

Account Management Report

Personal & Confidential

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The Receiver
Your Company
P.O. Box 1234
Anycity, USA 40000-1234

Candidate: John Smith
Position: Account Management
Bottom-Line: Recommended

The validity scales from the Self-Descriptive Index indicate that Mr. Smith went out of his way to represent himself as truthfully as possible. As a consequence, the following profile results are an accurate description of his work approach and motivational needs.

Summary of Potential

Agreed-Upon Skills	Candidate Score
MAXIMIZES RESULTS BY SYSTEMATICALLY MANAGING AN ACCOUNT PLAN	49%
DRIVEN TO PRODUCE BY INCREASING SALES TO EXISTING ACCOUNTS	81%
WORKS THE SYSTEM FOR THE CUSTOMER	86%
EDUCATES CUSTOMERS THROUGH STRUCTURED TRAINING	75%
PROMOTES CUSTOMER RELATIONS BY SOLICITING FEEDBACK	90%
RESPONDS AT ANY HOUR	38%

Account Management Skills Potential

MAXIMIZES RESULTS BY SYSTEMATICALLY MANAGING AN ACCOUNT PLAN

SCORE

49%



Definition: Consistently exceeds sales targets through controlling critical aspects of the sales and delivery processes; systematically works each account plan and anticipates problems in order to work around them; is driven to win customers' attention and treats their business as an honor, never letting them feel taken for granted.

Skill/Capability Level: Mr. Smith may not see the need to commit to a higher level of personal control or dedication because he is content being an average producer. He may see no need to change the way in which he manages the sales and delivery process because he believes his results are perfectly acceptable. He might have a preference for loosely organizing account management work and remaining reactive, rather than proactive, to customer and internal demand for information and response.

Coaching Suggestions: Compare Mr. Smith's position in the performance chart to that of others. Analyze where he falls short and how he can improve his results. Is he taking control of the key aspects of the sales and delivery process? Or is he letting them fall by the wayside? Is he dedicated and committed to meeting or exceeding sales results? Or is he too laid back and relaxed? Challenge him to change the old patterns of behavior that are a hindrance to him achieving a high level of success. Remind him of the importance of implementing a system to manage accounts in order to ensure that key tasks are accomplished.

