

Proven Match

Individual Comparison Report

Sample Prospect



February 6, 2011

Because Fit Matters!

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Sample Prospect
1234 Any Street
Anywhere, IA 98765
(123) 456-7890

Age: 53
Sex: Male
Education: College
Income: 150K
Marital Status: Yes
Children: 2
Net Worth: 500K



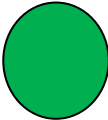
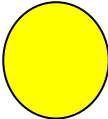
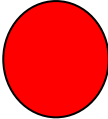
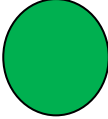
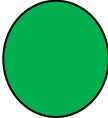
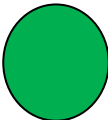
Overall Compatibility: 93.6%

Sample Prospect matches: **93.6%** against
Example Franchisor Company Top
Performer data assessed July 2010.

Values & Motives: Belonger-Achiever
Competency 1: Administrative
Competency 2: Client Management
Work Style: Director
Focus Preference: Strategic
Leadership & Rules: Democratic



Compatibility Checklist

<p>Values and Motives</p> <p>TPM: Achiever-Belonger Candidate: Achiever-Emulator</p>	Good Match	
<p>Core Competency 1</p> <p>TPM: Client Relationship and Support Candidate: Administrative and Management</p>	Fair Match	
<p>Core Competency 2</p> <p>TPM: Administrative and Management Candidate: Sales and Promotion</p>	Poor Match	
<p>Work Style</p> <p>TPM: Promoter Candidate: Promoter</p>	Excellent Match	
<p>Focus Preference</p> <p>TPM: Strategic: Broad - People Candidate: Systematic: Narrow - People</p>	Good Match	
<p>Leadership and Rules</p> <p>TPM: Democratic Candidate: Paternalistic</p>	Good Match	

Prospect at a Glance

Stage of Growth				
Entrepreneurial	Partnership	Systematic	Bureaucracy	Intrepreneurial
Core Competencies				
Administration & Management	Sales & Promotion	Marketing & Advertising	Technical & Product Knowledge	Client Management & Support
Business Development				
Contractor	Single Unit	Multi-Unit	Area Developer	
Sales Orientation				
Consultative	Relationship		Competitive	
Work Style				
Director	Promoter	Collaborator	Thinker	
Values and Motives				
Belonger	Achiever	Societal	Emulator	
Focus Preference				
Broad/People	Narrow/People	Broad/Task	Narrow/Task	
Leadership and Rules Style				
Autocratic	Paternalistic	Democratic	Laissez-faire	
Compliance				
Low	Average	High	Very High	

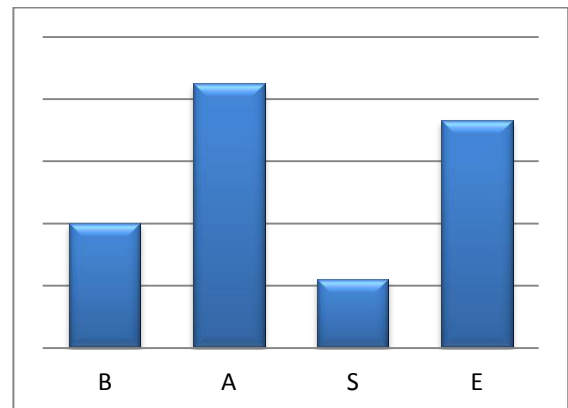
Values and Motives

*Motives are the only true predictors of behavior and performance. The **BASE Assessment** measures Buyer Motives and Value Sets which determine what about the self is the meaningful core that governs people's desires and the expression of these desires in life and business.*

Buyer Motives: Achiever-Emulator

Sample is a tenacious business builder not satisfied until they dominate the market. Motivated by the desire for status and achievement they have goal-oriented lifestyles and deep commitment to success. Control and money defines success for the Achiever-Emulator. They favor classy or unique business-to-business replicable concepts with strong growth potential.

