



## The Omnia<sup>®</sup> Profile

Assessment for

Reginald Brown

Omnia - Profile Samples

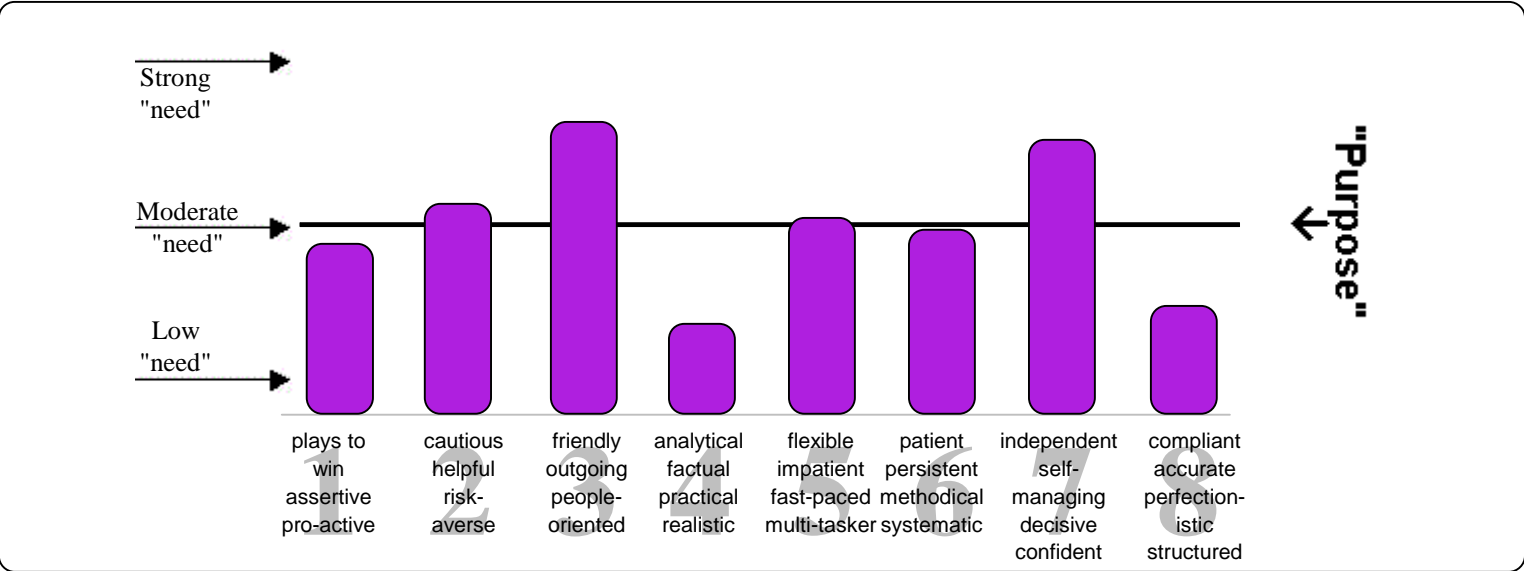
Interpreted by: CLA  
QC by: NT

Client #: 11-00-SAMPLES  
Requested by: cforsyth  
Position: Sales

# The Omnia® Profile Compatibility Rating

|   |                                   |                                     |                                       |
|---|-----------------------------------|-------------------------------------|---------------------------------------|
| Subject's Name<br><b>Reginald Brown</b>       | Profile Number<br><b>SALES404</b> | Date Submitted<br><b>03/12/2004</b> | Client Number<br><b>11-00-SAMPLES</b> |
| Title<br><b>(E) Sales</b><br>Req by: cforsyth | Analyst<br><b>CLA</b>             | QC by<br><b>NT</b>                  | <b>OCR®</b><br><b>6.8</b>             |

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|--|---|--|--|
| <b>OECR®</b><br><small>Omnia® Environmental Compatibility Rating</small><br><b>7.0</b> | <b>OVCR®</b><br><small>Omnia® Vocational Compatibility Rating</small><br><b>6.5</b> | <b>Responsivity</b><br><small>Vitality, stamina, alertness, endurance</small><br><b>fine</b> | <b>Intensity</b><br><small>Clarity of personality definition, balance</small><br><b>1.33</b> |
|--|---|--|--|



## Analyst Comments

Reginald appears somewhat incompatible with a promotion to sales. He may seem promising because he shares Sean's friendliness and upbeat, enthusiastic communication style. However, we are not seeing significant assertive, competitive behaviors. While Reginald may be proactive within relatively low-risk duties, sales could require him to be more aggressive than he is comfortable with. His need to be liked appears to be stronger than his desire to win. This could make it difficult for him to push to close a deal when a prospect seems hesitant or reluctant. If you want to proceed, we suggest letting him take inbound calls rather than requiring him to make outbound ones. Even so, you may need to work with him to show him ways to ask for business and get around common objections. It may also be helpful to pair him with a more assertive peer, such as Sean, whose techniques he can observe. In Reginald's favor, he does appear warmly persuasive and able to easily start a dialogue with prospects. However, role-play with him so that he can get some practice in turning the conversation to business and negotiating when necessary.

