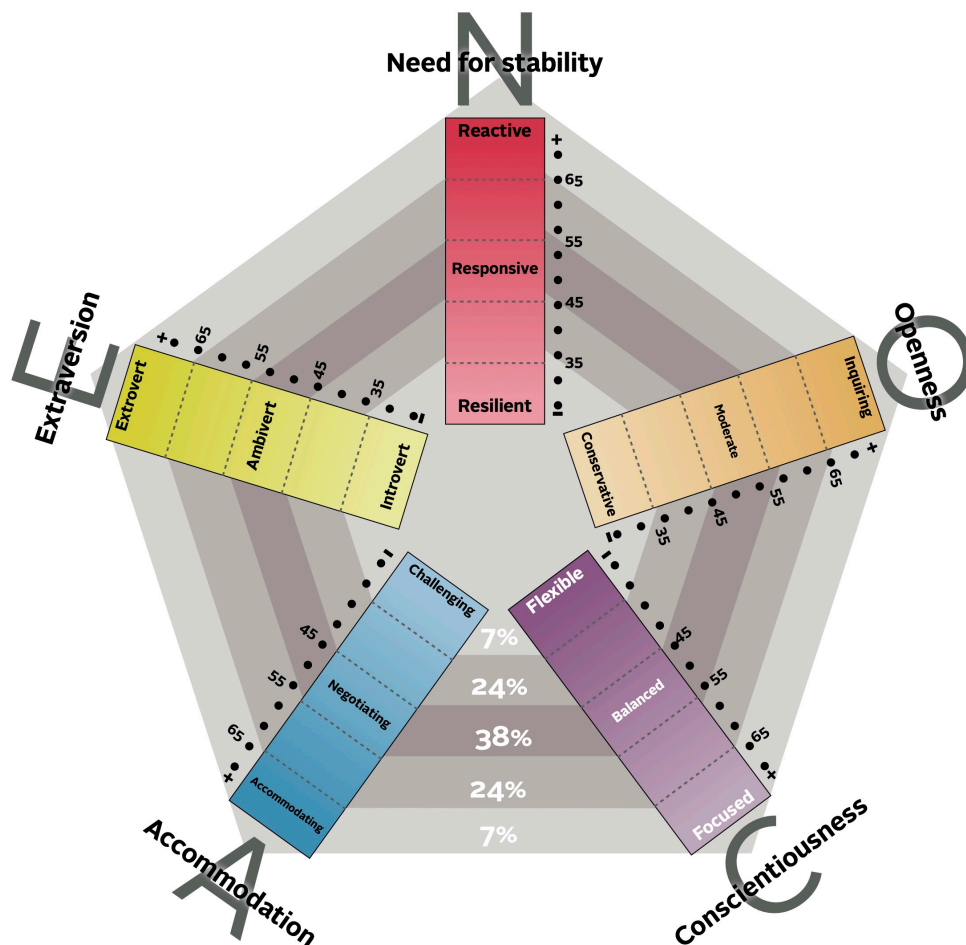


Big five

Understand and acknowledge your personality traits

Short introduction to Big Five personality analysis



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Congratulations on your personal introduction to personality traits and the personality analysis Big Five.

This folder is made for PeopleReader's & SalesPilots' customers. If you are not a customer in either company, you are definitely still a good person, and we would love to share our knowledge and insights with you regardless.

The content is written by Tony E. Clausen based on PI Company's Big Five analysis, which is based on Neo-Pi-R - the version of Big Five that we use.

You can find providers of other versions of Big Five analyses, and you will still be able to use this folder, since they all have the same groundwork, thus will seem alike (for everyone but professionals), however may use different terms.

You will be introduced to five factors, which all describe a trait in the personality. Each factor has multiple facets, and here you will also find differences at the various providers of Big Five analyses.

In this folder, you will become familiar with **four** and **five** facets **per** factor, but other types of analyses have fewer, and some clinical types of analyses have more. Just know that the basis is the same for all, with details and variations that only makes sense for professionals and psychologists.

Enjoy your journey into personality traits and the personality analysis Big Five.

Tony E. Clausen
PeopleReader & SalesPilot

Why?

Big Five is an analysis method that gives insight into a person's personality traits, divided into five factors:

- **Need for Stability (Neuroticism)**
- **Extraversion**
- **Openness**
- **Accommodation**
- **Conscientiousness**

The composition of the five factors gives a clear view of a person's personality. It also helps you to understand **yourself** in relation to people around you, and to understand **other** people.

If you are willing, the self-knowledge will open you to a greater understanding and acceptance of other people, especially those with other personalities than yourself.

Use the personality analysis for self-knowledge, employees, recruitment, and understanding customers.

Self-knowledge:

The analysis compares your personality traits with all of humanity:

- How **worried** are you? How **quickly** do you get **angry**? Do people see you as **warm** or **cold**? - Compared to others.
- How **open** and **imaginative** are you? How **accommodating** are you? - Compared to others.
- How **conscientious** are you? How good are you at **method**, **systematics**, and at **concentrating**? And **what** can you **do** about it?!
- You will get the opportunity to **understand** yourself, your **potential**, and your **limitations**, and **how** they are **handled**.
- You can become **better** at handling **stress**, **joy**, and **people** that are very **different** from you.
- Get the **answer** to where you are **most** similar to other people, and where you **differ** the most from the **majority**.
- Your expanded **self-knowledge** may lead to better **communication**, **cooperation**, and **interaction** with people.

