

Registration Details

Email Address:	abc@mettl.com
First Name:	Sample
Last Name:	Not filled
Gender:	Not filled
Country:	Not filled
Level of Education:	High School
Industry:	Not filled
Profession:	Not filled
No. of years of Experience:	Not filled

Response Style: **Acquiescence**

Explanation of response style:

- **Genuine:** If questions are answered in a sufficiently varied manner.
- **Social Desirability:** If questions are answered in a socially desirable manner for more than 60% of the questions.
- **Central Tendency:** If more than 60% of the questions are answered as 'neither agree nor disagree'.
- **Acquiescence:** If questions are answered in a 'strongly agree' or 'agree' manner for more than 60% of the questions.

EXECUTIVE SUMMARY

MARKETING PERSONALITY

Recommendation based on Personality

- Moderately Recommended

Strengths

- **Emotional Stability:** Is highly optimistic and resilient and can cope well in stressful times.
- **Learning Agility:** Always learns from one's own and others' successes and failures and use this learning in future. Is extremely open towards learning.
- **Creativity:** Is open to new ideas and methods. Likely to use imaginative and innovative ways at work, rather than following the traditional approaches.

Red Flags

- NONE

Areas Of Development

- **Influencing Others:** Needs to develop convincing and influencing skills.
- **Result Orientation:** Needs to improve one's marketing approach by setting goals for oneself and working on achieving those goals.
- **Understanding customers' needs:** Needs to give more importance to customers' emotions and feelings.

STRATEGIC PLANNING SKILLS

Recommendation based on Strategic Planning Skills

- Moderately Recommended

Strengths

- **Planning product ranges and stocks:** Is a very good planner of product ranges and stocks. Always meets and exceeds the customers' expectations by planning a wide range of products/merchandise.
- **Analyzing Bestsellers:** Carefully analyzes the facts, available resources and bestsellers of the organization and strategically focuses on the bestsellers and makes it most exclusive so that it is difficult for the competitors to reach to this level.

Red Flags

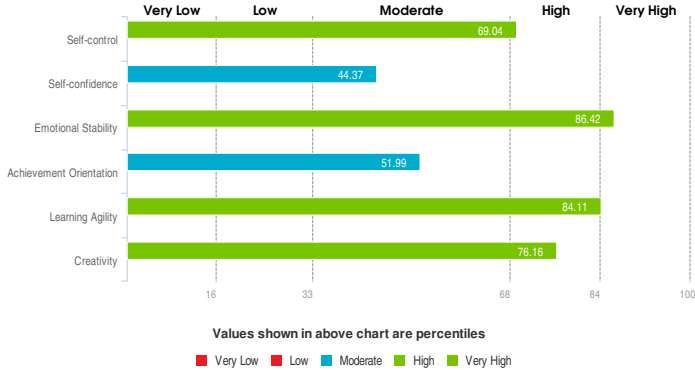
- NONE

Areas Of Development

- **Competitors' Performance Awareness:** Needs to be more aware of one's competitors, their products or services and their marketing strategies.
- **Gathering customers reactions to products:** Needs to keep oneself up to date about customers' reactions to the products and merchandise by regularly seeking their feedback.
- **Advertising and Promotion:** Needs to communicate more effectively with the target audience/customers by using effective advertising and promotional strategies.

PERSONALITY

Self Management



Self-control: High

Likely to be attuned to one's emotions and feelings, is capable of handling one's emotions and controlling impulses during tough times. Remains calm and poised; and doesn't get frustrated, when under pressure.

Self-confidence: Moderate

Often likely to be capable and efficient, having confidence in one's own skills and abilities. May at times come across as an independent and assertive individual, with a fair ability of taking initiative and guiding others during challenging times. May occasionally be open and willing to work in situations involving uncertainty and risk.

Emotional Stability: Very High

Extremely likely to deal effectively with pressure by being calm and composed and not getting discouraged by setbacks at all, working hard to ensure timely and efficient completion of tasks. Likely to always remain optimistic and never give up even if unsuccessful in some tasks. Can efficiently and actively cope with workplace stress.

Achievement Orientation: Moderate

Often likely to be comfortable handling tasks that involve risks. Fairly likely to be intrinsically motivated and at times driven to achieve excellence. May sometimes set high standards for self and others in the team. Occasionally tries to work out of his/her comfort zone. Sometimes likely to rely on others to set deadlines and standards while at times, takes his/her own call.

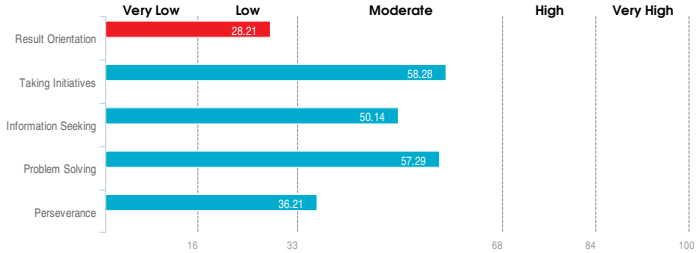
Learning Agility: Very High

Extremely likely to have the ability to reflect on experience, to learn from one's own and others' successes and failures and to actively use this learning in future. Is always willing to seek out challenging experiences and opportunities to develop. Most likely to have the ability to apply new concepts, strategies, behaviors and knowledge to novel problems and not just sticking to conventional approaches.

Creativity: High

Likely to be high on imagination and originality, adding new dimensions to one's work. Is willing to consider new and unconventional ideas and solutions.

Managing the Marketing Process



Values shown in above chart are percentiles

Very Low Low Moderate High Very High

Result Orientation: Low

Less often likely to have a responsible attitude at the workplace. Does not always actively work to ensure desired results and may at times even compromise on the quality of work. Rarely likely to bring perfection and precision into one's work. Is unable to always utilize available resources in a profitable manner. Less likely to set challenging goals for oneself and others.

Taking Initiatives: Moderate

Often likely to be open to new experiences and opportunities and is capable of taking new initiatives at the workplace. Is fairly flexible and self-driven when dealing with novel ideas. Can occasionally express one's own views and convince and direct others when needed.

Information Seeking: Moderate

Often likely to be efficient at methodically gathering and organizing information and facts needed for solving work related problems and making effective decisions. May occasionally work at keeping oneself up to date by seeking out opportunities to acquire more knowledge, exploring new ideas and being somewhat characteristically self-disciplined and motivated.

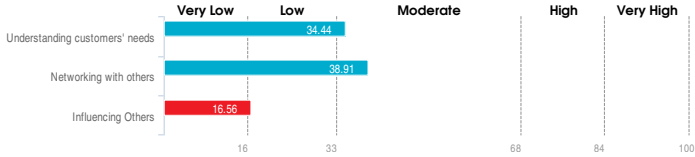
Problem Solving: Moderate

Often likely to be skilled at solving problems by being able to identify and understand patterns and relationships amongst events, situations and applying this knowledge to strategically solve work-related problems.

Perseverance: Moderate

Often likely to be determined to set high personal standards and to achieve results. Fairly likely to maintain balance and calm in the face of adverse conditions, to overcome problems. At times, focuses on channeling effort towards achieving goals. Occasionally accepts responsibility for 'owning' challenges, structuring tasks, implementing plans, completing projects to meet customer and business requirements. Is fairly flexible, sometimes works hard to achieve the desired outcome in different circumstances.

Managing the Customer Relationship



Values shown in above chart are percentiles

Very Low Low Moderate High Very High

Understanding customers' needs: Moderate

Often likely to be able to recognize and understand customers' needs and feelings by being fairly attuned to customers' emotions. Is quite amiable and considerate of others' feelings when making decisions and can at times accurately assess customers' needs, motivations and passions.

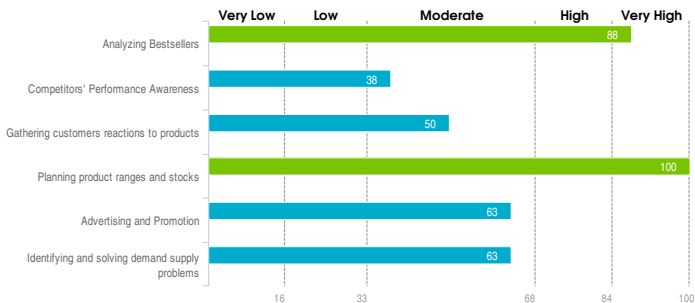
Networking with others: Moderate

Often likely to come across as a warm and friendly person, having a fair interest in socializing and establishing contacts and relationships to develop work opportunities. Is fairly skilled at building networks and using them appropriately for professional growth, by occasionally being confident and accommodating in social situations.