Reginald will probably relate most effectively to emotional buyers or people who want to have a good relationship with their salesperson. He could be less effective with pragmatic, no-nonsense types, though. Let him know he does not have to do all the talking, that he needs to be a good listener as well. Make sure he is well-versed in the facts and figures associated with your products and services, so that he can come across as a knowledgeable consultant. Determine whether Reginald feels excited about working for commission, or if he would rather have a greater portion of his pay come from a steady salary. He should appreciate incentives yet also seems to need some security.

### **Moderately Tall Column 2:**

Reginald appears to be more cautious and wary of risk, and less competitive, than the typical, successful salespeople that Omnia benchmarks. She seems to have a stronger need to be helpful than to win. If she is happy and productive in sales, it may be because an aggressive approach is not required at your company or in her particular position. If she is not currently meeting quotas or other expectations and that is why you are profiling her, we suggest you minimize any direct selling/closing she has to do. Allow her to take on less proactive responsibilities rather than pushing her to be a go-getter. Otherwise, you may want to provide warm leads.

### **Tall Column 3:**

Reginald tells us she is friendly, outgoing and quite comfortable working with and through people. She probably is a good relationship builder who can easily start a dialogue with prospects. The taller her column 3, the more she probably charms and entertains prospects and clients. If her column 3 is only moderately tall, however, she may show a somewhat serious, analytical side at times. Mostly, though, you likely see an upbeat, expressive employee. She may get some sales on personality alone.

### **Moderately Tall Column 5:**

Reginald tells us she is reasonably time-sensitive but not hurried. She should try to get timely results but also seems capable of waiting out leads that are slower to develop. She seems to have an adequate sense of urgency, and if she is competitive, you likely have an action-oriented salesperson who tempers speed with persistence. She seems able to multi-task but can also devote sufficient time to individual prospects so that they feel like they got attentive service.

### **Tall Column 7:**

Reginald appears to have a strong desire to self-manage and make her own decisions. She seems motivated by a supervisor who lets her work independently and interpret guidelines loosely, and who provides general direction rather than explicit instruction. If Reginald's column 7 is extremely tall, you may need to review specific expectations with her to gain her cooperation. Criticism and rejection probably do not make a deep impression on Reginald, as he seems resilient. This could make her somewhat challenging to manage at times, but it is better for her closing abilities that she not be too worried about pleasing other people first. Her self-directed behaviors probably help her to be resourceful in finding ways to accomplish goals.

### **Combination of Tall Columns 3 and 7:**

Reginald indicates that she is a charming relationship builder and decisive self-manager. She probably has the people skills of a good salesperson, and does not appear to require a structured job description. She can probably work comfortably without specific protocols and ongoing feedback. Her communication style seems expressive, and she probably is able to desensitize herself to sales rejection. Keep it informal with Reginald: general praise, general guidelines.

## Performance Issues

In addition to the eight columns, there are other areas the Profile measures that can provide valuable insight into behavior. These areas are known as responsivity, intensity and purpose.

### **Purpose**

Reginald shows good quality and purposefulness to her behavior. This means that she should not surprise you by behaving out of character. It also suggests that she has a considered reason for what she says or does and should typically give mature forethought to the consequences of her words and actions.

### **Intensity**

Reginald shows a fine intensity score that is within the recommended range. This means that she depicted herself in definitive terms, giving us a clear, distinct picture of who she is, along with her probable hot and cold buttons. Thus, we can make valid assessments about which behaviors you are likely to see. It also allows us to provide management tips and discern what motivators you can use most effectively with Reginald.

### **Responsivity**

Individuals with "fine" responsivity normally have good mental alertness. Accordingly, we see good potential in Reginald for productive behavior throughout your typical workweek for this position, without undue performance fades or burnout. Reginald should be easily trainable.

### Hot Buttons

- Perks that convey special status; awards to display; a fun environment; an upbeat manager; personal acknowledgement from the boss.
- An autonomous, creative environment; getting to focus on the big picture and overall results more than on details; a manager who trusts her to work with limited supervision.

### Cold Buttons

- Having to do a lot of paperwork; being in a no-nonsense environment; working with highly analytical people.
- A controlling manager; being responsible for total accuracy with details; having to ask somebody before making any decisions.

For Best Performance Reginald Brown Needs:

