

We all think we know about our own strengths – and even our weaknesses – but buried deep in everyone's personality are powerful influences that can have a major effect on our success. This could be your first step towards unearthing them.

The key to unlocking your potential

There are several proven methods of exploring your inner mind and revealing its hidden depths – one of these is to mortgage your assets and have a session or two with a shrink. The more affordable alternative is to tick your way through Thomas International's free Personal Profile Analysis (PPA) enclosed in this launch issue of Sales Zone.

Thomas International specialises in systems to help employers during staff recruitment, selection, appraisal, training, career development and team-building as well as many other aspects of personnel management. In fact so many companies have benefited that Thomas systems now operate in 40 countries using more than 40 languages and assessing more than 1000 people in the UK alone every working day.

The PPA is the core element of the Thomas system. It poses 24 questions with the answers charted on graphs under four headings: Dominance, Influence, Steadiness and Compliance. They are then grouped into three sections: "how others see you"; "behaviour under pressure", and "how you see yourself".

There are no right or wrong answers. The PPA is purely a method of scoring that makes it possible to trace behavioural patterns and surveys have shown to be 85 per cent accurate.

So now you have a unique opportunity to try the system free of charge courtesy of Sales Zone – just complete the PPA in this

issue and return the form to **Sales Zone, 3rd floor, 5 Carlisle Street, London W1V 5RG, or fax 0171 437 0699.**

A highly experienced Thomas assessor will then plot your answers to produce your personal profile which will be sent to you. To enter into the spirit of the occasion, Sales Zone editor Bradley Moore has agreed to lay himself bare to the entire readership and publish the results of his own PPA in the next issue. Should make interesting reading!

Costly mistakes

Appointing the wrong person to a job can cost your company an average of £25,000 to put matters right – that's a pretty high price to pay for choosing a square peg for a round hole. Which is why choosing the right candidate is crucial and why personal profiling, matched to human job analysis, is being used more and more in recruitment.

As the corporate environment becomes more competitive and emphasis is being placed more on maximising productivity, having the right people in the right places assumes even greater importance. It is equally important that a person is not only to the position, but also to the corporate culture, the team and the manager.

A flaw in any one of these facets can have catastrophic – and costly – repercussions and it is virtually impossible that the person can be nurtured towards their full potential. How often have you said you

THE PERSONAL PROFILE ANALYSIS

PLEASE PRINT _____ DATE _____

FORENAME _____ SURNAME _____ Mr, Ms, Mrs _____

POSITION APPLIED FOR _____

PRESENT/LAST POSITION HELD _____

ADDRESS _____

TEL NO. _____

EXAMPLE

gentle <input checked="" type="checkbox"/> L	persuasive <input type="checkbox"/>	humble <input type="checkbox"/>	original <input checked="" type="checkbox"/> M
gentle <input type="checkbox"/>	persuasive <input type="checkbox"/>	humble <input type="checkbox"/>	original <input type="checkbox"/>
attractive <input type="checkbox"/>	God fearing <input type="checkbox"/>	stubborn <input type="checkbox"/>	sweet <input type="checkbox"/>
easily led <input type="checkbox"/>	bold <input type="checkbox"/>	loyal <input type="checkbox"/>	charming <input type="checkbox"/>
open-minded <input type="checkbox"/>	obliging <input type="checkbox"/>	will power <input type="checkbox"/>	cheerful <input type="checkbox"/>
jovial <input type="checkbox"/>	precise <input type="checkbox"/>	courageous <input type="checkbox"/>	even-tempered <input type="checkbox"/>
competitive <input type="checkbox"/>	considerate <input type="checkbox"/>	happy <input type="checkbox"/>	harmonious <input type="checkbox"/>
fussy <input type="checkbox"/>	obedient <input type="checkbox"/>	unconquerable <input type="checkbox"/>	playful <input type="checkbox"/>
brave <input type="checkbox"/>	inspiring <input type="checkbox"/>	submissive <input type="checkbox"/>	timid <input type="checkbox"/>
sociable <input type="checkbox"/>	patient <input type="checkbox"/>	self-reliant <input type="checkbox"/>	soft-spoken <input type="checkbox"/>
adventurous <input type="checkbox"/>	receptive <input type="checkbox"/>	cordial <input type="checkbox"/>	moderate <input type="checkbox"/>
talkative <input type="checkbox"/>	controlled <input type="checkbox"/>	conventional <input type="checkbox"/>	decisive <input type="checkbox"/>
polished <input type="checkbox"/>	daring <input type="checkbox"/>	diplomatic <input type="checkbox"/>	satisfied <input type="checkbox"/>
aggressive <input type="checkbox"/>	life-of-the-party <input type="checkbox"/>	soft touch <input type="checkbox"/>	fearful <input type="checkbox"/>
cautious <input type="checkbox"/>	determined <input type="checkbox"/>	convincing <input type="checkbox"/>	good-natured <input type="checkbox"/>
willing <input type="checkbox"/>	eager <input type="checkbox"/>	agreeable <input type="checkbox"/>	high spirited <input type="checkbox"/>
confident <input type="checkbox"/>	sympathetic <input type="checkbox"/>	tolerant <input type="checkbox"/>	assertive <input type="checkbox"/>
well-disciplined <input type="checkbox"/>	generous <input type="checkbox"/>	animated <input type="checkbox"/>	persistent <input type="checkbox"/>
admirable <input type="checkbox"/>	kind <input type="checkbox"/>	resigned <input type="checkbox"/>	force of character <input type="checkbox"/>
respectful <input type="checkbox"/>	pioneering <input type="checkbox"/>	optimistic <input type="checkbox"/>	accommodating <input type="checkbox"/>
argumentative <input type="checkbox"/>	adaptable <input type="checkbox"/>	nonchalant <input type="checkbox"/>	light-hearted <input type="checkbox"/>
trusting <input type="checkbox"/>	contented <input type="checkbox"/>	positive <input type="checkbox"/>	peaceful <input type="checkbox"/>
good mixer <input type="checkbox"/>	cultured <input type="checkbox"/>	vigorous <input type="checkbox"/>	lenient <input type="checkbox"/>
companionable <input type="checkbox"/>	accurate <input type="checkbox"/>	outspoken <input type="checkbox"/>	restrained <input type="checkbox"/>
restless <input type="checkbox"/>	neighbourly <input type="checkbox"/>	popular <input type="checkbox"/>	devout <input type="checkbox"/>

