

Name: Advertising Rep
 Company:

Date:
 Page:

Score Sheet

General

Mental Aptitudes												
		1	2	3	4	5	6	7	8	9		
MENTAL ACUITY	Slow Learn	X									Fast Learn	
BUSINESS TERMS	Uninformed	X									Knowledgeable	
MEMORY RECALL	Unaware	X									Aware	
VOCABULARY	Limited	X									Strong	
NUMERICAL PERCEPTION	Imprecise	X									Accurate	
MECHANICAL INTEREST	Indifferent	X									Interested	
Personality Dimensions												
		1	2	3	4	5	6	7	8	9		
ENERGY	Restless	X									Calm	
FLEXIBILITY	Flexible	X									Rigid	
ORGANIZATION	Disorganized	X									Planful	
COMMUNICATION	Reserved	X									Interactive	
EMOTIONAL DEV	Impatient	X									Tolerant	
ASSERTIVENESS	Cooperative	X									Authoritative	
COMPETITIVENESS	Team Player	X									Individualist	
MENTAL TOUGHNESS	Sensitive	X									Tough	
QUESTIONING /PROBING	Trusting	X									Skeptical	
MOTIVATION	Security	X									Recognition	
Validity Scales												
		1	2	3	4	5	6	7	8	9		
DISTORTION	Frank Answer	[. X]									Exaggerates	
EQUIVOCATION	Choose Alter.	[. X]									Choose Middle	

STANINE: The STANINE is a system of measurements which divides the population into nine parts.

NOTE: Areas with dots and brackets ([.....]) are of primary importance with the dots and brackets reflecting the most desirable range for an individual to score in to have those characteristics. Areas without dots and brackets are secondary areas that provide additional information regarding the individual.

AREAS OF CONCERN - Scores of 1 OR 2 in any of the following dimensions:
Energy, Flexibility, Emotional Development OR Mental Toughness are areas of concern.