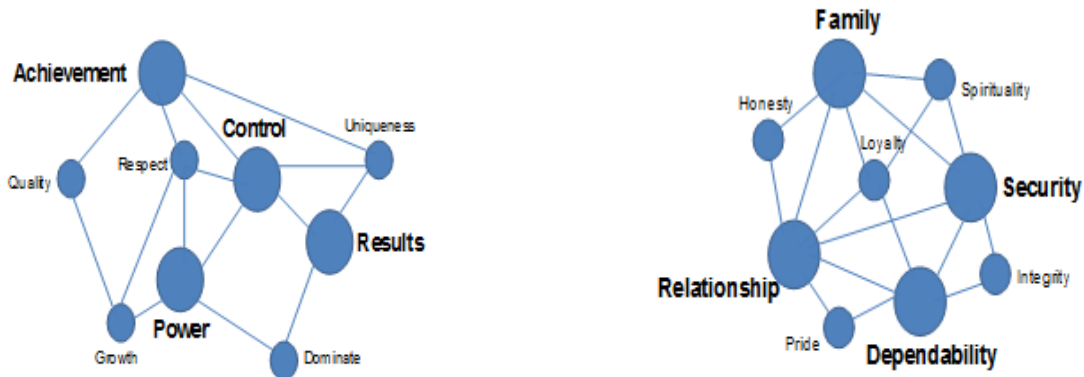
Fearless and action oriented the Achiever-Emulator will at times challenge processes deemed ineffective and implement their own systems. They respect time, numbers, systems and their competition in their ongoing drive to be the best. Great strategic planners and decision makers they abide by results based plans long into the future. Adversity seems to strengthen their convictions.



Direct and to the point, as business person **Sample** might prove intimidating but nonetheless respected. Capable of wearing many hats their expectations and demands are high of both themselves and others. In the end it's about results, making a profit and setting themselves part. It is not necessary for others to like them but a mistake to not to heed their counsel.

Value Sets

It has been established that it is an individual's personal value system which directly dictates his or her motivations.



Hierarchy of Values

Based on assessment results here are **Sample's** values:

Achievement
Respect
Control
Quality
Challenge
Dependability

Values italicized (if any) are Wild Cards. These values(s) may indicate a recent change, something amiss or redirecting of focus. Wild card values will have greater emphasis or attention given them during current situation, and may reposition in hierarchy once that value is expressed.

Core Competencies

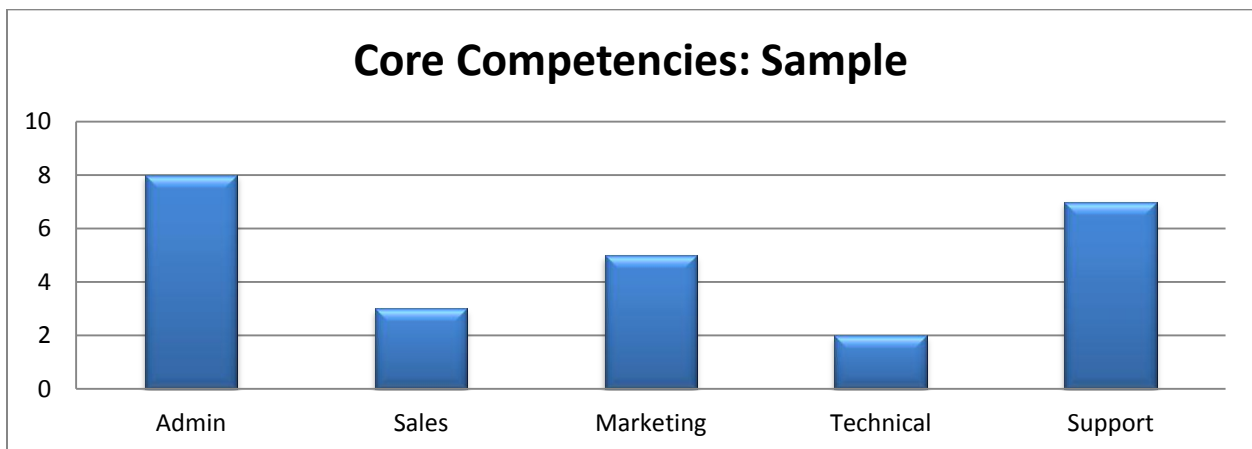
Highlighting competencies is not so much to alert one to skill sets but instead to determine if franchisor and business owner have complementary competencies.