What is Big Five?

Big Five was developed in the 1990s and is based on two assumptions:

Words versus personality:

The first assumption is that the human vocabulary has captured significant elements of how our personality is.

The idea is that human communication is of such great social importance that the spoken word basically is about ourselves and other people.

During the development of the spoken word, a vocabulary was developed, which actually describes differences and similarities within personalities. The assumption is that the words we choose are expressions of our personalities.

Questions:

The second assumption is that you can gain access to knowledge of personalities in the spoken word, either by asking people questions or by asking them to choose between different sentences or adjectives.

When the researchers did experiments with words, sentences and questions, it turned out that the results were both valid and reliable over time. When people are asked the same questions over time, the results are uniform, and clusters are formed, which fit into the Big Five model for personalities.

The good psychometric model

Scientifically, a valid psychometrical measuring method has to meet the following conditions:

- **It must be able to predict the same things as other similar measuring methods predict.**
- **It has to be able to measure something unique, which other psychometrical measuring methods are not capable of.**
- **It has to have practical value and help the individual to understand something important.**

Big Five meets all the conditions above and is regarded as the standard for all other psychometrical measuring methods.

The majority of clinical psychologists use Big Five as their only psychometrical measuring method on personality, because it is accurate, reliable, and valid over time.

Big Five across cultures and languages

After Big Five was developed, researchers wanted to find out, if the structure continued across cultures and languages, or if it was only valid in a western, English speaking context.

To test it, the researchers translated English questions to other languages and discovered that clusters again emerged in five factors. They also tried to use questions from other languages' vocabulary, and once more the five factor structure emerged.

The uniformity in the results is the proof of the validity and reliability of Big Five.

Big five divides the personality in five factors:

- **Need for Stability (Neuroticism)**
- **Extraversion**
- **Openness**
- **Accommodation**
- **Conscientiousness**

The combination of the five factors and the underlying facets describe the entire part of the personality that science is able to measure for the time being.

Big Five places the results for each individual against everyone that have ever taken the analysis. This way it becomes evident where the person is placed on a factor or facet compared to all of humanity in what is called the normal distribution.

Thus, the analysis measures a result for an individ against the entire group of people (the normative group), who has ever taken the analysis.

Big Five divides the score for each factor and facet into **five** groups:

--7% where the measured personality trait is the **least** present compared to the majority of the normative group

-24% where the measured personality trait is **less** present compared to the majority of the normative group

38% where the measured personality trait is present as with **most** of the normative group

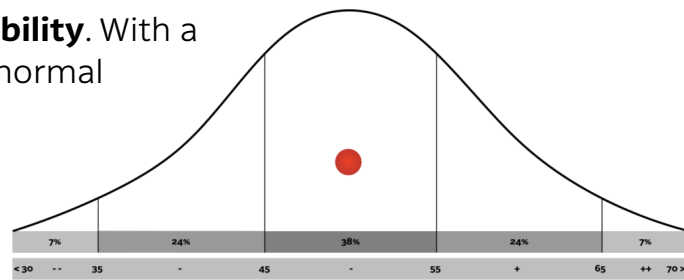
+24% where the measured personality trait is the **most** present compared to the majority of the normative group

++7% where the measured personality trait is **mush more** present as with the majority of the normative group

Example 1:

A person scores **50 in the factor: Need for Stability**. With a score of 50, the person is in the **middle** of the normal distribution.

In other words: In a room of **100 people**, this person has the **same** personality traits as **38 others** in the room, thus the **majority**. The person is therefore **similar** to the majority of people on **Need for Stability**.

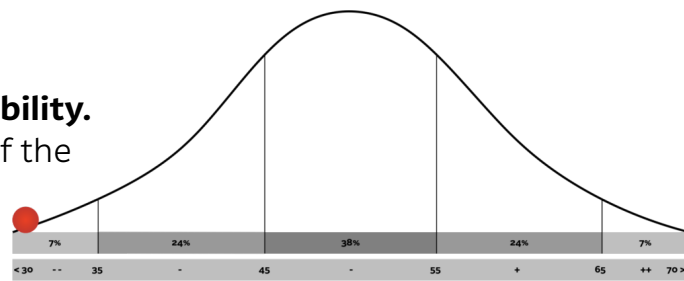


This means that the person either **perceives** his-/herself, or is perceived by others, as most "normal" people (the average) on the personality trait **Need for Stability**.

Example 2:

A person scores **30 in the factor: Need for Stability**. With this score, the person is in the **outer 7%** of the normal distribution.

In other words: In a room of **100 people** this person has the **same** personality traits as **7 others** in the room, thus the **minority**. The person has a **lesser** need for **stability** than the **other 93** people in the room.



This means that the person either **perceives** his-/herself, or is perceived by others, as **less anxious** than "normal" people (the average).

