Value Profilers™ and Certified Consultants Add Value:**

The maximum benefit from a Value Profile is gained when it is reviewed and evaluated by a Value Profiler™ or certified consultant. These are people trained to provide valuable insights on the report, and give you feedback to turn this information into insight into action.

Value Profilers complete a training program presented by certified Axiologist and master trainer Harvey Schoof. Profilers are trained to interpret the profile, give feedback on its meaning and application. Profilers and receive continued training and support from Mr. Schoof, and Mitch Axelrod, who has applied Axiology and used the Value Profiles with major corporations and small business owners for the past ten years. Mitch is a speaker, trainer, and published author, and his strategies and methods are used by people in 21 countries around the world.

### **Conclusion:**

Entrepreneurs make financial investments every day in rent, office equipment, personnel, marketing, advertising, tele-communications and many other products and services needed to operate a business successfully. Intra-preneurs invest their most valuable resources in their work every day - time, mind, heart, commitment, ability to produce, and desire to perform.

**Why not invest a small amount in the most important asset of all? YOU!!!**

**The investment is modest. The upside is huge. The results - are for LIFE!**

**Don't wait! Discover and capitalize on your strengths and talents, release your potential, and experience all the success and fulfillment that is possible for you to have - as an entrepreneur, OR, and intra-preneur! Complete your own Value Profile today.**

I invite you to complete your Value Profile TODAY! You CAN invest your life in using the talent, ability and gifts you have. With your Value Profile, you gain clarity and make better value choices, and create new possibilities for having your life work the way you want it to work.

You have greatness trapped within you yearning to be set free. It's your thinking that's stands between you and the life you're meant to live. Free yourself. Know yourself. BE yourself. I commit my life and livelihood to this work, and bet my future on the possibilities it creates for you in the world.

### **The Next Step...**

The only way you can truly experience the personal benefits of knowing your best value is to complete your own value profile and experience it for yourself.

The investment for the DELUXE Sales Success Profile is regularly \$149 by itself (feedback and coaching are additional).

As a friend of Axelrod Learning, and for a limited time, we have put together an introductory high performance package you would be crazy to pass up.

**Invest ONLY \$147 (that's less than the cost of the profile by itself).**

### **You receive:**

DELUXE Sales Success Profile and comprehensive report (\$149 value).

Tele-seminar, "Breakthrough to Higher Performance and Boost Your Sales Success!" Three hours of what to do and how to do it, steps to leverage your strengths, boost your sales success and breakthrough to new levels of personal satisfaction (\$99 value).

**Plus... you get these two terrific free bonuses (\$97 value):**

Sales Alchemy... Turning Customers Into GOLD! ebook and video transcript.  
How to increase your income 33%, THIS YEAR and transform your sales success.

Learn the powerful methods and formulas we have used to help companies increase their top line revenues by hundreds of millions of dollars over the past 15 years. Sales Alchemy will show you how to leverage every aspect of your business into more sales, higher earnings, better bottom line profits. That means more income for you.

YOUR ENTIRE INVESTMENT is tax-deductible, so Uncle Sam will chip in.

If you have any hesitation, we make you this promise:

If you feel you get less than your money's worth with everything in this package, call us and tell us. We'll refund the difference. If you honestly feel it was worthless, we'll return your entire investment. This eliminates your financial risk and guarantees you can't lose your money.

Are you willing to match our commitment to you, and our confidence in you?

Are you ready to impact your life, livelihood and living in a positive and powerful way?

**If so, I invite you to...**

**[Register Here.](#)**

**[Then Complete your Value Profile.](#)**

**[Participate in our group tele-seminars.](#)**

**[OR> Choose personal feedback and coaching or our SPECIAL 60-DAY TURNAROUND.](#)**

As soon as you enroll and complete your profile, we'll run and mail the comprehensive report directly to you. Within one week you'll start to benefit from the insights you gain.

We'll email you a schedule of tele-seminar dates. You can volunteer to have your profile reviewed on the call, and you can ask any questions you like.

Or, call our offices at 973-736-1304 and speak with us. We'll help you make the right choice.

It takes about 15 minutes to complete your profile. The value is for life.

**[You can register online right now.](#)** Or, complete the printable order form on page 41.

Your life will never be the same.

My best to you to enjoy the personal success you deserve, and the freedom to live the life YOU love!

Mitch Axelrod  
[mitch@valueprofiles.com](mailto:mitch@valueprofiles.com)

# The Value Profile Survey

Following is the Two-Part Value Profile Survey that you complete to receive your personal Sales Success Value Profile. This survey measures all the needed criteria to complete the scientific assessment in the 46 key components for your success.

## HARTMAN VALUE PROFILE PART I - PHRASES

### ORIGINAL EDITION

by Robert S. Hartman, Ph.D.

#### Directions

On the right you will find 18 words or phrases. Each of these phrases (or words) contains something on which individuals may place different "values" (good or bad) -- depending on their own feelings about how good or bad it is.

Read all the phrases carefully. (If there is a word or phrase that you do not understand, ask what it means.)

Write the number "1" in the box by the phrase which represents the highest (most) value as far as you are concerned. -- that is, the one you feel is the **best**.

Write the number "2" in the box by the phrase which represents the next best (second best) value.

Number all of the items in the same way, to show the order of their respective values to you. Use a different number for each of the 18 phrases (3, 4, 5 and so on). The number "18" should be in front of the word or phrase that represents the lowest (least) value to you -- that is, the one that you feel is the **worst**.

Do not judge the expressions by the **importance** but **only by the goodness or badness** of their content.

Use the column of boxes on the left of the phrases for **practice**. Check to be sure the number you have assigned each phrase expresses your feeling, making any necessary changes. Then copy the numbers in the **final** column of boxes on the right.

Decide quickly how you feel about each of the phrases. There is no time limit, but most people are able to complete numbering all the phrases in about twelve to fifteen minutes. You may begin.

After you have finished, please **CHECK** to make sure that you have used all the numbers from 1 through 18, without repeating any. (Start with your number 1 and find each number up through 18.)

Practice

Final

<input type="checkbox"/>	A good meal	<input type="checkbox"/>
<input type="checkbox"/>	A technical improvement	<input type="checkbox"/>
<input type="checkbox"/>	Nonsense	<input type="checkbox"/>
<input type="checkbox"/>	A fine	<input type="checkbox"/>
<input type="checkbox"/>	A rubbish heap	<input type="checkbox"/>
<input type="checkbox"/>	A devoted scientist	<input type="checkbox"/>
<input type="checkbox"/>	Blow up an airliner in flight	<input type="checkbox"/>
<input type="checkbox"/>	Burn a heretic at the stake	<input type="checkbox"/>
<input type="checkbox"/>	A short-circuit	<input type="checkbox"/>
<input type="checkbox"/>	"With this ring, I thee wed."	<input type="checkbox"/>
<input type="checkbox"/>	A baby	<input type="checkbox"/>
<input type="checkbox"/>	Torture a person in a concentration camp	<input type="checkbox"/>
<input type="checkbox"/>	Lover of nature	<input type="checkbox"/>
<input type="checkbox"/>	A madman	<input type="checkbox"/>
<input type="checkbox"/>	An assembly line	<input type="checkbox"/>
<input type="checkbox"/>	Slavery	<input type="checkbox"/>
<input type="checkbox"/>	A mathematical genius	<input type="checkbox"/>
<input type="checkbox"/>	A uniform	<input type="checkbox"/>

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The Robert S. Hartman Institute

Cross out numbers used:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

To increase speed and efficiency in obtaining your Value Profile Report, you can complete the Value Profile Survey securely online at our website: [www.ValueProfiles.com](http://www.ValueProfiles.com).

Instructions to access the online survey form will be provided upon your registration.

## HARTMAN VALUE PROFILE PART II - QUOTATIONS

### ORIGINAL EDITION

by Robert S. Hartman, Ph.D.

#### Directions

On the right you will find 18 quotations. Each question contains something on which individuals may place different "values" (good or bad) -- depending on their own feelings about how much they agree or disagree with it.

Read all the questions carefully. (If there is a word that you do not understand, ask what it means.) The phrase "my work" does not refer to any particular job, but rather to what you are doing -- your occupation or the kind of work you do. If you are not pursuing an occupation, you may substitute for "my work" the phrase "what I am doing"

Write the number "1" in the box by the quotation you agree with most -- that is, the one which has the highest (most) value in your life.

Write the number "2" in the box by the quotation you agree with next most (second most).

Number all of the quotations in the same way, to show the order of their respective values to you. Use a different number for each of the 18 quotations (3, 4, 5 and so on). The number "18" should be in front of the quotation that has the lowest (least) value in your own life -- that is, the one you disagree with most.

Use the column of boxes on the left of the quotations for practice. Check to be sure the number you have assigned each quotation expresses your feeling, making any necessary changes. Then copy the numbers in the final column of boxes on the right.

Decide quickly how you feel about each of the quotations. There is no time limit, but most people are able to complete numbering all the quotations in about twelve to fifteen minutes. You may begin.

After you have finished, please CHECK to make sure that you have used all the numbers from 1 through 18, without repeating any. (Start with your number 1 and find each number up through 18.)

Practice

Final

"I like my work -- it does me good."



"The universe is a remarkably harmonious system."



"The world makes little sense to me."



"No matter how hard I work, I shall always be frustrated."



"My working conditions are poor and ruin my work."



"I feel at home in the world."



"I hate my work."



"My life is messing up the world."



"My work contributes nothing to the world."



"My work brings out the best in me."



"I enjoy being myself."



"I curse the day I was born."



"I love my work."



"The lack of meaning in the universe disturbs me."



"The more I understand my place in the world, the better I get in my work."



"My work makes me unhappy."



"I love the beauty of the world."



"My work adds to the beauty and harmony of the world."

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Cross out numbers used:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

# Components and Meaning of Your Value Profile Report

## For Sales Assessment and Managing Innovation

Here are the major components of your Value Profile report and what they mean:

### Global Graph:

This is a macro view of the categories and how developed your value talent is in each. It will reflect five levels of "capacity" from...

**Excellent** - this is a source of greatest strength for you. You have excellent potential in the capacities related to this category. Excellent capacities are a source of value for you to tap.

**Very Good** - this is the next level of capacity, which is slightly below excellent development. On rare occasion, a capacity in a very good category of value may get in your way, but for the most part, these are also areas of strength for you to capitalize.

**Good** - this rating means this value can be either a strength or a challenge for you. At times you may tend to overlook, not pay attention to, or not value this area as much as you do others. It will be listed as a secondary development area.

**Fair** - This capacity rating means you don't have a strength in this area, and this capacity will probably be in the way for you, a blocking value. This will be listed as a primary area for development.

**Unclear** - this area is one in which you pay little attention, and don't value at all. If this is vital for your work or business, and you are responsible for it, it can pose problems and challenges for you. Categories or capacities listed as unclear will be blind spots for you. This is NOT a weakness, simply an area that needs development, if it's crucial to your work. These show up as a primary development area.