Primary: Human Resource Management and Administration

Sample has strong human resource management and administrative skills. They are good decision-makers, problem-solvers and natural leaders. Their talents include hiring, managing, training, supervising and developing people. They are able to organize information, budget and plan. They recognize, refine and implement best practices. They are articulate in all forms of communication including speaking and writing. They are technically competence and self-managed. Their advice and direction is respected and followed.

Secondary: Sales and Promotion

Sample has strong sales and promotion skills. They are responsible, confident and driven for success. Listening and effortless conversation are strong suits as is their positive outlook. They are naturally persuasive and able to motivate others. They are good at analyzing data and assessing problem situations. They can sit down with a client and explain in an easy to understand manner a complicated product, idea or service. They are excellent rapport builders, comfortable talking about money and able to help others come to decisions.

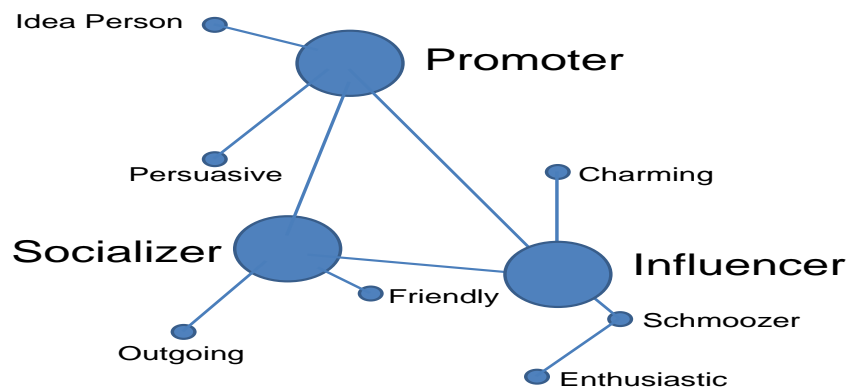


Work Style

The **WLS Assessment** measures those aspects pertinent to running a business including managing time and resources.

Work Style: Promoter

Scores indicate **Sample** is a Promoter. Their personality shines and others enjoy being around them friendly and enthusiastic energy. They thrive on the admiration, acknowledgment, and compliments that come with being in the limelight. They probably know how to have fun and make friends easily; their focus is relationship. They make a great schmoozer and would rather be with clients over lunch than work in the office. Their strengths are enthusiasm, charm, persuasiveness, and warmth. Of all types they are the most gifted in people skills and communication skills. They are a great influencer, people listen when they share. **Sample** is an idea-person undoubtedly excelling at getting others excited about their vision. They are an optimist with an abundance of charisma. These qualities help them influence people and build alliances.



Work Style

	Director	Promoter	Collaborator	Thinker
Pace	Fast - Decisive	Fast - Spontaneous	Slower-Relaxed	Slower-Systematic
Priority	Goal	People	Relationship	Task
Seeks	Productivity, Control	Participation, Recognition	Acceptance	Accuracy, Precision
Strengths	Administration, Leadership, Pioneering	Persuading, Motivation, Entertaining	Listening, Teamwork, Follow-through	Planning, Systematizing, Orchestration
Fears	Being taken advantage of	Loss of social recognition	Sudden changes, instability	Criticism of their work
Irritations	Inefficiency, Indecision	Routines, Complexity	Insensitivity, Impatience	Disorganization, Impropriety
Under Stress May Become	Dictatorial, Critical	Sarcastic, Superficial	Submissive, Indecisive	Withdrawn, Headstrong
Gains Security Through	Control, Leadership	Playfulness, Others approval	Friendship, Cooperation	Preparation, Thoroughness
Measures Personal Worth By	Impact or results Track record and process	Acknowledgments Applause Compliments	Compatibility with others Depth of contribution	Precision, Accuracy Quality of results
Workplace	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured

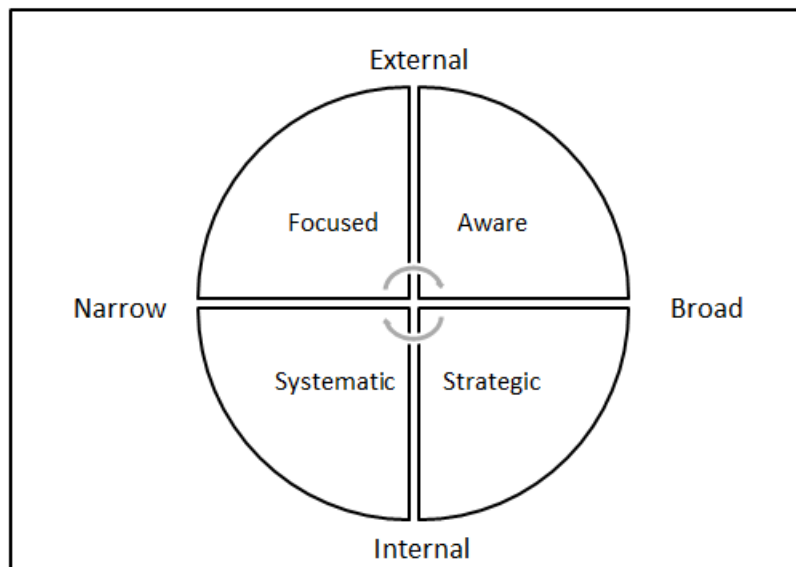
Focus Preference

*Nothing is more basic to performance, or more critical to success, than the ability to concentrate. The **Focus Preference Scale** measures basic concentration skills.*

Focus Preference: Systematic

This kind of concentration is used to create a logical set of systems and/or procedures. **Sample** is:

- Narrow, External and/or on People
- Focused on effectiveness and efficiency
- Works well independently or one-on-one
- Handles feedback well and will use it to reach a solution
- Able to separate facts from interpretations and opinions
- Calculated risk taker, may be reserved



Leadership and Rules Style

The **Leadership and Rules Assessment** measures leadership style and the ability make and/or follow rules.

Leadership Style: Democratic

- Leader allows employees to take part in decision-making: therefore everything is agreed by the majority.
- Communication is extensive in both directions (from subordinates to leaders and vice-versa).
- Can be particularly useful when complex decisions need to be made that require a range of specialist skills.

Advantage: job satisfaction and quality of work will improve.

Disadvantage: Decision-making process is severely slowed down, and the need of a consensus may avoid taking the 'best' decision for the business - can go against a better choice of action.

Compliance Ratio

It's important to understand a candidate's ability and willingness to comply with systems, procedures, policies, standards and regulations. Some systems are still dynamic and evolving thus policies and procedures not firmly instilled while other systems have precise rules, regulations and policies for doing business.

Compliance Ratio: Very High



Scores indicate **Sample** has a very high compliance for systems, rules, standards and financials. They respect, welcome and adopt procedures and policies.

Meta Programs and Strategies

The **Meta Programs Assessment** measures five primary strategies or filters an individual uses to assess information and make decisions.

Direction Sort: Both Toward and Away

Scores indicate **Sample** is both Toward and Away From. They are focused on their goals, while noticing things that should be avoided, gotten rid of or fixed. They are motivated to have, get, achieve and attain. They tend to be good at managing priorities. They are excellent at trouble shooting, problem solving and pinpointing possible obstacles.

Frame of Reference: External

Scores indicate **Sample** is an External. This group is receptive and motivated by outside direction and feedback. They carefully weigh out feedback from various sources as they critique and fine-tune tasks, processes and themselves. As managers they trust their employees to do a good job, but are unafraid to critique or offer guidance if necessary.

Task Attitude: Optional

Scores indicate **Sample** is an Optional. This group is motivated by the possibility to do something in another way. They enjoy breaking or bending the rules. Exploring new ideas is of great interest. They may start a new project and not feel compelled to finish it. These people do well in a situation that requires solutions or alternatives to current systems.

Chunk Size: Global to Specific

Scores indicate **Sample** is an individual who wants the big picture first then the details and facts. Global to Specific thinking is useful for setting direction while at the same time executing a plan. As managers this combination of traits allows them to manage a variety of people and projects successfully.

Needs and Wants in a Business

Needs and Wants in Business

- Strong and credible leadership and management
- Quality and consistency in product, service and company
- Desire to impact policy and procedure
- Ability to replicate
- High growth potential
- Own market share
- Professional control
- Equity and/or Exit strategy

Business Best Suited

- Medium risk with growth potential
- Classy, unique or different
- Management or absentee ownership
- Business-to-business
- Can control or dominate marketplace
- Long term opportunity
- Doesn't mind competition
- Few employees
- Location and/or market important
- Image less important – service based okay