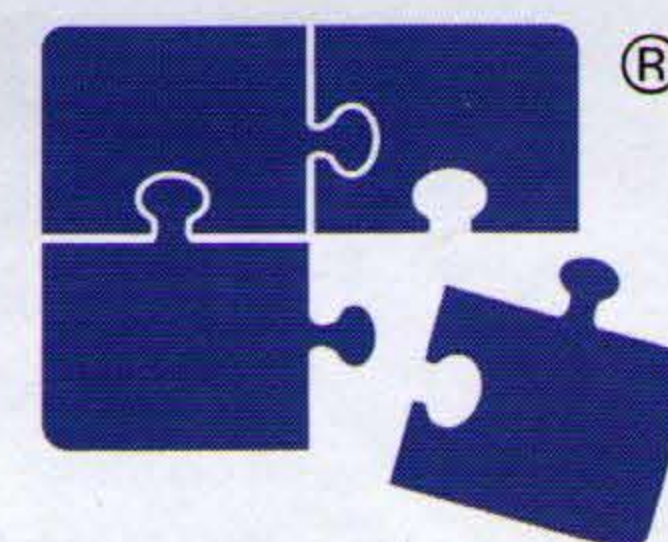
DIRECTIONS

Each of the boxes on the left contains four descriptive words. Examine the words in the first box and give your first spontaneous reaction. Place an **M** in the box to the right of the word if that is what you are most. Place an **L** in the box to the right of the word if that is what you are least. For every four words you should have one **M** and one **L**. The individual in the example to the left perceives him or herself as most original and least gentle of the four descriptive words. Use ball point pen or pencil. Please press hard.

REMEMBER

1. The analysis is not a test. There are no 'right' or 'wrong' answers.
2. The profile must be completed in isolation and without interruption.
3. Be certain you complete the Personal Profile thinking of yourself in your current job; if you are not working, then think of yourself in your last job. If you have not worked then think of yourself at home.

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would have done things differently with the benefit of hindsight? Well, Thomas systems can give you the benefit of foresight, allowing your organisation to select, understand, direct and motivate staff towards improved personal and corporate achievement.

“Sales Zone’s resident loser Jobhopper Man”

Sales Zone’s resident loser Jobhopper Man would almost certainly face a PPA as he prepares to smarm his way through another job interview for his 13th sales job of the year. And the result of his personal profile would give a clear indication of his roaming tendency.

Hundreds of human resources departments are refining their established recruitment methods by turning to a mix of interview and personality assessments, but interview remains the most popular

selection tool by far, even though an interview can be misleading and by no means an exact science.

There is concern, however, about the fairness of some job interviews as the face to face method is inherently less objective than personality tests. The tests are blind – interviewers are not. Perhaps that’s why Jobhopper Man has been able to bluff his way into so many high-flying sales positions!

Capitalise

Thomas International systems are specifically designed to identify and capitalise on people’s strengths and to provide managerial aid in a whole raft of activities including recruiting, selecting, training, developing, counselling, career planning, team bonding and team management.

Another asset of the systems is that they help identify and utilise individual strengths so employers can realise the full potential of their employees and they help motivate and energise people in their working environment, raising self-esteem,

confidence and enthusiasm.

Around the globe highly experienced Thomas consultants work closely with clients to provide a range of products and services. Developed and refined over the years, Thomas offers a truly international service providing significant benefits for multi-national corporations.

Thomas consultants are a rare breed. Selected for broad business experience and specialised skills in dealing with people, they are trained to interpret results and advise on solutions. They are also trained to conduct workshops and seminars and are specially tailored for their clients’ requirements. The company has also introduced companion software to the P.P.A. which generates a complete self-image of the person assessed in terms of motivation, work strengths and general limitations.

Other selection and training systems include aptitude tests for the workplace – measuring a person’s ability to respond to training – and Diagnostic Team Review, looking at the successful management of strengths and weaknesses. ■

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- We have business in abundance
- We have 24 years successful experience behind us
- We have a new profit sharing payment system

OUR PACKAGE INCLUDES

- * Guaranteed Minimum Earnings
- * Full product training
- * Full sales support from Head Office
- * Career Prospects

IF YOU ARE

- A consummate sales professional able to demonstrate past success.
- Aged between 30 and 55
- A Car owner
- Need to earn £30K - £65K O.T.E.

OP THEN PHONE JOHN CROXALL ON 0800-458-0330

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DIRECTOR OF BUSINESS DEVELOPMENT

We are a business communications company involved in the exciting and unpredictable world of live events, video, multimedia and the internet. Working for mostly blue-chip clients, we foster long-term working relationships with our clients by helping them with their internal and external communications.

As a result of continuous growth, we now have a vacancy for a Director of Business Development to lead our small but enthusiastic Business Development Team, win new long-term clients and deliver our very achievable sales targets. As a candidate you are probably already successfully managing a sales team, or maybe looking for a challenging new break. This could be it.

We are a well established organisation with offices in the South East and East Midlands. The successful appointee can be based at either location.

In the first instance, please call 01348 831 181 or drop me a line at garyl@plus-two.co.uk