### Component Analysis:

These nine pages break down each of the nine categories of the global graph. Each page identifies the specific capacities within that category and your current value talent in each. This gives you a complete "x-ray" for each of the capacities.

As in the Global Graph, each capacity is rated on the same scale from excellent potential to unclear development. Again, **Unclear Does NOT Mean "Weakness"** - it simply means you don't pay much attention to, value or have clarity in this capacity. These are not sources of strength as those in which you show up with very good or excellent potential.

At the bottom of each page is a glossary of terms, a paragraph describing the category in general, and each capacity more specifically.



## **Development & Strength Comments:**

The next pages list primary and secondary development comments, then strengths. There is a comment for each of the 46 capacities. Those which show up as good will be secondary development comments, those fair or needs development will be primary development comments.

Then, a series of pages listing the very good and excellent capacities as strengths. You get a description of the capacity, and a suggestion as to how to access that strength or work to develop that capacity.

## **Sources of Flow and Sources of Interference:**

These pages describe in paragraph form how you can use your top strengths and values (flow) to achieve greater career and workplace success, gain greater fulfillment from life, and enjoy more prosperous living. The sources of interference point out those major obstacles that can get in the way of satisfaction, joy, fulfillment, success and prosperity.

Pay very close attention to what these pages say, as they can be great sources of insight and breakthrough. When you are in the flow, life is good, has value and you find yourself fulfilled and satisfied. When life is not working the way you want it, look at the sources of interference as a potential to guide you.

## **Composite Attitude Survey:**

This is the crux of your entire current value structure summarized on two pages. These are usually the first two pages of the profile.

These two pages require more interpretation to get the full meaning and value from them. We explain them in greater detail during our coaching and feedback sessions. If you want to get the most value, and have your personal profile interpreted, we suggest personal, one-on-one feedback. Contact our office by phone at 1-973-736-1304 or email us and we can arrange private coaching.

These two pages are a summary of your value structure in the three dimensions of intrinsic, extrinsic and systemic values, and how you view the world and yourself in each. They are the source for the rest of the profile report. There are hundreds of different possible combinations here.

**Intrinsic value** is measured by empathy in the world, self-esteem in self.

**Extrinsic value** is measured by practical judgment in the world, and role awareness in self.

**Systemic value** is measured by system judgment in the world, self-direction in self.

The composite attitude survey measures your level of attention, balance and clarity in your view of the world and your view of yourself on three levels of value: intrinsic, extrinsic and systemic. For a better understanding of each, a short paragraph description of each dimension appears at the bottom of each composite page, AND, a larger description of each dimension of value is found in the Value Structure Overview (two pages after the composite attitude survey pages).

## There are four scales of Attention:

- **Inattentive**
- **Cautious**
- **Attentive**
- **Over-attentive**

This measures HOW MUCH attention you place on this area of value. Attentive and cautious means your attention is more balanced, you can see both sides of things and have more of an ability to be flexible or adapt-able in that dimension. The closer to the middle you are, the more "balanced" your attention, view or value.

Inattentive or over-attentive both reflect a sense of thinking in the extremes. It means you pay too little or too much attention to this area. The more issues you see in the extremes, the greater potential for stress, frustration or dissatisfaction you will experience in that dimension. The more extreme your attention, the more likely it is that you can overlook or miss important information that would make valuing more balanced.

### Attention will be described as follows:

**Inattentive...** "These issues are seldom as they should be." You tend to see what's wrong with things, and "dis-value" what you see in this dimension.

**Cautious...** "These issues often aren't as they should be." You can see both sides, but view issues in this dimension cautiously. Although balanced, you see more of what's wrong with things than what's right.

**Attentive...** "These issues are usually as they should be." You pay positive and balanced attention to these, see the "good" and what works, rather than the "bad" or what's wrong.

**Over-Attentive...** "These issues must be the way they are." You can be insistent and dogmatic that this is THE way it is. Over attentive to an area means it get a disproportionate amount of your time, attention and value, and can cause you to miss or lack attention in other areas.

Attention levels can and do shift as life circumstances change. You are not "locked in" to a certain attention level. It's where you are now. You have control over how much or little attention you pay to these dimensions, and can consciously shift your attention if you feel it will add value, enhance the quality of life, or improve the quantity of your results.

Attention measures how much "air time" these issues get relative to the whole of your thinking and decision-making. It also points out how much balance or extreme thinking you bring to these six dimensions of value.

## **There are five possible descriptions of CLARITY:**

**Crystal Clear...** you see the whole picture, have excellent insight and keen understanding of that dimension. Like in a panoramic movie where you can see the full 360 degrees of what's around you, you have a clear picture of the front, back and all sides. Although crystal clear, you may not be accessing this capacity fully, especially if you are inattentive or over-attentive to it. Being crystal clear, you do have it, and can call upon it when you pay attention to it.

**Clear...** you see most of the picture, have very good insight and understanding. In this level of clarity, you cut off a portion of the view. You begin to have blind spots at the clear level, which may or may not interfere with your ability to make good value decisions.

**Visible...** you see much less than is present, and experience a more narrow view of what is available. As such, this can reduce your alternatives, and offer a smaller range of choices. You have more blind spots, and are sometimes perplexed in situations in this dimension. Visible clarity means it will be harder to make decisions in areas of this dimension, as you see fewer options and alternatives available to you.

**Transition...** very limiting and narrow view. Transition means you are rethinking or unsure of present situation, what to do and how to proceed. You may be confused, and uncertain of your value in this dimension. You have narrowed the options and alternatives and may truly believe you "have no choice" but to do what you must. This can lead to a great deal of tension, upset and difficulty making value choices.

**Unconventional...** means you see things from a non-traditional, or unconventional point of view. You don't value the norm or conventional thinking in this dimension, and see things and ways of being others tend to miss or overlook. This doesn't mean you are a non-conformist, or rule-breaker, although both of those tendencies can show up (especially if you are inattentive). It means you see from an unconventional vantage point. This view can be of great value in certain types of jobs, work environments and creative endeavors, where a novel, creative or "out of the box" solution would be valuable.

These two pages of your profile are the crux of your value system. The rest of the report is drawn from the many different possible combinations on the composite attitude survey.

### **Value Structure Overview:**

These two pages "mirror" the composite attitude survey. Each page corresponds to the composite page before it, one for the World and one for the Self. In the Value Structure Overview, you'll find a paragraph summarizing your value structure for that dimension on the composite.

This correlates to the three levels of value in two worlds (world and self) just as the composite attitude does.

In the world, it measures your empathy (intrinsic), practical thinking (extrinsic) and system judgment (systemic).

In the self, it measures self-esteem (intrinsic - WHO you are), role awareness (extrinsic - WHAT you do), and self-direction (systemic - WHERE you're going).

## **That summarizes your Value Profile report.**

There is a great deal of information here, and much more below the surface, I suggest you review it a few times.

You can have individual coaching and feedback if you want to have your profile interpreted in-depth. This is done one-on-one. Let us know if you'd like personal feedback and coaching, and we'll be happy to arrange it for you.

### **Final note:**

You have before you an instrument that was 50 years in the making. The science of Axiology is the ONLY science that measures human values with mathematical formulas and the science of value logic. You can be sure that if you rank ordered the items according to your personal value, the report is accurate.

Use this as an opportunity to celebrate your unique, irreplaceable, and infinite intrinsic value, and as a way to achieve higher and better market value. Also, realize that your profile reflects YOUR decision-making process and how YOU think. You are not forever locked into a pattern, or limited to any particular kind of thinking.

**You have the power within you to experience a wonderful life, enjoy your livelihood and earn a more prosperous living. The Value Profile is your map, the operating guide and owner's manual to the one thing that governs your life - YOUR THINKING.**

Chart your course, set your sail and use this opportunity to make the future all you want it to be. All my very best to you for a rewarding and fulfilling life, livelihood and living.

Mitch Axelrod

[mitch@valueprofiles.com](mailto:mitch@valueprofiles.com)

**If you would like to learn how to earn part-time or full-time income as a coach or consultant, check out our Value Profiler Program and Training.**

**This program and training is now a HOME-STUDY course. Learn at your own pace, you can be running and giving feedback on profiles in 30 days or less, charging \$100 an hour or more, earning hundreds of dollars from each profile you run, and potentially, thousands each month. If you would like to speak with us further, call our offices at 1-973-736-1304.**

# Sample Value Profile Report

**Following is a REAL sample of a Sales Assessment Value Profile Report.**

This sample Value Profile Report includes the following sections below and ALL nine Component Analysis Charts. This sample Value Profile Report is a total of 30 pages – Your Value Profile Report may vary from 25 – 35 pages in length.

**Sales Assessment Profile** – Overview of Sales Attributes (1 pg)

**Component Analysis Charts** – One for each of the following categories: (9 pgs)

- **Empathy**
- **Practical Thinking**
- **Organizational Ability**
- **Handling Rejection**
- **Self Starting Ability**
- **Achievement Drive**
- **Discipline For Selling**
- **Stress Factors**
- **Sources Of Motivation**

**Primary Development Comments** – Based on each of the nine components (2 pgs)

**Secondary Development Comments** – Based on each of the nine components (2 pgs)

**Core Strengths** – Based on each of the nine components (5 pgs)

**Sources Of Flow** (4 pgs)

**Sources Of Interference** (2 pgs)

**Value Structure Overview World** – Intrinsic, Extrinsic & Systemic Values (1 pg)

**Composite Attitude Survey World** (1 pg)

**Value Structure Overview Self** – Intrinsic, Extrinsic & Systemic Values (1 pg)

**Composite Attitude Survey Self** (1 pg)

Each page includes a glossary of terms to identify each area of the Value Profile. Understanding each of the components should be reviewed on an ongoing basis to increase your awareness and monitor your progress.



**Axiometrics International, Inc.**  
*“Changing the World and the Future”*

# Sales Assessment

**Prepared for:**

*John Doe*

- *This material is confidential and personal.*
- *Please do not read this report unless authorized to do so.*
- *The content should not be used as the sole source for decisions regarding hiring, placement, career moves or termination.*

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# Axiometrics International, Inc.

## Congratulations

### John Doe

You are now in possession of your Value Analysis from Axiometrics International, Inc.

Axiometrics International, Inc., is an organization that utilizes the practical application of the life's work of Dr. Robert S. Hartman, the discoverer of a new mathematical science called Axiology.

Axiology measures your ability to value. Your capacity to value is a talent or ability by which you organize your thinking and emotions to make decisions or value judgments. Your value talent is a measure of your ability to:

- 1) see and filter what is happening around you, and in yourself
- 2) build concepts and ideas by focusing on what is important to you
- 3) translate your ideas and expectations into decisions.

These three activities are the keys to understanding how we all make decisions.

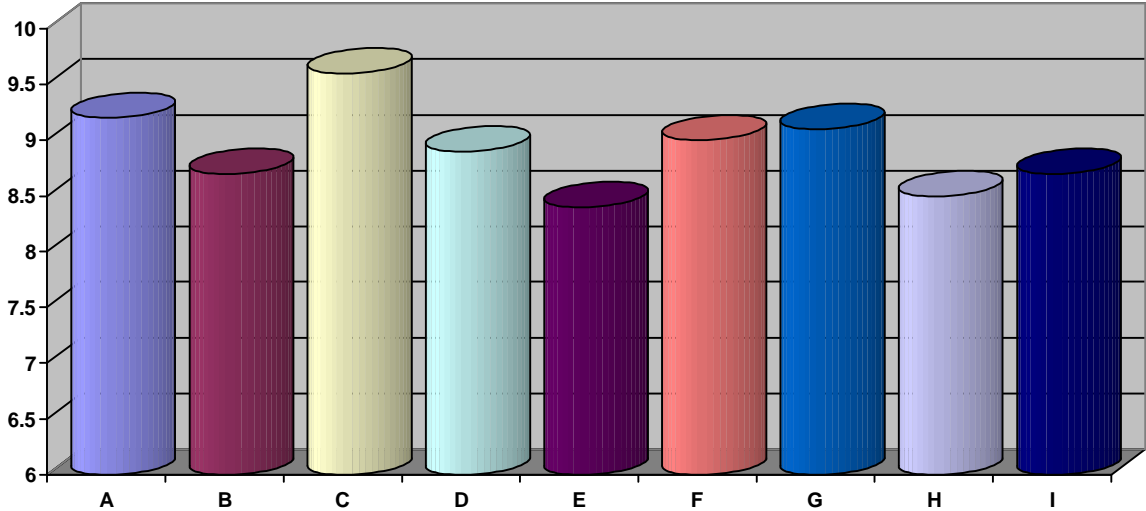
**John**, your ability to make value judgments is a natural activity of the mind and is similar to musical talent and ability. Each person has certain inborn skills or aptitudes. Some individuals have an ear for musical notes; others can be taught to recognize the notes. Both types of individuals can develop their natural talent and apply this talent as musicians. In the same way, some individuals have better developed natural talent for making value judgments and can make better decisions. These individuals have a clearer idea of what is important, can see things which other miss, are very creative problem solvers, make decisions which always seem to be on target, and are sensitive to the needs and concerns of others.

Value talent, like musical talent or sports talent, can be learned and improved. The first step in developing your value talent is to identify your level of development, and to find out what specific types of talent you have. The value analysis is designed to let you come into contact with your ability to think and make value judgments about yourself and the world around you. This analysis will give you an opportunity to experience the biases which focus your thinking, the natural skills which your mind uses on a day to day basis to make decisions, the strengths which belong to you, the areas for development which can improve your ability to be you, and the combination of talent which defines your uniqueness.

Remember that your value analysis is not a psychological, intelligence, or aptitude test. Your value talent is a measure of your ability to utilize your intelligence, access your natural and learned skills, and control your emotions. Your value profile describes the unique patterns that belong to you and capture both the unique structure of the way you think as well as the way you change as you grow and develop. Your value profile is a slice out of time, a cross section of your life's history showing where you are, how well you are using your talent, and the stresses and strains which you are experiencing.

## Sales Assessment

### OVERVIEW GRAPH



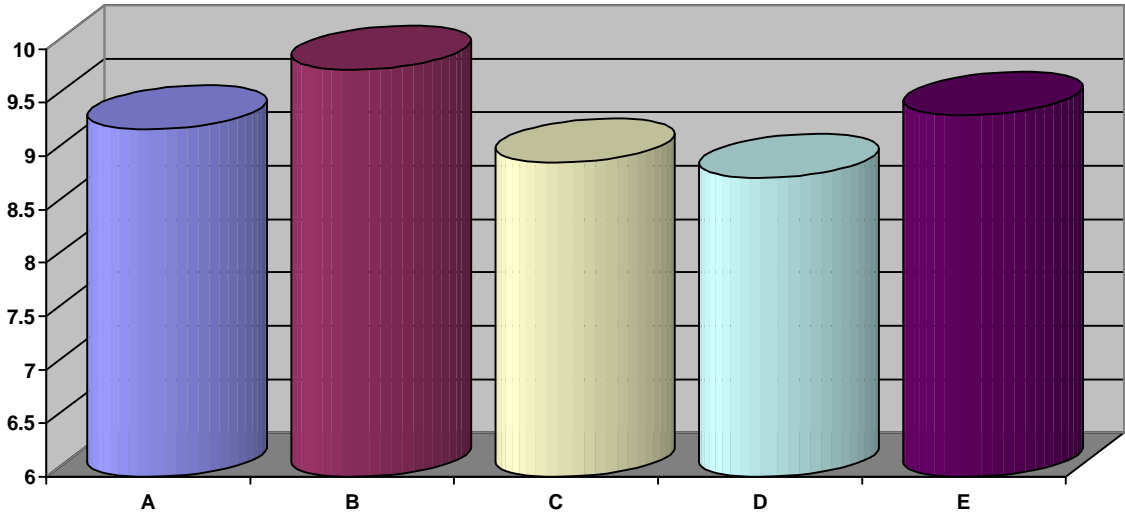
<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>6.0 to 8.29</b>

<b>A) Empathy (Secondary Strength)</b> — The ability to see, understand and relate with others.
<b>B) Practical Ability (Secondary Development)</b> — The ability to see and understand what needs to be done in common sense ways.
<b>C) Organizational Ability (Primary Strength)</b> — The capacity to plan and organize ideas into a consistent strategy.
<b>D) Handling Rejection (Secondary Strength)</b> — The ability to maintain a sense of inner self worth.
<b>E) Self Starting Ability (Secondary Development)</b> — The ability to get things done without the need for constant supervision.
<b>F) Achievement Drive (Secondary Strength)</b> — The ability to have a strong desire to push ahead and to achieve desired results.
<b>G) Discipline For Selling (Secondary Strength)</b> — The ability to work within guidelines, schedules policies and procedures to get things done.
<b>H) Stress Index (Secondary Development)</b> — The ability to handle stress without allowing it to interfere with getting things done.
<b>I) Motivation Index (Secondary Development)</b> — The ability to direct one's energy with a sense of purpose and direction.



## Sales Assessment

### EMPATHY



**EMPATHY: The ability to see and appreciate the value of others, to see and understand the viewpoint of others, to appreciate the needs and interests of others and the ability to utilize one's knowledge and understanding of others to relate and communicate effectively.**

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

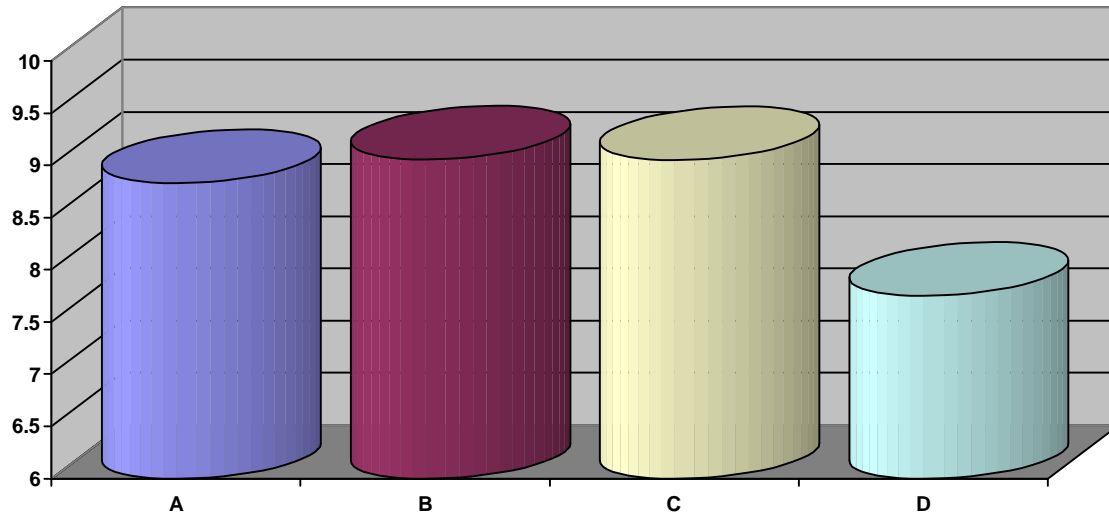
- A) Intuitive Insight (Secondary Strength)** — The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.
- B) Attitude Toward Others (Primary Strength)** — This capacity measures the degree of positive or attitude one feels about others, the degree to which one is either open and optimistic or skeptical about others.
- C) Evaluating Others (Secondary Strength)** — The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.
- D) Persuading Others (Secondary Development)** — The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.
- E) Relating With Others (Secondary Strength)** — This capacity indicates how well one can coordinate knowledge of others into action, how well one can get along with others, to what extent one can develop and maintain an open, positive relationship.

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## Sales Assessment

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### PRACTICAL THINKING ABILITY



**PRACTICAL THINKING ABILITY: The ability to make practical, common sense decisions, to see and understand what is happening in common sense ways, to readily identify problems and solutions in practical terms.**

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

**A) Common Sense (Secondary Development)** — The ability to readily understand what is happening and solve problems in practical, concrete ways.