Influencing Others: Low

Less often likely to be able to effectively persuade others to take desired action. May not be able to identify and utilize the factors that might influence others to take a particular action. Less often likely to be able to convince others or be a tactful negotiator.

STRATEGIC PLANNING SKILLS



Values shown in above chart are percentages

Very Low Low Moderate High Very High

Analyzing Bestsellers: Very High

Likely to obtain information and carefully identify key issues and relationships relevant to achieve a long range goal. Likely to carefully and effortlessly analyze the facts, available resources and bestsellers of the organization and strategically focusing on the bestsellers and making it most exclusive so that it is difficult for the competitors to reach to this level. Always likely to enhance and modify one's products' quality from time to time by continuously improving it and adding new/unconventional features to

maintain the uniqueness.

Competitors' Performance Awareness: Moderate

Often likely to be aware of one's competitors, their products or services and their marketing strategies. Fairly likely to keep oneself up to date about competitors pricing models, their distribution and delivery methods and how they enhance customer loyalty. Likely to occasionally gather knowledge about the competitors' media activities by checking their websites as well as newspapers, radio, television and any outdoor advertising/conference/fashion shows/events etc.

Gathering customers reactions to products: Moderate

Often likely to keep oneself up to date about customers' reactions to the products and merchandise by seeking their feedback. Somewhat likely to be keen on seeking what customers need and how one can better meet their needs. On the basis of feedback, fairly likely to make better decisions and plan for the future, measure one's performance and identify new markets or the likely success of new ideas.

Planning product ranges and stocks: Very High

Likely to be an extremely good planner of product ranges and stocks, is pro at setting the concept, purpose and direction; selecting the products and finalizing the price, distribution and sales forecast. Likely to always meet and exceed the customers' expectations by incorporating a wide range of products/merchandise. Always keeps in mind the theme/festive season and plans products/merchandise accordingly.

Advertising and Promotion: Moderate

Often likely to communicate effectively with the target audience/customers by using effective advertising tools such as sales promotions, magazine/newspaper advertising, arranging conferences/shows, taking social media initiatives, using public relations and word of mouth tactics. Fairly likely to increase sales, raise customer traffic, popularize new products and websites, enhance customer relations, have customers pass along positive information to others by sometimes using unconventional/creative advertising and promotional strategies.

Identifying and solving demand supply problems: Moderate

Frequently likely to identify and solve demand/supply problems that appears in the market. Is often able to identify what products to make and what their designs should be, how much, when, where and from whom to buy the raw material for the product, how much, when and where to produce product etc. Is usually able to design, manufacture and distribute its products in an increasingly competitive global economy by fairly forecasting the demand and supply problems, generating the strategies/solutions and executing them well.

Key Motivators

Recognition and Appreciation

Likely to be encouraged by public recognition and acknowledgement for work done. Likely to seek approval from various sources at the workplace.

Probable Disadvantage

May focus excessively on others' opinion, rather than the task at hand.

How to keep the person motivated?

Make the candidate feel appreciated by giving quality feedback regularly.

Advancement

Advancement

Likely to be satisfied with work that paves the way for personal growth and development. Desires to maximize one's own skills and abilities.

Probable Disadvantage

May not be interested in important tasks which do not provide an opportunity to learn or grow.

How to keep the person motivated?

Provide opportunities for skill advancement and training.

Test Log

30 Oct,2014

- 3:11 PM Started the test with Personality Inventory
- 3:14 PM Finished Personality Inventory and started Strategic Planning Test of the test
- 3:14 PM Finished Strategic Planning Test and started Motivation Inventory of the test
- 3:16 PM Finished the test

APPENDIX

"Know Thyself" is the key to professional growth and personal development. Carefully reviewing this report will give an insight into a person's personality at work, which will help in

- Gaining an understanding of the person's strengths and growth opportunities.
- Gazing how his or her behavior influences himself or herself and others.
- Having a better understanding of his/her leadership styles and how to manage one's work through one's leadership attributes.

How to interpret the reports?

When interpreting the results, it is important to remember that the scores are not good or bad, only more or less appropriate to certain types of work. Since the results are based on one's own view of behavior, the accuracy of the results depends upon both honesty and self-awareness while taking the test.

1. The scales for all the factors range from 'very high' to 'very low' based on the normal probability curve.
2. The descriptions for all the factors are easy to comprehend and self-explanatory. In case any further clarification needed, please feel free to contact us.
3. Response style suggests the tendency of a person to respond to the psychometric test in a particular manner.