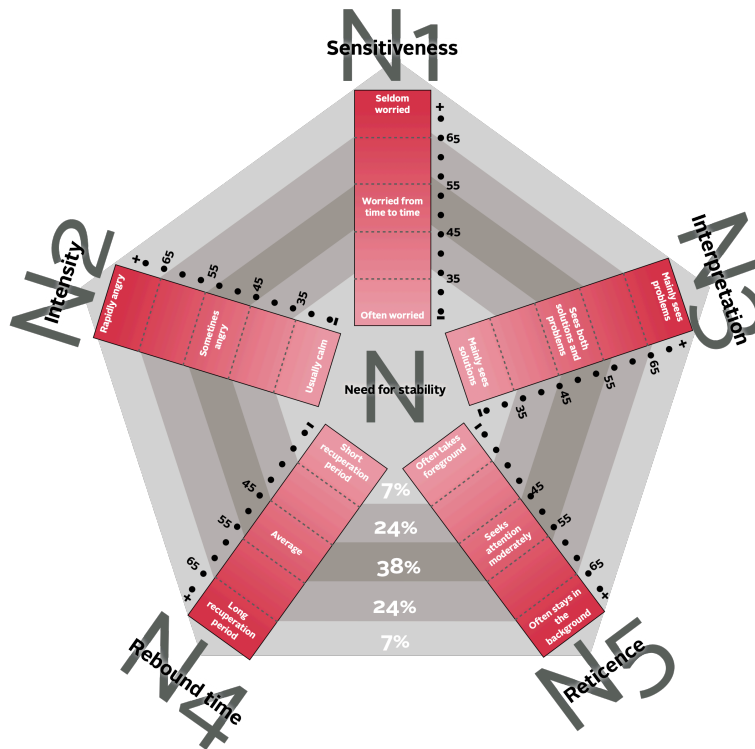
Big Five has proven its superiority compared to other psychometrical measuring methods on personality and includes a statistic reliability that enables measurement of a person's result up against all of humanity.

At SalesPilots and PeopleReader, we use the Big Five model, which technically is called Neo-Pi-R. You can find other providers that use Neo-Pi, Neo-Pi-3.

Please note: Big Five is an **analysis**, not a **test**. A **test** can be passed or failed. You can **never** fail an **analysis**. An analysis is an **observation**.

Big Five measures what **exists**, and never judges the observation. If there is a judgment, it **only** exists inside the person **reading** the analysis. Your personality traits **are**! How your traits are expressed can be **positive/negative** according to the situation. Any trait is **just** a trait. You make it **good** or **bad**.

Need for stability



The personality trait "**Need for stability**" is connected to **negative emotions**. This factor measures **how** the person reacts **emotionally** to adversity.

Personality traits associated with **need for stability**:

- Frustration
- Disappointment
- Pain
- Quickly **feeling** threatened
- Uncertainty and doubt
- Anxious/timid
- Depression
- Lose spirit
- Worry
- Overwhelmed
- Angry
- Uncontrolled **emotions**
- Mood swings

What is the purpose of negative **emotions**?

Negative emotions help people to avoid pain and suffering by the motivation to act carefully. They act as protection against hurt and pain.

Some people have so many negative **emotions** that they are overwhelmed and even incapacitated. The people can often learn to overcome their negative **emotions** through consciousness and attention to the trait.

The factor divides the measurement into three main categories:

- **Resilient:** The person usually reacts calmly, well-considered and self-assured when things go wrong. Focuses on solutions rather than problems.
- **Receptive:** The person reacts calmly and sensibly under normal working conditions. Can react **emotionally** to sudden pressure.
- **Reactive:** The person reacts **emotionally** to setbacks and can continue to worry for a long time.

The factor has **5 underlying** facets, which make out the factor, however are weighed differently:

- **Sensitiveness:** How much we worry in adversity.
- **Intensity:** How easily we get angry in adversity.
- **Interpretation:** The degree to which we emphasize problems over solutions in adversity.
- **Recovery time:** How much time we need to recover from setbacks.
- **Reticence:** The degree to which we feel uneasy in a group in adversity.

The **Sensitiveness** facet:

The degree to which a person worries.

People with a **high** score will **most likely** be **worried, timid**, have a tendency to **brood** over things and be **nervous** and **tense**, especially in situations where a **result** is still **unclear**.

They **worry** about **bad** news, and if other people **understand** them. They have a tendency to take **criticism** personally.

People with **low** scores are **quiet, calm, relaxed**, and **carefree**, even in **critical** situations. They **rarely** focus on things that can go **wrong**.

The **Intensity** facet:

Here, Big Five measures how **often** or how **easily** the person gets **angry** and feels **frustrated** and **hurt**. Whether the anger is **expressed**, is **closely** connected to the person's score in the factor '**Accommodation**' and its facets.

People with **high** scores on **intensity** are prone to getting **agitated** in **discussions** or **conflicts**.

People with **low** scores are **factual** and unaffected, and often stay **calm** and **balanced** during **conflicts** and **disagreements**.

The **Interpretation** facet:

The facet measures how **receptive** the person is to the **feeling** of **depression**. People with **high** scores will be **likely** to get affected by **feelings** of **guilt** and to **taking** the **blame**, if they or others **fail**. They **easily** lose their **spirits** and themselves be **blue**.

People with **low** scores **rarely** have these **emotions**. **Note** that it does not necessarily mean that they always are **cheerful** and **carefree**.

The **Recovery time** facet:

It is measured how much time the person needs to **recover** from crises and setbacks. How **resilient** or **indomitable** the person is.

People with **high** scores need **longer** time to **recover** from disappointment, **defeat**, **adversity**, or an **emergency**.

People with **low** scores feel **capable** of **handling** difficult **situations**, and they **motivate** themselves to **continue** in times of **adversity**.