**B) Evaluating What To Do (Secondary Strength)** — The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

**C) Sense Of Timing (Secondary Strength)** — This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

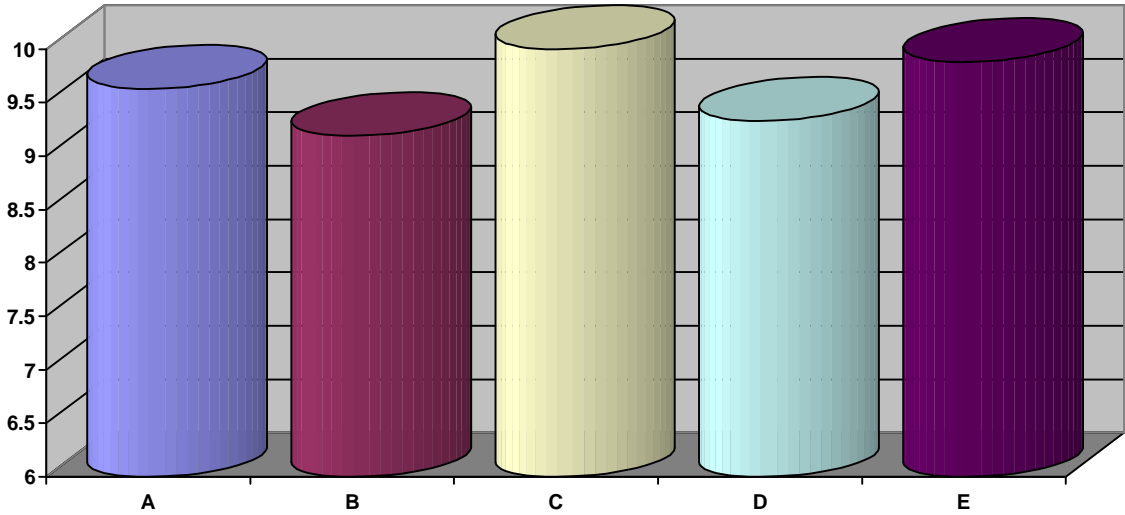
**D) Appreciation Of Things (Primary Development)** — The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

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## Sales Assessment

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### ORGANIZATIONAL ABILITY



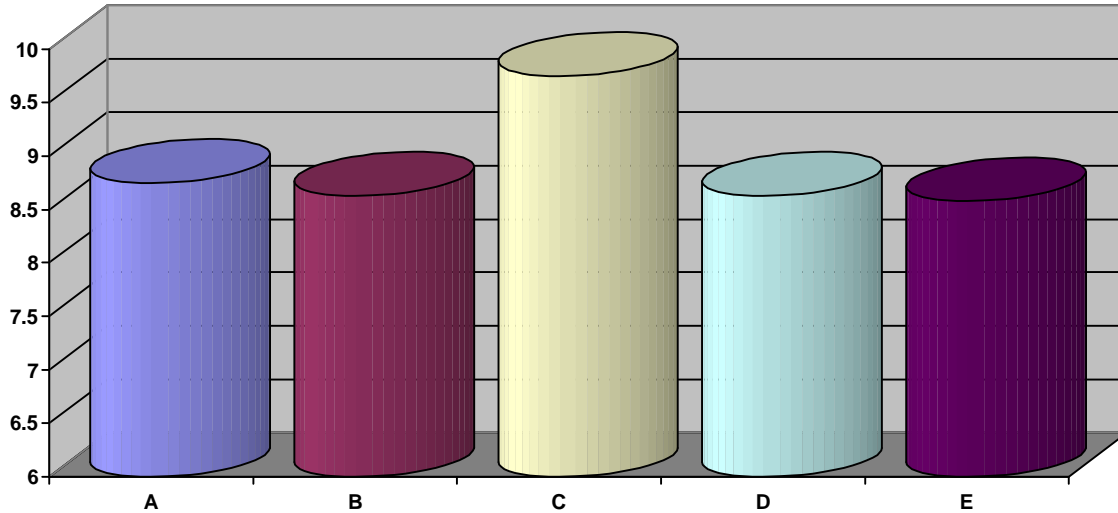
**ORGANIZATIONAL ABILITY: The ability to identify the short range and long range needs and implications of a situation, and to set goals which are realistic and to develop plans of action which attain these goals in an effective and efficient manner.**

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

- 
- A) Realistic Goal Setting (Primary Strength)** — The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.
  - B) Short Range Planning (Secondary Strength)** — The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.
  - C) Long Range Planning (Primary Strength)** — The ability to see long range goals and to design plans and strategies for attaining these goals.
  - D) Concrete Organization (Secondary Strength)** — The ability to see the immediate, concrete needs of a situation and and to set an action plan for meeting these needs.
  - E) Conceptual Organization (Primary Strength)** — The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

## Sales Assessment

### HANDLING REJECTION



**HANDLING REJECTION: The ability to see and appreciate one's self worth, to develop ego strength such that one can maintain self identity and self worth apart from how well one meets internal self expectations or the expectations and standards of others.**

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

**A) Self Esteem (Secondary Development)** — The capacity to see and appreciate one's unique worth and individuality, to see and understand 'Who One Is' apart from one's social/role or ideal self image.

**B) Self Assessment (Secondary Development)** — The ability to realistically see and understand one's strengths and limitations, to know what one's potential for success as well as one's limitations.

**C) Self Confidence (Primary Strength)** — The ability to develop and maintain inner strength based on the belief that one will succeed.

**D) Self Control (Secondary Development)** — The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

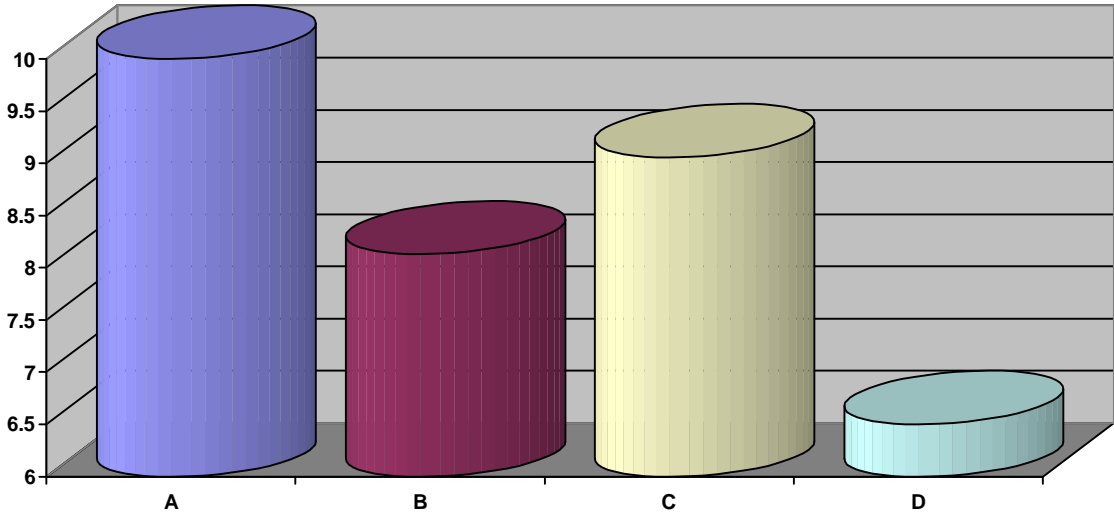
**E) Sensitivity To Others (Secondary Development)** — This capacity indicates the degree to which one can be objective about others without allowing personal feelings, positive or negative, to get in the way of making decisions.

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## Sales Assessment

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### SELF STARTING ABILITY



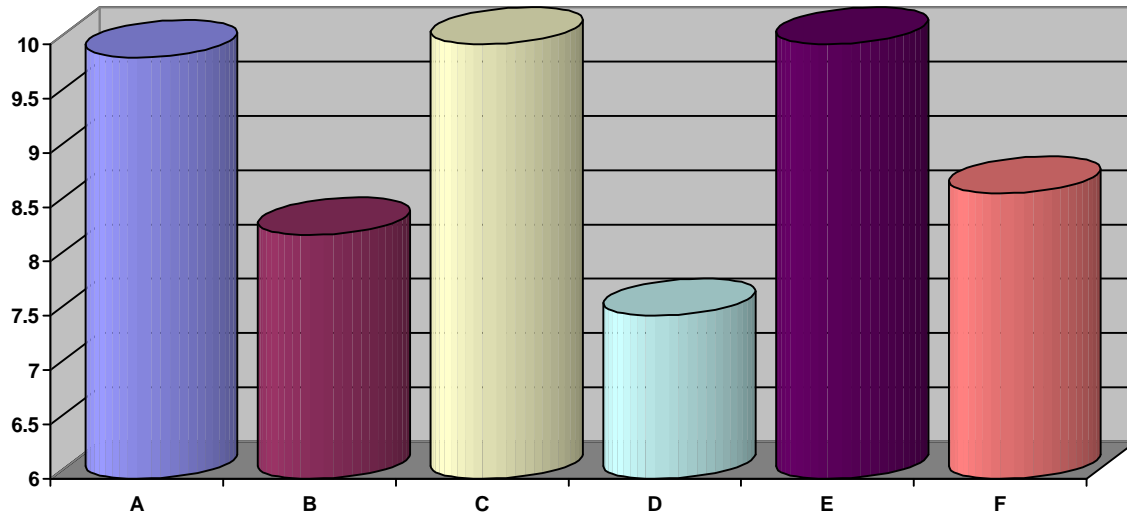
**SELF STARTING ABILITY: This capacity measures the ability of an individual to marshal his or her energy to attain self goals on one's own, the ability of a person to be both persistent and consistent.**

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

<b>A) Persistence (Primary Strength)</b> — The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.
<b>B) Consistency (Primary Development)</b> — The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.
<b>C) Initiative (Secondary Strength)</b> — The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.
<b>D) Role Satisfaction (Primary Development)</b> — The ability to feel that one's social/role function is both fulfilling and rewarding, that what one is doing has a useful benefit.

## Sales Assessment

### ACHIEVEMENT DRIVE



**ACHIEVEMENT DRIVE:** Achievement Drive is a composite of several internal value structures that provide the primary driving impetus for a person to perform at a level higher than the average or to continually strive to achieve a higher performance level. Goal directedness, results oriented, needs to achieve, social recognition, self attitude and ambition have been identified as the primary components of this sales capacity.

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

**A) Goal Directedness (Primary Strength)** — Goal Directedness is the ability to be excited about and committed to one's goals and to marshal energy to push toward the attainment of these goals.

**B) Results Oriented (Primary Development)** — Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

**C) Need To Achieve (Primary Strength)** — Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

**D) Social Recognition (Primary Development)** — The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

**E) Self Attitude (Primary Strength)** — Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

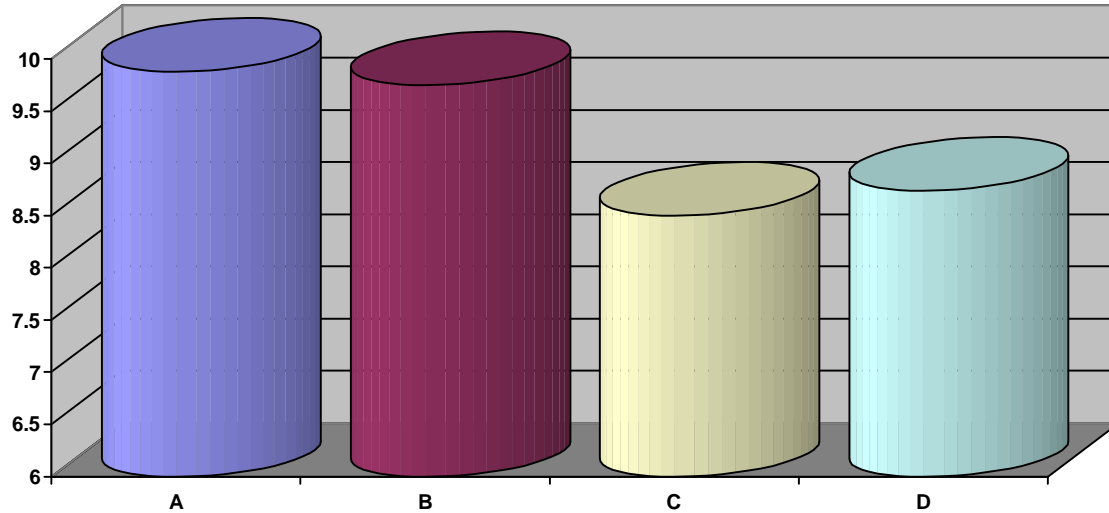
**F) Ambition (Secondary Development)** — Ambition is the ability to set inner ideals which become the standard for achievement and success, a strong sense of expectation and drive pushing one toward excellence.

