



SMO

SALES & MARKETING ORIENTATION

SUMMARIZED REPORT

A. IDENTIFICATION

Surname : EXAMPLE Name : A

Organization : PHIA HENNING & ASSOCIATES Date : 2015/03/24 Gender: Male

Job Title : _____ I.D. Number : 123456789

B. SUBSTRUCTURES & PROFILE

FIVE SUBSTRUCTURES OF SMO	SCORE	1	2	3	4	5	6	7	8	9	10	
1. Independence	6											
2. Motivation	7											
3. Influence	5											
4. Adaptable & Flexible	5											
5. Human Relations	8											
INTEGRATED SALES & MARKETING ORIENTATION SMO										6		

C. SUB & SUPPORTSTRUCTURES

1. Independence	6
1.1 Independent Disposition	2
1.2 Effective Image	7
1.3 Self-confidence & Self-assurance	6
1.4 Self-sufficiency & Self-reliance	8
1.5 Positive & Optimistic Disposition	5
1.6 Control of Feelings & Emotions	10

2. Motivation	7
2.1 Work Focused	8
2.2 Time Utilization	6
2.3 Goal, Results & Conclusion Orientation	7
2.4 Perseverance, Commit., Tenacity, Resilience & Endurance	8
2.5 Need for Achievement	8
2.6 Energy, Vigour, Impact & Drive	6

3. Influence	5
3.1 Extrovertiveness	8
3.2 Effective Communication	5
3.3 Persuasiveness	4
3.4 Manipulativeness	5
3.5 Outspokenness	4
3.6 Openness & Transparency	5

4. Adaptable & Flexible	5
4.1 Creative & Original Approach	4
4.2 Variety Orientation	6
4.3 Risk Inclination	5
4.4 Opportunistic Capitalization	8
4.5 Forward-thinking/Pro-active Style	4
4.6 Stress-tolerance	3

5. Human Relations	8
5.1 Promoting good Human Relations	8
5.2 Socializing	8
5.3 Empathy & Sympathy	7
5.4 Concern & Care for People	10
5.5 Facilitation & Supportiveness	7
5.6 Amenable & Accommodating	5

Composed from the PAW
Developed by Dr Louis Fick



Please Note : The Higher the Better