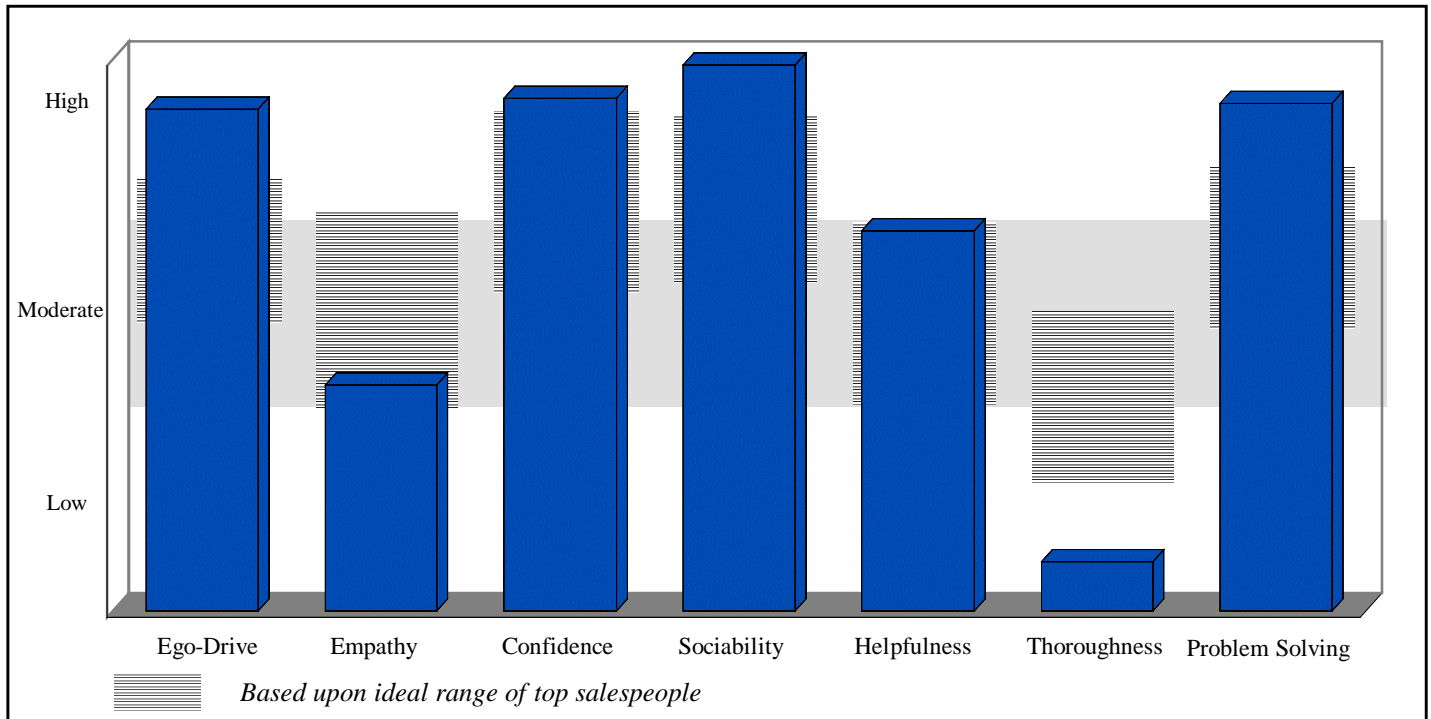


## Ms. Your Candidate --- Your Company



*The Caliper First Step for Potential measures a candidate's potential for career success. Each individual is rated on seven key attributes*

### Ego-Drive

Ms. Candidate has a high level of ego-drive. As a result, she is likely to enjoy the art of persuading. This indicates she will derive gratification when she has successfully convinced another person to purchase the company's product or service. In a sales situation, her motivation to persuade will often fuel her efforts to convince clients to make a commitment.

### Empathy

Her moderate score on empathy, indicates that Ms. Candidate can objectively understand the needs and reactions of prospects or customers, provided that their individual motivations are not too subtle. On those occasions where the expectations of others are not readily apparent, she may not always be on target with her responses.

### Confidence

A high degree of confidence suggests that Ms. Candidate is self-assured and stable in approaching assignments. During the sales process, she should have the ability to rebound quickly from negative reactions, rejection and failed attempts and be able to sustain her efforts toward reaching goals and objectives.

### Sociability

Ms. Candidate has a high level of sociability. Therefore, she will generally pursue opportunities to interact with others. From a sales perspective, she is inclined to enter and develop relationships with both new contacts and

existing customers. Being a sociable individual, she should naturally seek out opportunities to be with prospects and clients.

### Helpfulness

Her high score on helpfulness suggests that Ms. Candidate will tend to place a priority on gaining the approval of others. She is likely to feel good when she has actively supported the customer or prospect. While her service orientation may be an asset in a consultative sales role, she may need to remind herself to refrain from over accommodating the needs of prospects or customers.

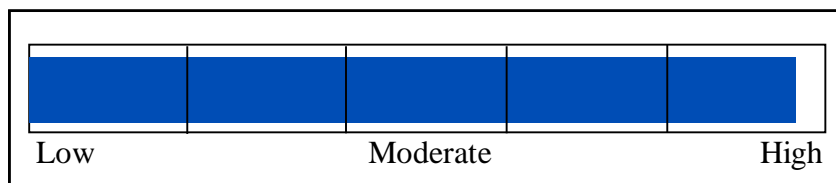
### Thoroughness

The results show that Ms. Candidate scored in the low range of thoroughness. As a result, there is the potential that she may not devote appropriate attention to the administrative or detail-oriented aspects of the sales job. Given that she prefers diversity, she may quickly become bored with details. It may prove beneficial for her to receive support and guidance in this area.

### Problem Solving

Ms. Candidate has a high degree of problem solving ability. As a result she should have the capacity to identify and understand issues, concepts and problems of a complex nature. In essence, she has the essential underlying ability to effectively find appropriate solutions.

## Sales Potential



*Note: The Caliper First Step for Sales is an interpretation of potential behavior and degree of job match based solely upon the measurement of personality and motivation. Candidates are compared to a benchmark sample of top performers. The results provided are intended to offer a description of how the candidate is likely to behave or act in a sales role or situation. It is important that results contained in this report be interpreted in light of other information which is available about the individual. Results of this assessment should never be used as the sole basis for making a hiring decision.*