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## Sales Assessment

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### DISCIPLINE FOR SELLING



**DISCIPLINE FOR SELLING:** This capacity measures a person's general work ethic attitudes indicating willingness to get things done in an effective and efficient manner.

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

**A) Meeting Established Standards (Primary Strength)** — This component measures one's respect for and conformity to established norms and principles.

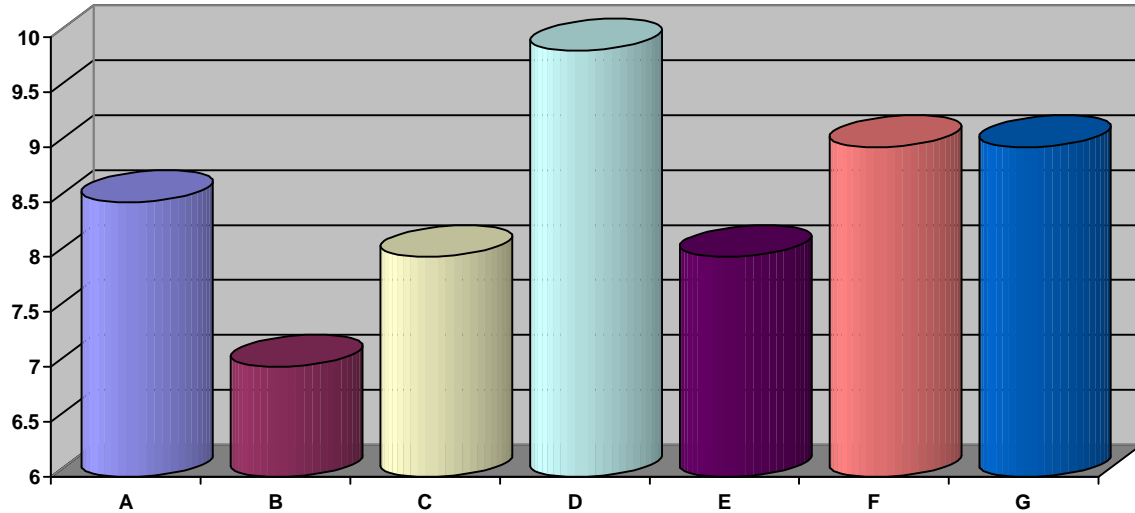
**B) Doing Things Right (Primary Strength)** — This component measures one's insistence on doing things right.

**C) Attention To Policies And Procedures (Secondary Development)** — This component measures one's sense of respect for and commitment to organizational policies and procedures.

**D) Meeting Deadlines And Schedules (Secondary Development)** — This component measures one's attention to and urgency to meet schedules and deadlines.

## Sales Assessment

### STRESS FACTORS



**STRESS FACTORS:** This capacity measures different types of anxieties and frustrations, the degree or level of anxiety and stress and the effect of the stress levels on an individual.

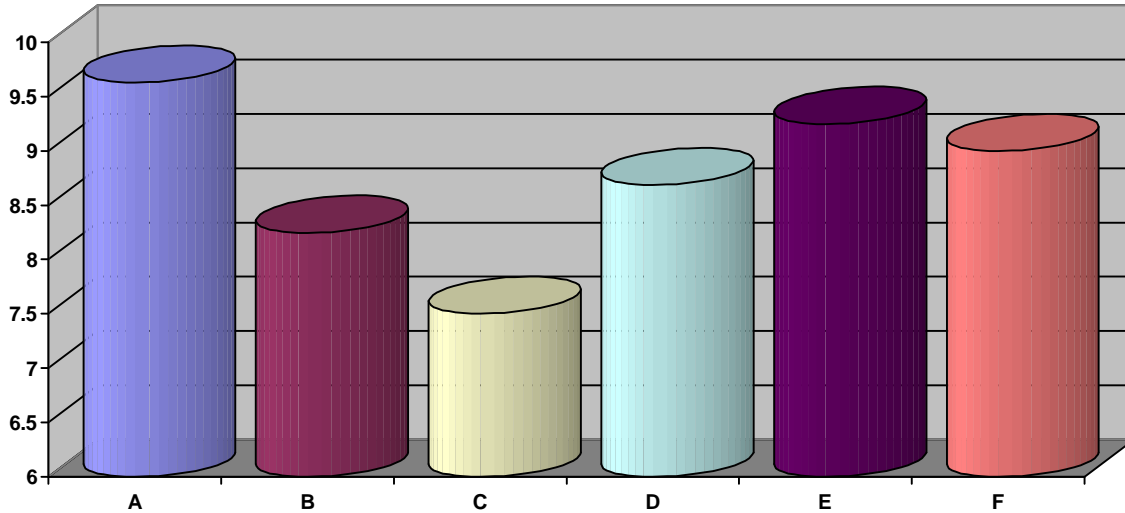
<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

<b>A) Self Sufficiency (Secondary Development)</b> — This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.
<b>B) Role Frustration (Primary Development)</b> — This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.
<b>C) Goal Frustration (Primary Development)</b> — This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.
<b>D) Flexibility (Primary Strength)</b> — This capacity measures the effect of rigid self views and the imposition of these views on others.
<b>E) Handling Despair (Primary Development)</b> — This capacity measures the anxiety and frustration which results when things do not go as expected.
<b>F) Attitude Index (Secondary Strength)</b> — This capacity measures the anxiety which results from negative, depressive attitudes.
<b>G) Health Tension Index (Secondary Strength)</b> — This capacity measures how well an individual can balance and manage anxiety, despair and depressive, attitudes.



## Sales Assessment

### SOURCES OF MOTIVATION



**SOURCES OF MOTIVATION:** This capacity is a composite of six motivators, both internal and external. It is a measurement of a person's attitude toward service, material possessions, recognition and status, personal development, sense of mission, and sense of belonging.

<b>Primary Strengths</b>	<b>9.4 to 10.0</b>
<b>Secondary Strengths</b>	<b>8.9 to 9.39</b>
<b>Secondary Development</b>	<b>8.3 to 8.89</b>
<b>Primary Development</b>	<b>less than 8.3</b>

**A) Service (Primary Strength)** — This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

**B) Money, Material Things (Primary Development)** — This capacity measures the degree to which money and material wealth are important to an individual.

**C) Status, Recognition (Primary Development)** — This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

**D) Personal Development (Secondary Development)** — This capacity measures the importance of a well designed plan for one's career development.

**E) Sense Of Mission (Secondary Strength)** — This capacity measures the degree of commitment to personal ideals, goals and principles.

**F) Sense Of Belonging (Secondary Strength)** — This capacity measures the importance of being a member of a team and working in a comfortable place where one is liked and accepted.

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## **Sales Assessment**

### **PRIMARY STRENGTH COMMENTS**

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#### **Attitude Toward Others: (Empathy)**

You have a very dynamic, optimistic attitude toward others which gives you the ability to see and understand their positive potential, to be concerned about and attentive to their needs and interests, and to be open and available to them.

#### **Appreciation of Things: (Practical Ability)**

You can see and understand the practical, pragmatic value of things, social status and image, and money. You may, however, not spend the time and energy necessary to maintain things, to preserve money or to develop status and image.

#### **Long Range Planning: (Organizational Ability)**

You have a strong combination of attentiveness to conceptual and analytical thinking and planning as well as a very well developed capacity to see and understand how to set long range objectives and plans. You are likely to build your actions around the translation of strategic issues into specific long term plans.

#### **Conceptual Organization: (Organizational Ability)**

You have a very strong need for planning and organizing things according to a preorganized plan or strategy. This need combined with your capacity for conceptual and analytical thinking and planning builds the ability to see and focus your energy on conceptual organization.

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

Even though you are feeling uncertain and extremely frustrated in your social/role environment. You can use this opportunity to identify new opportunities for development. Stop, look and listen to opportunities around you before you are look for greener pastures.

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

Your strong commitment to your inner ideals, your personal goals and beliefs about the future, and your sense of what is right provides a compulsive need to push ahead and will also act as a beacon to keep you on track in difficult and confusing situations.

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## **Sales Assessment**

### **PRIMARY STRENGTH COMMENTS**

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#### **Goal Directedness: (Drive)**

Your self perfectionism and idealism combined with keen appreciation for structured, analytical thinking generates strong drive toward your personal goals and objectives and commitment to the goals and objectives which you adopt from organizational or other sources.

#### **Need To Achieve: (Drive)**

You tend not to give yourself enough credit, to blow up your own imperfections and to be extremely hard on yourself when you do not measure up. This tendency builds a compelling drive to achieve such that you can receive recognition and credit from others.

#### **Self Attitude: (Drive)**

You have a very dynamic, positive overall attitude which can overcome any temporary feelings of anxiety, despair or negative expectations and can generate a strong expectation that the best is possible for you. This sense of overall optimism can serve as a beacon to keep you pushing ahead and on track especially in difficult situations.

#### **Meeting Established Standards: (Discipline For Selling)**

Your strong sense of perfectionism generates attention to making certain that things are done right. As a result, you have a keen appreciation of the need for standards and norms as well as a willingness to make certain that standards and preorganized strategies and expectations are met.

#### **Doing Things Right: (Discipline For Selling)**

You are a perfectionistic thinker who pays attention to making certain that things are done right. As a result, you are likely to spend time and energy developing respect for accepted standards and ways of getting things done.

#### **Flexibility, Adaptability: (Stress Factors)**

You have a strong sense of personal commitment to what you believe is right. You also have the ability to redirect your energy and direction when you discover that what you are doing is not working and to see and accept your mistakes and use them as opportunities for pushing ahead.

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***Sales Assessment***  
**PRIMARY STRENGTH COMMENTS**

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**Service: (Motivators)**

You not only have the ability to see and accept the needs and interests of others but you also are extremely concerned about making certain that the personal needs and concerns of others are fulfilled. As a result, you are likely to be highly motivated by activities which give you an opportunity to help others.

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## **Sales Assessment**

### **SECONDARY STRENGTH COMMENTS**

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#### **Intuitive Insight: (Empathy)**

You have a well developed ability for intuitive thinking which gives you the capacity for developing a fruitful direction or identifying potential problem area by the strength of your inner, 'gut' feelings and instincts.

#### **Evaluating Others: (Empathy)**

You have an excellent capacity to see and understand the positive potential of each person, to identify the contribution each person can make to the team, and to understand what will motivate them to perform and fit in. You are willing to spend the time and energy necessary to develop team synergy and team commitment.

#### **Relating With Others: (Empathy)**

You have the ability to develop personal relationships without losing perspective and becoming too involved. You have the capacity to see both the positive contribution and the potential for mistakes in each person. Moreover, you see and appreciate their point of view and how it fits within your goals and objectives.

