

The following data is intended to provide information on some basic dimensions of personality. This information should be viewed as only one source of information that may be helpful in generating hypotheses about the person being evaluated. No decisions should be based solely on this information but it should be integrated with other sources such as personal interviews and references. The data is confidential and should be used by qualified professionals and should not be released.

TraitSet® Report for Sales HighPerformer

Upper

Box indicates TOTAL SCORE as Upper/Middle/Lower that includes both positive & negative "trait" scores.

OVERALL – Sales Potential = 97%

PERCENTILE SCORE is a complex calculation of the weighted TraitSet® "trait" scores. It is NOT an average of the "trait scores." 50 is the middle. Top half is above 50.

These "traits" in combination predict the desired BEHAVIOR measured in this assessment. 50 is the middle. Top half is above 50. Bottom half is below 50. Higher scores on these "traits" are better.

TraitSet®	Scores (%)
Assertion	93
Confidence	80
Independence	60
Egoist Dynamic	88
Leader Dynamic	94
Initiative/Risk Taking	93
Achievement	98
<i>Anchor Cherry Picking</i>	29

Red scores measure negative "traits." The range of desirable Red scores goes up to 85; Middle scores up to 90. Lower Red scores are better.

Negative Scores are RED (Lower = Better)

The score for each individual "trait" is provided in words.

NOTE: Moderate scores may not trigger questions.

Descriptions of the predicted behavior and suggested Interview Questions. People with different scores receive a different description and different interview question as these change to fit the individual results.

TraitSet® Score	Description/Suggested Interview Questions
Assertion - Very High	They are very aggressive in their behavior (May be intimidating)

	Question: Do you feel that being right is so important that you are willing to take anyone on?
Confidence - Very High	They are extremely confident suggesting it may be exaggerated. Question: Very confident people may threaten others, how do you make them feel at ease?
Independence - Average	They are no greater or less independent than others. Question: NONE
Egoist Dynamic - Very High	They are highly motivated by self-interest and personal goals (may be cocky or over confident). Question: When important things can't be done your way, what do you do about it?
Leader Dynamic - Very High	They are highly motivated by controlling others and influencing behavior (may be forceful and controlling). Question: Give me 2 examples of when your "take charge attitude" gets in the way.
Initiative/Risk Taking - Very High	They have an extreme willingness to take initiative or incur risk. Question: What are the 2 best examples of a risk that you took that didn't work out?
Achievement - Very High	They are highly driven to excel or achieve (no comment on integrity of approach). Question: What are the limits that you won't go beyond to be successful or make the sale?

Click here to see descriptions of the "traits" measured in this assessment.

Click below to view Definitions:

 [TraitSet® Definitions](#)