The **Reticence** facet:

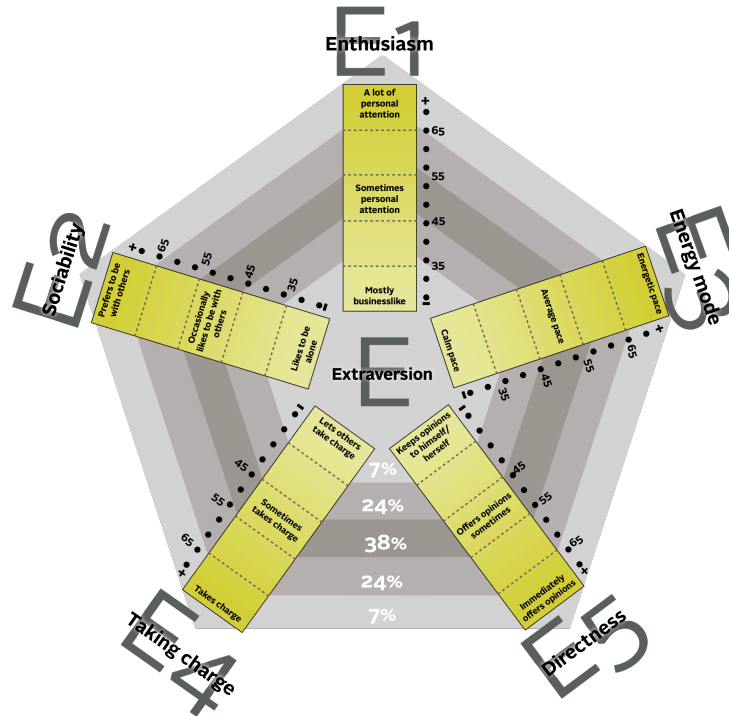
How the person feels in a **group** of people.

People with **high** scores **immediately** notice **status differences**, which lead to **shyness** and a **feeling** of being **inferior** compared to the others in the **group**.

People with **low** scores perceive themselves as **equivalent** to others, thus do not mind participating **fully** in the group, whether it being a **meeting**, a **presentation**, or a **sales pitch**. They **like** being **seen**.

Overall these five facets make out the factor **Need for stability**.

Extraversion



The personality trait "**Extraversion**" is connected to positive **emotions**. The factor measures to what degree we **actively** stay in touch with **other** people.

Personality traits that are associated with **extraversion**:

- **Being social and seeking company**
- **Loves to have fun**
- **Devoted and loving**
- **Friendly**
- **Spontaneous**
- **Talkative**
- **Seeks eye contact**
- **Seeks work with great personal contact**
- **Impulsive**
- **A desire to play and compete**

The factor divides the measurement into three main categories:

- **Introvert:** The person prefers to be alone in his/her own company. The person is quiet. Avoids leadership roles and makes way for others in group discussions.

- **Ambivert:** The person works just as easily with others as alone. Does not push oneself forward, but takes charge when there is a reason to.
- **Extrovert:** The person actively makes personal contact with others. Is perceived as warm, enthusiastic, decisive, and energetic.

The factor has **5 underlying** facets, which make out the factor, however are weighed differently:

- **Enthusiasm:** The degree to which we associate with others in a pleasant and personal way.
- **Sociability:** How easily and how often we seek the company of others.
- **Energy Mode:** The degree of energy and the pace of working we display.
- **Taking Charge:** The degree to which we take charge.
- **Directness:** The degree to which we express our opinions directly.

The **Enthusiasm** facet:

Measuring to what degree **positive emotions** are **conveyed** to **others**. People with **high** scores are **warm** and **accommodating**. They **like** to create **emotional** bonds and **easily** get in contact with **others**.

People with **low** scores are more **formal** and **reserved**. They keep a **greater distance** than people with **high** scores. This, however, does not mean that they are **hostile** or without **empathy**.

The **Sociability** facet:

Big Five measures the **need to work** and **be** in **groups** rather than **alone**. People with **high** scores **like** to work and **be** in groups and **enjoy** the **company** of others.

People with **low** scores **prefer** to work **alone**. They **keep** more to themselves and **rarely** take initiative to **seek** company. Sometimes they deliberately **avoid social** activities.

The **Energy Mode** facet:

Measures how **much** the person needs to be **physically active**. People with **lots** of **energy** are recognized on their **speed** and **dynamics**. **Energetic** people live their lives at **high speed**.

People with **low** scores are **calm** and **focused** and more **relaxed**, which should never be mistaken for being **slow** or **lazy**.

The **Taking Charge** facet:

The degree to which the person is **likely** to **take on** the responsibility of **instructing**, **controlling**, and **guiding** others and to **delegate** to others.

People with **high** scores actively **seek opportunities** for giving others **instructions**. Without hesitation, they take the floor and are often **group leaders**.

People with **low** scores **prefer** to stay in the **background**, let **other** people do the talking, and have a more '**laid back**' attitude.

The **Directness** facet:

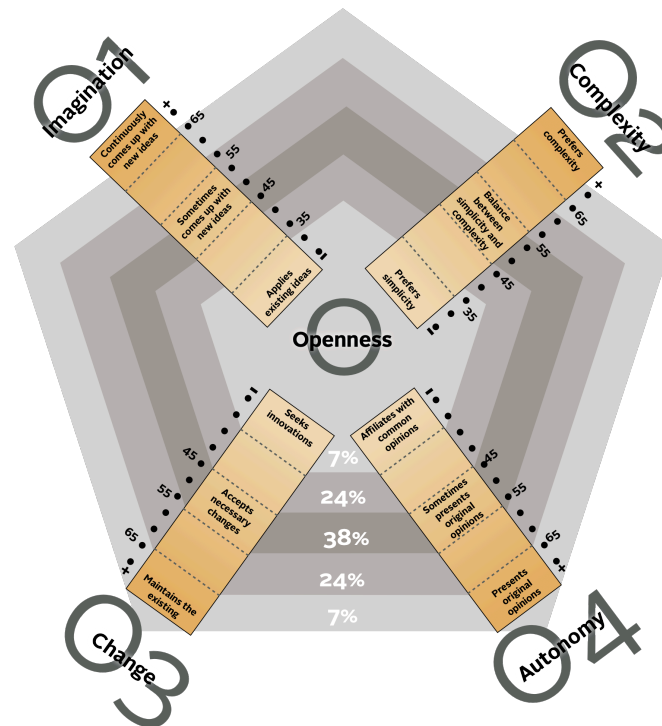
Big Five measures how much a person **expresses** opinions **directly**.

People with **high** scores express their **opinion, regardless** if they are **asked** or not. They are often perceived as **dominant, determining, and controlling**, and **take the floor** without any hesitation.

People with **low** scores are more **reluctant** of speaking their mind. They **prefer** to **lay low** and let others speak.

Overall these five facets make out the factor **Extraversion**.

Openness



The personality trait "**Openness**" is connected with traits such as **intelligence**, **creativity**, **abstract** thinking, and an interest for the **artistic**.

Personality **traits** that are associated with **openness**:

- Enjoys nature
- Fast learner
- Thinks fast
- Loves to reflect
- Loves music and poetry
- Needs to be creative
- Gets lost in thoughts and daydreaming
- Sees the beauty in things that other people miss
- Quick to understand things
- Understands abstract ideas
- Handles great amounts of information
- Likes complex issues
- Large vocabulary

The factor divides the measurement into three main categories:

- **Traditional:** The person generally prefers the status quo to innovation, and simplicity to complexity.
- **Moderate:** The person wants to preserve what has worked in the past, but has an eye for new things that bring about improvements.
- **Inquiring:** The person comes up with new ideas, working methods, and applications. Takes a broad and varied approach in doing so. Prefers complex concepts over simple, practical results.

The factor has **4 underlying** facets, which make out the factor, however are weighed differently:

- **Imagination:** The number of new ideas and applications the person comes up with.
- **Complexity:** The degree to which the person approaches matters in a complex and theoretical way.
- **Change:** The amount of change the person strives for.
- **Autonomy:** The degree to which the person shows autonomy in our opinions and arguments.

The **Imagination** facet:

Big Five measures how much the person **takes** things for **granted**. To what degree the person **prefers** to create **plans** and **ideas**.

People with **high** scores has a **creative** imagination and **constantly** use their imagination. They **develop** and continue **building** on their **ideas** and believe that **imagination** contributes to a **rich** and **creative** life. They would **rather** come up with a **plan** or a **strategy** than realizing it in **reality**.

People with **low** scores are **sober** and **rational**. They prefer **focusing** on **tasks** and would rather **realize** a **plan** than be forced to **create** it.

The **Complexity** facet:

The degree to which the person perceives things as **complex**. People with **high** scores like **philosophy**, they enjoy **theories** and difficult tasks in **various** areas. They are **open** to **new** ideas and are **curious**. To be **open** to **new** ideas does **not** necessarily mean that they are **highly intelligent**.

People with **low** scores **focus** more on a **specialty** area and are far more **practical** by nature.

The **Change** facet:

How and how much does the person accept **changes**. People with **high** scores accept **changes** with **open** arms, **even** if it was **some else's** idea. Change gives them **new** energy. They **prefer variation** to the **traditional** and **well known**.

People with **low** scores would rather '**do as we've always done**' and **often** have **incorporated** routines. They **struggle** with **change** and are **likely** to view **change** as a **threat**.

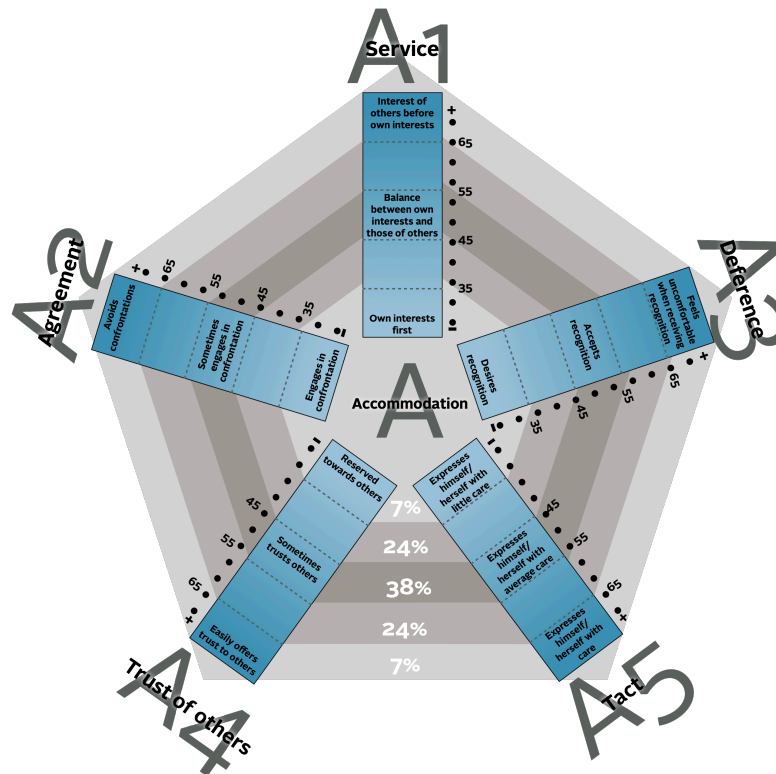
The **Autonomy** facet:

This facet measures how much the person's **opinions** and **ideas depend** on others'. People with **high** scores get **original** ideas, **question** the **general** opinion and have their **own** take on things.

People with **low** scores sticks to the **general** opinion and **accept** statements and **arguments** from **experts** without **questioning** them.

Overall these four facets make out the factor **Openness**.

Accommodation



The personality trait "**Accommodation**" is connected to the tendency to **weigh other's** interests against your **own**.

Personality **traits** associated with **accommodation**:

- **Feels others' emotions**
- **Asks about others' well-being**
- **Sympathizes with others' emotions**
- **Is preoccupied with what others feel**
- **Spends time on others**
- **Is interested in other people's lives**
- **Has a "soft" side**
- **Likes to do things for others**
- **Takes interest in other people's problems**
- **Is polite**
- **Respects authorities**
- **Avoids conflicts**
- **Focuses more on other people's needs than own needs**
- **Avoids to appear pushy**

The factor divides the measurement into three main categories:

- **Challenging:** The person stands up directly for his/her own needs and interests and may appear uncompromising.
- **Negotiating:** The person carefully weighs his/her interests and needs against those of others. Strives for a compromise.
- **Accommodating:** The person carefully safeguards the needs and interests of others, often at the expense of his/her own.

The factor has **5 underlying facets**, which make out the factor, however are weighed differently:

- **Service:** The degree to which the person is interested in the needs and interests of others.
- **Agreement:** The degree to which the person tries to avoid differences of opinion.
- **Deference:** The degree to which the person pursues personal recognition.
- **Trust in others:** How easily the person places trust in others.
- **Tact:** How carefully the person chooses his/her words.

The **Service** facet:

To which degree the person **focuses** on others' **needs** or **interests**. People with **high** scores are more **attentive** of other people's **needs**, and **cancel** or **postpone** personal **appointments** to **satisfy** others.

People with **low** scores focus more on **own** needs, and their **behaviour** is **characterized** by their own **strong** opinions. They **prefer** to **talk** more than to **listen**, and they are ready to **interrupt** others.

The **Agreement** facet:

Big Five measures how the person **reacts** in **conflicts**.

People with **high** scores are likely to **avoid** conflicts, **avoid** aggression, and **adapt** to others.

People with **low** scores are **categorical, competitive**, and **enjoy persuading** others. They would rather **compete** than **corporate** and have **no** problem expressing anger.

The **Deference** facet:

This facet measures to which degree the person **needs recognition**.

People with **high** scores are **quiet, reliable**, and **rarely** wants the **limelight**. They sincerely feel that **recognition** should be **shared** with others. They are **modest** and can be **self-destructing**, but does not necessarily lack a sense of **self-worth** or **self-esteem**.

People with **low** scores need **praise** and **recognition**, *may* feel **superior** and *may* seem **conceited** and **arrogant**.

The **Trust in others** facet:

How much does the person trust that others **do** as they **say**.

People with **high** scores **assume** that others are **honest** and have **good** intentions. They **trust** that others **do**, what they **promised**.

People with **low** scores are more **cynical** and **skeptical** and **assume** that others **may** be **dishonest** or **unreliable**.

The **Tact** facet:

How attentive is the person on how the **things** the person **says affects** others?

People with **high** scores draw attention to the fact that they **disagree** in a more **tactful** and **polite** manner.

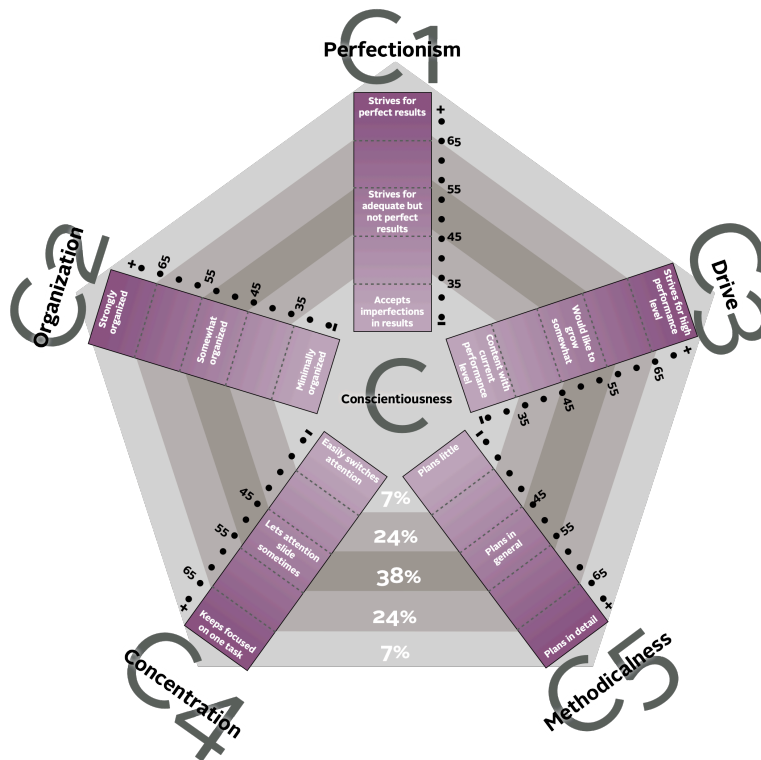
They are **flexible** with other people and are good at **facilitating** discussions.

They **ensure** that others **feel** that they **never** have to be **afraid** to come forth with **information** or speak their **mind**.

People with **low** scores are **less tactful, polite**, and **sensitive**, when they **disagree** with others. They **rarely** take into account others' **feelings** about **what** they say to **them**.

Overall these five facets make out the factor **Accommodation**.

Conscientiousness



The personality trait "**Conscientiousness**" is connected to **work** and **organisation**.

Personality **traits** associated to **conscientiousness**:

- **Conscientiousness**
- **Careful**
- **Reliable**
- **Organized**
- **Self-discipline**
- **Endurance**
- **Implements plans**
- **Avoids wasting time**
- **Works purposefully**
- **Finish what you start**
- **Hard to distract**
- **Likes routines**

The factor divides the measurement into three main categories:

- **Flexible:** The person easily allows attention to be diverted between different tasks. Accepts results containing imperfections. Rather works ad hoc than anticipating and structured, and generally has little eye for details.
- **Balanced:** The person sets realistic and feasible goals. Usually concentrates well, but can be distracted. Plans and structures to a sufficient extent, but leaves room for tasks that come in between.
- **Purposeful:** The person sets ambitious, challenging and difficult to achieve goals for him-/herself, and is driven to be the best. Works on tasks with concentration and does not allow him-/herself to be distracted. Strives for perfection through structured and detailed planning.

The factor has **5 underlying facets**, which make out the factor, however are weighed differently:

- **Perfectionism:** The degree to which the person strives for perfect results.
- **Organisation:** The degree to which the person works in an organised and structured manner.
- **Drive:** The degree to which the person strives to achieve more and more.
- **Concentration:** The degree to which the person's attention stays focused on a task.
- **Methodicalness:** How much the person plans with foresight and in detail.

The **Perfectionism** facet:

The facet measures to which **degree** the person **strives** for the **highest** standards and **best** results.

People with **high** scores use **extra** time, **ressources**, and **energy** to be able to **get** the **best** possible **results**. They **feel prepared**, competent, and efficient.

People with **low** scores **want** to live up to **minimum** requirements, as they **automatically seek** to spent as **little time** with as **little ressources** as possible.

The **Organisation** facet:

Here, Big Five measures to which degree the person's **behaviour** is **well-organized**.

People with **high** scores are **proper**, **fussy about details**, and **well-organized**. They keep their things in **order**.

People with **low** scores are more **comfortable** in more **chaotic** and **messy** surroundings. They are **disorganized** and relatively **unstructured**.

The **Drive** facet:

This measures how much the person needs to **perform**.

People with **high** scores have **clear goals**. They are **ambitious** and work **hard** to reach their **goals**. They are **diligent**, **persistent**, and **goal-oriented**. As they sometimes **invest** a lot of **time** in their **work**, their surroundings may **see** them as '**workaholics**'.

People with **low** scores are **less performance-oriented** and may be **lazy**. They are usually **content** with a **lower** performance level and are **rarely** motivated by **promotion**, but will oftentimes **accept** if **offered** a promotion.

The **Concentration** facet:

This facet measures how well the person **concentrates**.

People with **high** scores **focus** on **finishing** tasks. They are able to **motivate** themselves to **take on** an **assignment** and solving it **successfully**.

They **concentrate** on their **work** and are **hard** to **distract** despite boredom and other obstacles.

People with **low** scores are able to work on **multiple** tasks **simultaneously**. They are **easily distracted** from a task, and they have **no** problems with such distractions.

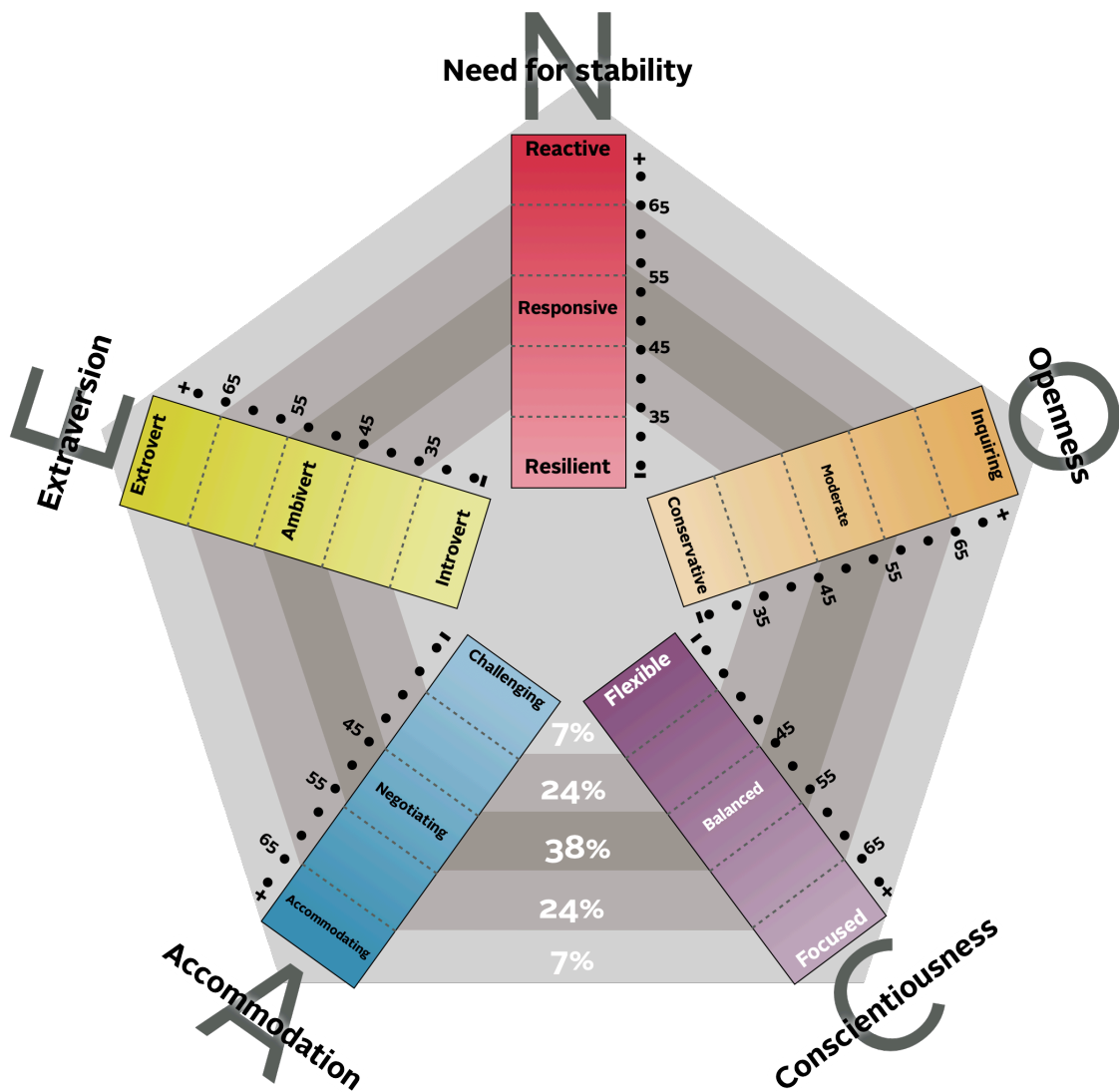
The **Methodicalness** facet:

Big Five measures to which **degree** the person needs **planning**.

People with **high** scores **think carefully** before **starting** something. They take the **time** to carefully **consider** the various **necessary** steps.

People with **low** scores sometimes take **quick** decisions and **trust** their own **judgment** and **experience** - a more **intuitive** approach. They **say** and **do** things **before** thinking about the **consequences**.

Overall these five facets make out the factor **Conscientiousness**.



You reached the end of this short introduction - congratulations!

The folder is only meant as a short introduction to Big Five and personality analysis. It should only be used as a guidance together with courses, talks, or feedback on a personality analysis.

It can **never** replace one-on-one guidance by a certified personality analyst, but is great as a supplement for an analysis, a course, or a talk.

It is really **important** that you remember that a great many details have been left out in favor of making it easier to **understand** personality traits and analyses. You also have to remember that it is **never** a test - it is an **observation**. All **personality traits** are, what they are. You may **interpret** a trait as something **positive** or **negative**, but that **judgement** is **yours** alone. All traits have **postive** and **negative** elements.

A personality analysis can never stand alone. Even though some companies simply deliver the report followed by a brief phone call, we are convinced that the only way feedback should be given is with a one-on-one conversation with a certified personality analyst. He or she is trained to pick up questions and help the person who took the analysis to understand and acknowledge his or her personality. The only way to get full benefit of the analysis and your knowledge is to acknowledge your own personality traits.

The reason for this is as simple as it is difficult to understand:
When you know yourself and your personality, you can understand other people's personalities and behaviour, and why they do what they do.

Insight in your own personality is incredibly useful, when you:

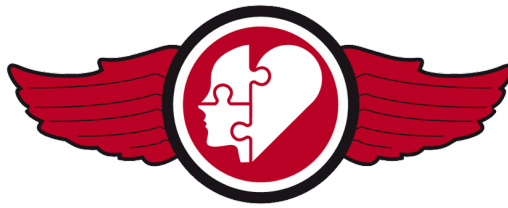
- **Want personal growth**
- **Hire employees**
- **Develop employees and teams**
- **Resolves conflicts**
- **Communicate with customers, colleagues, and people in general**
- **Team up with new people**

Enjoy your new insights. If you have any questions or need more information, always contact us. We live to help other people. No worries, a phone call or an e-mail is always free.

Good things to good people, and the best to you!

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