#### **Evaluating What To Do: (Practical Thinking)**

You have an excellent ability for sizing up situations, for identifying problems especially in difficult or confusing situations and for generating constructive alternatives for resolving problems. This ability is a combination of practical, common sense thinking and conceptual, analytical thinking ability.

#### **Sense Of Timing: (Practical Ability)**

You tend to see the world as it ought to be rather than as it is and your perfectionism can cause you to be out of sync such that your sense of time and timing is too idealistic. Seek advice from others to help you stay in touch with what is happening in your environment.

#### **Short Range Planning: (Organizational Ability)**

You tend to be idealistic and perfectionistic in your thinking, focusing on organizing and structuring things according to a preorganized plan or strategy. As a result, planning for short term results is necessary to guarantee that things will happen effectively and efficiently.

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## **Sales Assessment**

### **SECONDARY STRENGTH COMMENTS**

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#### **Concrete Organization: (Organizational Ability)**

A combination of your need for things to work according to preset plans and strategies and your capacity for conceptual thinking and planning gives you the ability to develop a plan for organizing your current environment and the willingness to spend the time and energy carrying out organizational tasks.

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

You have the ability to identify those goals, ideals, actions and activities which not only give your life a sense of meaning and purpose but also provide you a sense of urgency to act. You are currently in social/role transition uncertain about which social/role image is best and this indecisiveness can lead you to delay your decisions.

#### **Attitude Index: (Stress Factors)**

You have the ability to maintain an extremely positive and optimistic overall personal attitude which builds an expectation that the best can and will happen to you. As a result of your optimism, you have the ability to deal with personal setbacks, misfortunes and mistakes as opportunities for development rather than as failures.

#### **Health Tension Index: (Stress Factors)**

You have a unique combination of clear personal identity and an excellent sense of balance in your life. You also have the ability to see and accept not only your personal successes and but also the successes and mistakes which happen in the world in a realistic way. You will likely maintain your belief that things will work for the best.

#### **Sense of Mission: (Motivators)**

You have a strong, compulsive need to commit yourself to attain your personal goals such that actions and activities which give you a sense of personal mission and add meaning to your life are not only highly rewarding but are strong motivators which can propel you consistently to action.

#### **Sense Of Belonging: (Motivators)**

You have a strong need to spend time and energy in situations and with people which make you feel comfortable and which will give you a sense of worth and value. As a result, you are motivated by actions, activities and situations which will provide the personal feedback and comfort which you need.

## **Sales Assessment**

### **SECONDARY DEVELOPMENT COMMENTS**

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#### **Persuading Others: (Empathy)**

Your tendency to become too personally involved can lead you to feel such a strong need to be liked and accepted that buying signals are overlooked and more time and energy is spent on personal issues which are distracting. You may also talk price too soon and have difficulty handling objections.

#### **Common Sense Thinking: (Deciding What Needs To Be Done)**

You need to develop a more balanced view of practical, common sense thinking such that you do not feel the need to reinvent things and see from a different perspective. Seek feedback to make certain that you are paying attention to crucial issues.

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

You are currently depreciating your own inner worth, measuring yourself against ideals and expectations and blowing up your imperfections. As a result, you may have difficulty keeping control and promise more than can be delivered or more than is necessary.

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

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

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

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

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

You 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 you may have difficulty handling objections and dealing with difficult closing situations.

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## **Sales Assessment**

### **SECONDARY DEVELOPMENT COMMENTS**

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

You have a perfectionistic attitude toward yourself which can restrict your options for decision and action and lead you to hesitate until you believe the perfect conditions exist. As a result, you may unnecessarily delay deciding when you see buying signals.

#### **Attention To Policies And Procedures): (Discipline For Selling)**

Your perfectionistic need for order and structure can lead you to dogmatically insist on obeying rules, policies and procedures to the letter of the law and without exception. Make certain that your zeal for conformity does not interfere with common sense and the natural flow of circumstances which are not always predictable.

#### **Meeting Schedules And Deadlines: (Discipline For Selling)**

You have a strong sense of perfection and idealism which can lead you to very perfectionistic and insistent attitudes toward your schedules and time tables. Rely on your common sense to keep an open, flexible attitude toward getting things done on time.

#### **Self Sufficiency: (Stress Index)**

You are currently depreciating your own inner worth which can cause you to not give yourself enough credit, be too hard on yourself and develop feelings of frustration anxiety and despair when you do not live up to expectations. Spend time with people who make you feel good and doing things you enjoy.

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

You tend to be uncertain about which course of action is best for you and about what strategies, plans and goals will provide a sense of accomplishment and fulfillment. As a result, you are likely to delay decisions or stay on track even when you believe your direction is right.



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## **Sales Assessment**

### **PRIMARY DEVELOPMENT COMMENTS**

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#### **Appreciation of Things: (Practical Ability)**

Your compulsion for seeing things in an unconventional and possibly creative manner can cause you to overlook concrete, practical values, flaws in things and concrete detail. Build a reminder system to help maintain a sense of balance and seek feedback to test the relevance and practicality of your inventiveness.

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

A combination of a compulsive need to push ahead and a feeling of frustration and dissatisfaction about your current circumstances can lead to inconsistencies in your decisions and actions potentially leading you to shift from demanding too much to demanding too little of yourself.

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

You are currently in social/role transition uncertain about what you want to do and feeling frustrated and dissatisfied about your current circumstances. Your uncertainty can lead you to impulsive decisions or actions and can cause you to either over estimate or under estimate your ability to perform.

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

Your unconventional, individualistic and inventive common sense, practical thinking can cause you 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.

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

You are in social/role transition feeling frustrated and uncertain about what you want to do. As a result of this transition, your decisions and actions can be inconsistent. You may overlook potential in your immediate environment, focusing instead on the past or on an ideal expectation.

#### **Role Frustration: (Stress Index)**

You are currently in social/role transition. You are uncertain about what type of social/role accomplishments will make you feel comfortable. You are likely to feel anxiety, frustration and despair. Seek feedback to identify the source of your anxiety and uncertainty and to identify opportunities for action.

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## **Sales Assessment**

### **PRIMARY DEVELOPMENT COMMENTS**

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#### **Goal Frustration: (Stress Index)**

Your strong sense of self perfectionism can lead you to feel a compulsion to push toward goals which may or may not be realistic or fulfilling. You are likely to feel anxiety, frustration and despair when your expectations are not met. Set short term goals which are based on past successes.

#### **Despair Index: (Stress Index)**

Your overall attitude tends to be somewhat cautious and skeptical leading to anxiety and frustration, especially when things do not work out as you expect. Spend time and energy evaluating your accomplishments and developing opportunities for development in your life.

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

Your unconventional, individualistic practical thinking can lead you to inconsistent attitudes toward money and material things. You tend to shift from valuing money as an important motivator to discounting the importance of money and material things.

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

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

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**Sales Assessment**  
**IDENTIFYING VALUE TALENT**  
**BUILDING VALUES**  
**(Sources of Flow)**

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### **Intuitive Insight**

Intuitive insight and intuitive feelings provide a powerful and reliable source for problem solving. Our research has shown that entrepreneurs, artists, salespeople and crisis problem solvers have strong intuitive ability as a common strength. Intuitive insight is a legitimate source of thinking. In many circles, this talent is treated as a source of emotion rather than thinking and logic. We measure intuitive insight as the ability to readily identify a problem, a potential solution or a direction which is fruitful, and as the ability to see a person, thing, situation or idea in its total meaning.

You have very good intuitive insight. Your intuitive ability gives you knowledge that is accurate and reliable which can immediately identify when something is wrong, when someone can be trusted, when a decision is the right decision and when the direction in which you are heading is your best and most fruitful path.

### **Keen Insight Into Others**

The ability to be sensitive to the unique worth of others is a powerful talent which connects directly to what is most valuable in our universe. You are very fortunate to have this talent. You have an excellent ability to readily identify the needs and interests of others. You have a genuine gift for helping people to see what makes them unique and special. You are sensitive to the needs and issues of others and to the protection of the individuality and freedom of others.

You are likely to be optimistic about, concerned about and open and available to others. You are a very compassionate, feeling person who has concern and respect for the opinion of others. You do tend to become too personally involved with others and to be too sensitive about how your actions will affect others. When you trust others, you are likely to give yourself totally to them and may be disappointed when they do not return the same trust, interest and commitment to you.

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**Sales Assessment**  
**IDENTIFYING VALUE TALENT**  
**BUILDING VALUES**  
**(Sources of Flow)**

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**Innovative, Inventive Practical Thinking**

Your individualistic, unconventional practical thinking ability gives you the capacity to create ways of seeing and doing things which others are likely to overlook because they think in more habitual ways. You can readily identify crucial issues and generate ways of solving problems which are innovative and practical. Your individualism can lead you to spend too much time and energy trying to challenge existing ways of doing things and to develop novel ideas and solutions to problems.

You have very strong intuitive insights and hunches about what is a fruitful direction. Your individualism can generate novel, creative solutions to problems but can also lead you to spend too much time and energy looking for new ideas and ways to solve problems. In any case, you will overtly or covertly seek to get things done in the way which you feel is most practical even when you must find ways around accepted practices.

**Excellent Conceptual, Analytical Thinking Ability**

Each morning when we get up, we believe that the sun will be in the sky and that the air we breathe will be available to us. This faith or belief factor gives meaning to our experiences. Meaning brings order to our experiences, gives us names and labels which we can use on a common basis, helps us anticipate where we will go, reinforces our beliefs and helps us form habits such that we do not have to experience each experience as totally new.

You have an excellent ability for seeing and appreciating the need for order, structure and conceptual meaning. You have a keen appreciation of ideas, plans and strategies. You will likely pay attention to keeping things consistent, doing things right, focusing on clear, orderly thinking and being concerned about the results and consequences of your thinking. You understand the importance of rules, norms and authority for helping us feel secure. You may become too concerned about keeping things in order and, as a result, may feel frustrated when things do not work out as you expect.

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## **Sales Assessment**

### **IDENTIFYING VALUE TALENT**

### **BUILDING VALUES**

### **(Sources of Flow)**

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#### **Self Direction and Self Determination**

The basic questions for all time are enduring 'Who am I?', 'What am I?' and 'What ought I to be?'. These three questions sum up our quest to be. We want to know that we have a purpose, that our lives have meaning. In fact, our research indicates that the strongest and most consistent motivating factor in all individuals is self direction and self purpose.

You are extremely fortunate to have a powerful combination of insight into inner ideals and a strong commitment to self direction, to the creation and fulfillment of your goals. This combination gives you the capacity to be very goal directed, capable of seeing goals and driving toward them with persistence. Your commitment to personal ideals gives you a sense of self excellence and perfection which can lead you to demand the best out of yourself and a strong moral code which instills a sense of responsibility for your conduct. Your persistence, however, can turn into insistence that your way is right regardless of circumstances.

#### **Dynamic, Positive Self Attitude**

Our research proves that all individuals have special talent and gifts which form the basis of their uniqueness and which can be developed and applied. Our experience also shows that most performance difficulties do not always occur because of lack of talent but from a lack of access to the talent. Many times individuals who succeed do not have the greatest talent. What these successful persons do have is the ability to utilize what talent they have. They believe that things can and will work out for them.

You are extremely fortunate to be one of those individuals who has a dynamic, positive overall attitude toward yourself. You genuinely believe that, regardless of the circumstances, you will be able to find a way out of your difficulties. You can see opportunities for development and ways to utilize your mistakes as learning experiences. You have the inner courage to keep trying even when things do not work out for you. The best is possible for you because you believe that the best is possible.

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**Sales Assessment**  
**IDENTIFYING VALUE TALENT**  
**BUILDING VALUES**  
**(Sources of Flow)**

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### **Attention To The Worth of Others**

The ability to be sensitive to the unique worth of others is a powerful talent which connects directly to what is most valuable in our universe. You are very fortunate to have this talent. You are sensitive to the needs and issues of others and to the protection of the individuality and freedom of others. You are likely to shift from (1) being open and available to others, trusting of others and attentive to the positive potential of others to (2) becoming cautiously discrete and suspecting of others when things do not work out as you expect or when you suspect the intentions of others. You can become unrealistically optimistic about others, expecting them to be better than they can be.

You emphasize the importance of allowing others to express their ideas with their own flavoring and of paying attention to the effect of your response on others. Your concern for others may lead you to avoid conflicting or difficult subjects and situations and to spend too much time and energy trying to satisfy others.

### **Creative, Individualistic Problem Solving Ability**

Problem solving is typically seen as a three stage process recognizing what the problem is, identifying alternatives for solving the problem and developing potential solutions. Within the boundaries of these problem solving stages, there are three general types of problems or issues problems which deal with individuals, practical, concrete problems, and problems which deal with thinking and planning for the consequences of decisions. Moreover, there are three corresponding types of problem solving skills intuitive insight, practical, common sense thinking, and conceptual, analytical thinking and planning.

You have a powerful combination of gifts for problem solving. You are a highly creative, innovative thinker and problem solver. You have the ability to have insight into problems which others are likely to miss because they think more habitually. You will likely be an individualist who will covertly or overtly get things done regardless of circumstances. Your potential creativity can generate spontaneity and energy in your problem solving activities.

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## **Sales Assessment**

### **IDENTIFYING VALUE TALENT**

### **BLOCKING VALUES**

### **(Sources of Interference)**

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#### **A Need For Self Affirmation**

One of the most consistent factors we have seen in over seventy percent of all individuals is a tendency to not give themselves enough credit. We have seen this factor in individuals who are top achievers as well as individuals who are not achieving any success in their careers. We call this factor a need for self affirmation, that is, a need to do something such that other people will affirm that you are worthy and have value.

You are currently experiencing this common need for self affirmation. As a result, you will tend to measure yourself against what you think you ought to be or against what others think you ought to be. You may feel frustrated and disappointed in yourself even when you are achieving success. Moreover, you tend to be too sensitive to what others think or say about you. Because you do have a good understanding of your inner self worth, the need for self affirmation will likely function as a motivating factor building a strong need to achieve recognition and attention to your worth.

#### **Perfectionistic Self Image and Expectations**

Sometimes the strength which results from our focused attention and energy can become a blocking, restrictive force. We are all familiar with examples of persons of enormous talent in sports, academics, or politics who are highly successful in their work but have difficulty handling relationships, running their businesses or simply coping with normal problems. These individuals act as though they have blinders on seeing only what is in front of them.

Your commitment to personal goals and ideals which produces drive and persistence can potentially lead you to put blinders on and become too focused on what you think is right for you. As a result, you can become stubborn about what you must do turning persistence into insistence that your way is right regardless of circumstances. You tend to set goals which are challenging but are not rewarding leading you to either loose interest in them or not feel satisfied when you achieve them. Moreover, you may feel that you have no choice but to 'do what you have to do', leading to frustration and anxiety when things do not work out exactly as you expect.

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**Sales Assessment**  
**IDENTIFYING VALUE TALENT**  
**BLOCKING VALUES**  
**(Sources of Interference)**

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**Social and Role Transition**

We tend to spend so much of our time focusing on what we believe we have to do that we do not stop to ask ourselves whether what we are doing is best for us. As a result, there never seems to be enough time or the right opportunity for us to redefine our goals and ideals and to probe what we really want to do with our lives. You are currently experiencing a feeling of frustration and dissatisfaction about where you are and what you are doing which will lead you to ask questions about what is best for you, what you really want to do with your life, and what are you willing to consistently commit your time and energy to accomplish.

The uncertainty about what is best in your current situation can generate a sense of caution or hesitancy about pushing ahead until you are certain which steps are best, a sense of doubt about whether your current situation will allow you to perform to your potential or whether you can measure up to what you believe is your best, and a restless, dissatisfied feeling which can lead you to overlook opportunities for development in your current environment.

**Tendency To Be Too Optimistic About Others**

You are a very compassionate, feeling person who shows concern and respect for the opinion of others. You tend, however, to shift from being too open and available, too trusting and too sensitive to others, to being cautiously discrete and skeptical of the intentions of others when they do not live up to your expectations. Your concern for and optimism about others can lead you to expect people to be better than they are or better than they can be. You may be disappointed when you feel that you give more to others than they give back to you.

Your concern for others may lead you to avoid conflicting or difficult subjects and situations, to delay stressful encounters until they become a crisis and to overlook flaws and inadequacies in others. When you trust someone, you make a total commitment to them. In return, you tend to expect the same total acceptance and commitment from others. In some cases, you may demand more from others than they can give or expect more from them than they are willing to give.



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**Sales Assessment**  
**VALUE STRUCTURE OVERVIEW**  
**WORLD**

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**EMPATHY**  
**(CRYSTAL CLEAR)**

You are a keenly perceptive individual who has an excellent capacity for seeing and appreciating the inner worth and individuality of others. You are optimistic and concerned about others but may tend to become too personally involved with others, to become too sensitive about what others think or say. You tend to open more readily to those who meet your idealistic and preset ideas and expectations.

**PRACTICAL THINKING**  
**(UNCONVENTIONAL)**

You are a very unconventional, non-conformist thinker who tends to see practical, concrete values in patterns which others, because of a more traditional way of thinking, are likely to miss. You tend to be somewhat skeptical and hesitant in your thinking about practical matters and can develop a 'chip on the shoulder' attitude when things do not work out as planned.

**SYSTEM JUDGMENT**  
**(CRYSTAL CLEAR)**

You are a perfectionist who has strong expectations that things be done right. You are a structured, analytical thinker and planner focusing on organizing things into a preset plan. You are an integrative thinker and planner who has an excellent ability to see how things fit together into a total picture and are a proactive thinker and planner who likes to plan ahead.

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**Sales Assessment**  
**VALUE STRUCTURE OVERVIEW**  
**SELF**

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**SELF ESTEEM**  
**(CLEAR)**

You have the ability to understand your inner self worth but you are currently depreciating your own inner worth. You do not give yourself as much credit as you should measuring yourself either against your own idealistic and perfectionistic expectations or against the expectations of others. In either case, you will tend to blow up your imperfections and become sensitive to what others think or say about you.

**ROLE AWARENESS**  
**(VISIBLE)**

You have the ability to understand your social/role image but are currently in social/role transition feeling doubts and uncertainty either about your ability to perform to potential or about your social/role image. As a result, you are likely to feel frustration and dissatisfaction in your current situation. Your actions and decisions are likely to be inconsistent shifting from uncertainty to a feeling of confidence.

**SELF DIRECTION**  
**(CLEAR)**

You are an extremely goal directed person who has a strong sense of commitment to inner ideals and principles, to what you think is right. You are a very persistent person who is likely to remain on target regardless of circumstances; however, this persistence can turn into insistence that your way is right regardless of circumstances and into a compulsive need to push ahead.

## COMPOSITE ATTITUDE SURVEY

<b>WORLD CLARITY</b>	<b>INATTENTIVE TO THE CAPACITY</b>	<b>CAUTIOUS ABOUT THE CAPACITY</b>	<b>ATTENTIVE TO THE CAPACITY</b>	<b>OVERATTENTIVE TO THE CAPACITY</b>
EMPATHY (CRYSTAL CLEAR)				KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC PRESET
PRACTICAL JUDGMENT (UNCONVENTIONAL)	INDIVIDUALISTIC ORIGINAL INVENTIVE SKEPTICAL PRAGMATIC			
SYSTEM JUDGMENT (CRYSTAL CLEAR)			KEENLY PERCEPTIVE IDEALISTIC PROACTIVE INTERACTIVE	

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGEMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGEMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

<b>SELF CLARITY</b>	<b>INATTENTIVE TO THE CAPACITY</b>	<b>CAUTIOUS ABOUT THE CAPACITY</b>	<b>ATTENTIVE TO THE CAPACITY</b>	<b>OVERATTENTIVE TO THE CAPACITY</b>
SELF ESTEEM (CLEAR)	INATTENTIVE TO INNER SELF TOO DEMANDING ON AND CRITICAL OF THEMSELVES			
ROLE AWARENESS (VISIBLE)	SOCIAL/ROLE TRANSITION QUESTIONING DISSATISFIED INCONSISTENT			
SELF DIRECTION (CLEAR)				PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.

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## **COMPOSITE ATTITUDE SURVEY**

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**WORLD**

<b>DIMENSION</b>	<b>CLARITY</b>	<b>LEVEL OF ATTENTION</b>	<b>DESCRIPTION</b>
EMPATHY	CRYSTAL CLEAR	OVERATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC PRESET
PRACTICAL JUDGMENT	UNCONVENTIONAL	INATTENTIVE TO THE CAPACITY	INDIVIDUALISTIC ORIGINAL INVENTIVE SKEPTICAL PRAGMATIC
SYSTEM JUDGMENT	CRYSTAL CLEAR	ATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE IDEALISTIC PROACTIVE INTERACTIVE

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGEMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGEMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

**SELF**

<b>DIMENSION</b>	<b>CLARITY</b>	<b>LEVEL OF ATTENTION</b>	<b>DESCRIPTION</b>
SELF ESTEEM	CLEAR	INATTENTIVE TO THE CAPACITY	INATTENTIVE TO INNER SELF TOO DEMANDING ON AND CRITICAL OF THEMSELVES
ROLE AWARENESS	VISIBLE	INATTENTIVE TO THE CAPACITY	SOCIAL/ROLE TRANSITION QUESTIONING DISSATISFIED INCONSISTENT
SELF DIRECTION	CLEAR	OVERATTENTIVE TO THE CAPACITY	PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.

# Value Profile Success Stories

## How the Value Profile Transforms Lives

*"I first experienced the power of the Value Profile™ in 1990. At the time, I charged \$500 per day for my speaking, training and consulting services. Four years later, I was charging \$4,000 per day for my services. I owe much of my personal growth, enhanced performance, confidence and competence to the value profile experience and training.*

*Like nothing before or since, the value profile measured my talents and abilities, scientifically and mathematically, and got me to focus on how I could capitalize on my strengths in the best way possible. I stopped battling my weaknesses, and my life changed - forever. I was so taken by the value of the profile and its phenomenal ability to bring out the highest and best in each of us, we acquired the rights to market it world-wide.*

*It is our vision that to see the Value Profile benefit every age of person, in every corner of the world, on every continent, and in every country. I invite you complete your own profile. I promise it will be one of most beneficial investments of time and money you ever make. In fact, we guarantee it or we'll return your investment. Experience for yourself the magic of discovering and tapping your acres of diamonds. Once you do, you may just want to join us in our mission to share this incredible instrument with everyone you can."*

Mitch Axelrod, Founder... Value Profiles, Inc. and Axelrod Learning  
Author of Success-Abilities... 21 Life Skills for the 21st Century

*"Where has the Value Profile been all these years? Nothing I've ever done gave me so much with such little effort on my part. It took me less than 15 minutes to complete the profile, and I got back a lifetime's worth of value. If you're serious about increasing your personal worth and market value, having more satisfaction with your work and enthusiasm for life, you simply should take a few minutes right now and complete the profile. You will get incredible insights, and hundreds, no, thousands of times the financial return. I can't begin to measure the personal intrinsic reward. I wish I would have know about this sooner. My life would have been greatly enhanced."*

Raleigh Pinsky, radio show host, publicity maven  
Author of The Zen of Hype and 101 Ways to Promote Yourself

*"The Value Profile training has meant so much to me. It has opened up doors that weren't available to me before. I've acquired a new level of understanding not only about myself but others as well. The certification training showed me that everyone has strengths that they are currently not using, including myself.*

*I have been looking for a way to help people. I feel complete when I know I make a difference. With the knowledge and tools that I now have I can do that and so much more. I have never met a group of individuals so dedicated and loving, and to have these individuals all together in one room was overwhelming. Whether you call it chance, or a blessing from the Most High I am grateful to have experienced this. I look forward to growing and working with people to experience the power of the Value Profile! On that note I strive to bring this life changing product to as many people as I can."*

Arthur Abel, 19 year-old Store Manager and Certified Consultant

*"I've been in this segment of testing, coaching, counseling business now for over thirty years. I have worked with pretty near all of the major instruments that are around. When I found the Value Profile twelve years ago, I was absolutely amazed at what it did. Still, to this day, I find myself amazed at the unique results I get from person to person and the insights that I can get about people.*

*I find the Value Profile really helps people understand themselves and accept themselves as they are. The real goal of working with people from my point of view is to empower them to use their talent - to focus on what they do best and like most- and to accept the things that they don't do well. Using the Value Profile, people recognize that they have alternatives. They don't necessarily need to get fixed.*

*The truth is, we all have areas we're not as strong at, but our "limitations" don't have to hold us back. Success, from my experience working with people, comes from investing your energies in the things you do best - then, make sure that the things you don't do well don't get in your way."*

Harvey Schoof, President, Insight Consulting, Inc.  
Certified Axiological Consultant and Trainer

*"I thought I saw it all before BUT taking the Value Profile was quite an eye opener. This test really gets inside your head and calls your bluff. Thank you for one of the most helpful and positive experiences I've had in my career. I'll be able to use this roadmap forever.*

*Getting Mitch's life skills coaching was the best part. While it's one thing to see my strengths and weaknesses, it's quite another to see how they translate into my everyday habits and thought patterns. Because of the Value Profile, and your coaching, I know I have designed my entire business around my values. I also know how to change my thinking, and get to the next level, and the next level after that.*

*You can share this letter with others, and tell them that if they want to jump to higher levels of personal satisfaction, professional performance and business success, I highly recommend they do the Value Profile, and take advantage of your "real" life skills coaching. It is one of the best investments I ever made - one that will pay off for the rest of my life."*

Vickie Sullivan, President, Sullivan Speaker Services, Inc.  
480.961.4318, Fax 480.961.4398  
<http://www.sullivanspeaker.com>

*"The Hartman Value Profile and Value Profile System provides amazing and accurate insight into our thinking and decision making. We have used the Managing Innovation Value Profile at Strategic Point of View with great success.*

*Recently, the management team of a large corporation used Profile results to better understand how they made decisions and how decision making styles impacted business results. The depth of insight and self-analysis by these hardcharging women and men allowed them to see how their greatest strengths and not-so-obvious blindspots were contributing to the success and stress of their daily work lives. Each manager saw themselves in an objective, measurable fashion for perhaps the first time in their careers.*

*The Hartman Value Profile is an incredible tool for the consulting, coaching, and training work we perform on behalf of our clients at Strategic Point of View. Many thanks to Wayne Carpenter, Harvey Schoof, and Mitch Axelrod for their coaching and support!"*

Mark Livingston, President- Strategic Point of View

*"My profile gave me a big injection of clarity and confidence in my abilities (even some I had never acknowledged before) and greater courage to use them. It was like getting an owner's manual that shows what strengths I can rely on more to effectively get where I want to go and have more ease along the way. And no other process has shown me so precisely how my "blind spots" were getting in my way and complicating my life and work. Now I know exactly what to do (and not do) to become more effective, and I am doing it. The profile has also really helped me accept myself as I am, and I feel much more at peace with myself. It has contributed a great deal to my growth as an entrepreneur and as a person."*

Brendan Moorehead, Consultant

*"I'm impressed ... and it takes a great deal to impress me! As career industry professionals, we're presented with an overwhelming volume of assessment tools, instruments, models and techniques for use with our clients. Often it's difficult to sort the 'good from the bad' ... the 'valuable from the useless.' Fortunately, I found Axelrod Learning Systems! The quality, depth and integrity of their Value Profiles is outstanding. Not only is it an extremely valuable client tool, it is equally valuable as a personal assessment tool. I highly recommend you try it for yourself."*

*Also, I encourage you to take advantage of Mitch Axelrod's coaching and consulting. His insights and experience can have a big impact on your future. In fact, I was so impressed I invited Mitch to be our featured closing keynote speaker at the Career Masters Institute Annual Conference in 2000. He absolutely blew the crowd away. He was so good, next year we're giving him an entire day.*

*Do your Value Profile. It will make a big difference in your career and your life."*

Wendy S. Enelow, CPRW, JCTC, CCM, President, Career Masters Institute

Phone: 804.386.3100 Fax: 804.386.3200 Email: wendyenelow@cminstitute.com

*"A couple of months ago, a good friend told me about a values profile and suggested I take it. It wasn't cheap, but there was a complete "satisfaction guarantee" that came with the profile, so I decided to do it. I was really in a time of transition, and I was confused and unsure about what to do next. I was hoping the profile would help me gain some clarity."*

*Here were my results: I came away with a greater understanding of both my strengths and weaknesses, while getting the clarity I wanted in the areas where I had been confused. More specifically, I got off the call with a course of action. I asked Mitch to give me some follow-up coaching, and 2 or 3 weeks later, I hosted a telephone seminar and made \$7,000 in sales. This was not an accident. It was a direct result of his feedback.*

*If I were to sum up how he has helped me, I would say that Mitch has put me back in touch with what I want to do, and has helped get out of the mindset I had which was "What should I be doing?" There is a lot more juice in the "want" than the "should," and he has reminded me how important it is for me to come from "what I really want to do. This has been one of the very best investments I have made."*

Dave Lupberber, Founder and President

*"I was very reluctant to invest the money, and three days away from my business, but I am very glad I did attend your certification training. I was truly blown away by it all. The whole experience was worth more than I could have hoped for. The Friday morning business improvement session alone was worth the entire investment. If you have any doubts, do this anyway. A whole new world of opportunity will open up for you."*

John Petitpren, President, Petco Development Corp.

*"I have a whole different outlook on my work and my value. The thing that did it for me was Mitch Axelrod's 'Next Steps' coaching approach. I typed up my greatest strengths on a piece of paper, and I carry it with me everywhere. I look at that piece of paper 8 times a day. The biggest breakthrough for me was realizing I don't have to fix myself. I can focus on building my strengths, and not feel like I have to fix 'weaknesses'. I've taken all kinds of tests and instruments, but this is the only one that told me with certainty where and how I should be investing my time, money and energy."*

Ron Mueller, VP of Executive Search Firm

*"I have been coaching for five years and in business for decades. I am a mother of three grown children. I have never in my life been so excited about working with a product, service and a group of people. I feel the Value Profile is the most powerful tool I have ever used, both personally and professionally. It has made a big impact on all my relationships, personal, family, friends, and in my business. Working first as a Value Profiler, and now as a Certified Consultant has enabled me to have a profound effect on my clients' businesses and even more important, their lives. The entire experience has enriched my own life beyond words."*

*I encourage everyone I know to complete their own Value Profile, and invite anyone who really wants to make a difference with other people to be part of our Value Profiler and Consultant team. Using the Value Profiles, we are doing something really important and special, and with it comes a real opportunity to increase our personal income and market value, I feel it is the most exciting work I have ever found. Every coach, consultant, trainer, speaker, career counselor, teacher, student, person of any kind will benefit from completing a Value Profile - and, becoming a Value Profiler. If you do, your life will change for the better... forever."*

*If you have any hesitation, call me at 303-777-1765. I'll freely share with you what this experience has done for me, and what it will mean for you. You won't have any doubts after that."*

Judy Sabah, Certified Coach, Mom, Past President of Colorado Speakers

*"I feel spectacular. I have never been happier or felt better about myself. I want you to know that you have made a major difference in my life, and in many more lives that I can and will touch. Attending the certification training was the best money I have ever spent. I'm able to live and be happy now that I know I have intrinsic value and worth. It's been the most freedom I've had since I was a child."*

*In addition to all the breakthroughs I got from these three days, I have a whole new perspective on and about money. I now measure value in a totally different way, and as a direct result, I'm making more money than I ever have. This has been a totally unpredictable result. The breakthroughs and the results in my life are off the charts because of the Value Profile, the Profiler Program and the Certification training (and believe me, I know the charts!). But the shift in money and my attitude towards earning it, spending it, saving it, and investing it (including giving it away) has so dramatically changed that if I could cause people I love to get a fragment of it, they would thank me till the day they die."*

*I am making a huge difference in everyone I come into contact with. I am coaching people at a higher and deeper level than ever before, and I am causing a measurable increase in the performance and productivity of the people I share it with. I know now, without a doubt, I have the strength, confidence and ability to do what I want. The experience is a huge breakthrough for me. I will share this with everyone."*

Love you, and thank you, forever,

Sophie Ben-Shitta, Publisher, Coach and Entrepreneur