



TTI SUCCESS INSIGHTS™
INTERVIEWING INSIGHTS™
Sales Version

*"He who knows others is learned.
He who knows himself is wise."
—Lao Tse*

John Doe
1-16-2007

Target Training International
135 Broadmeadow Cove, Roswell, GA 30075
(770)993-9259 (800)466-2468 Fax#(770)587-0126
Email: office@tatialanta.com



INTRODUCTION

Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

This report analyzes behavioral style, that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements which are true or areas of behavior in which tendencies are shown.

This valuable information will enable you to thoroughly prepare and conduct the selection/interview process by providing you with a deeper understanding and knowledge of how the candidate can best fit the position you have to offer.



SALES CHARACTERISTICS

Based on John's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the job. Eliminate or modify any statement that is not true based on sales training or sales experience.

John loves the challenge presented by sales. He sees it as a great opportunity to compete with himself and others. Under pressure, John has a tendency to actively seek new sales opportunities which test and develop his ability to accomplish results. When results are at stake, it brings out John's drive for success. Some may see him as a high risk-taker, but this merely reflects his approach to winning. He will take the risks necessary to succeed. He exudes self-confidence and shows no fear when making his sales presentation, or when introducing new or creative ideas to his prospects. John is a self-starter, generally resourceful and readily adaptable to many sales situations. He finds the actual sales process much more rewarding than completing all the paperwork involved. He must guard against coming across as a high-pressure salesperson, which can antagonize the prospect and jeopardize the sale. He wants the authority and responsibility to achieve his sales goals. He may at times tend to overstep his authority if it will help him achieve his goals.

John's body language may sometimes get him into trouble. He projects a great sense of urgency, which some buyers may interpret as an unwillingness to listen to their needs. He may use confrontation to show his knowledge and expertise. Unless he is calling on an



SALES CHARACTERISTICS

aggressive buyer, this may hinder the sale. John's usage of sales aids may be higher if he participated in developing them. He may become defensive if he hears objections to a service or product he helped to develop. John likes to control the sales presentation. Different styles of buyers will probably prefer that he display his sales flexibility. He doesn't always take the time to anticipate the outcome of a sales call. He may be intent on making an efficient presentation and unintentionally omit details and supporting information.

John usually closes soon and often. He will close many sales the competition has sold but failed to close. He usually has his favorite close, and he might, therefore, resist using all the closes he knows. He can close so hard that he causes the buyer to think of objections, which may be excuses rather than real objections. He generally concentrates on selling new accounts as compared to servicing his present accounts. New accounts represent a challenge, while servicing old accounts may be dull and too routine. John will be direct and positive with his closes. He can be persistent and friendly at the same time. He may lose interest in a client once the sale has been completed. His further interest may be based on the client's ability to buy additional products or services.



IDEAL ENVIRONMENT

This section identifies the ideal work environment based on John's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that John enjoys and also those that create frustration.

- Evaluation based on results, not the process.
- Freedom from controls, supervision and details.
- Forum to express ideas and viewpoint.
- Nonroutine work with challenge and opportunity.
- Activities, and more activities.
- Freedom from long, detailed reports.
- Support team with sense of urgency.



VALUE TO THE ORGANIZATION

This section of the report identifies the specific talents and behavior John brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.

- Competitive.
- Self-starter.
- Creative in his approach to solving problems and selling.
- Will join organizations to represent the company.
- Challenge-oriented.
- Thinks big.
- Ability to change gears fast and often.



INTERVIEW QUESTIONS

1. What is the most appealing aspect of selling?
2. What is the least appealing aspect of selling?
3. Describe your career goals:
4. How do you plan to achieve these goals?
5. What factor do you feel may hinder your success?
6. List the personal goals you would like to achieve:
7. What do you expect from your manager?

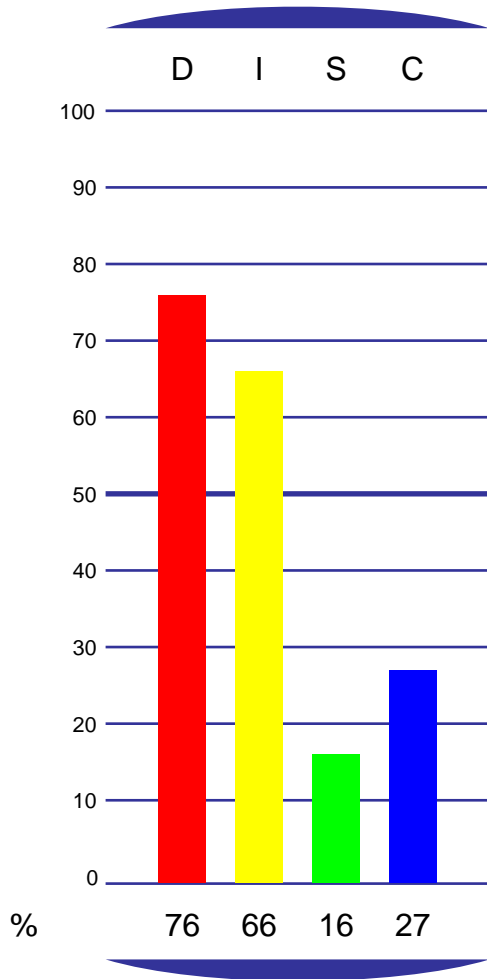


STYLE INSIGHTS™ GRAPHS

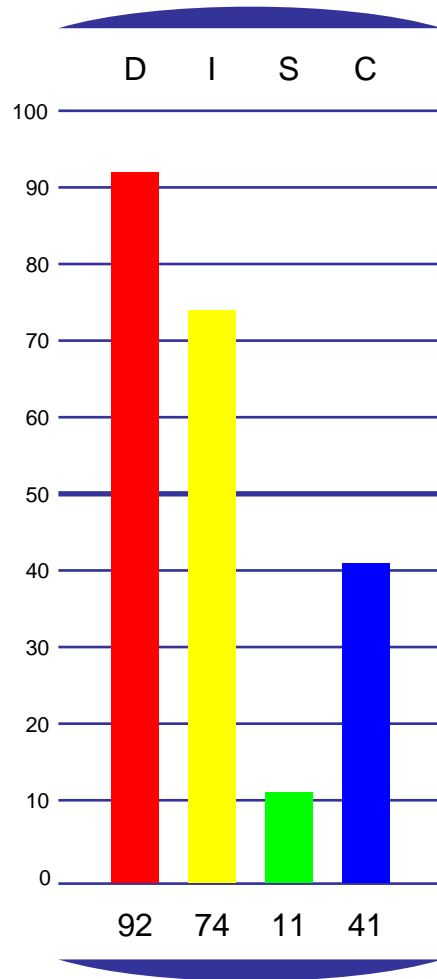
John Doe

1-16-2007

MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2003



THE SUCCESS INSIGHTS® WHEEL

The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

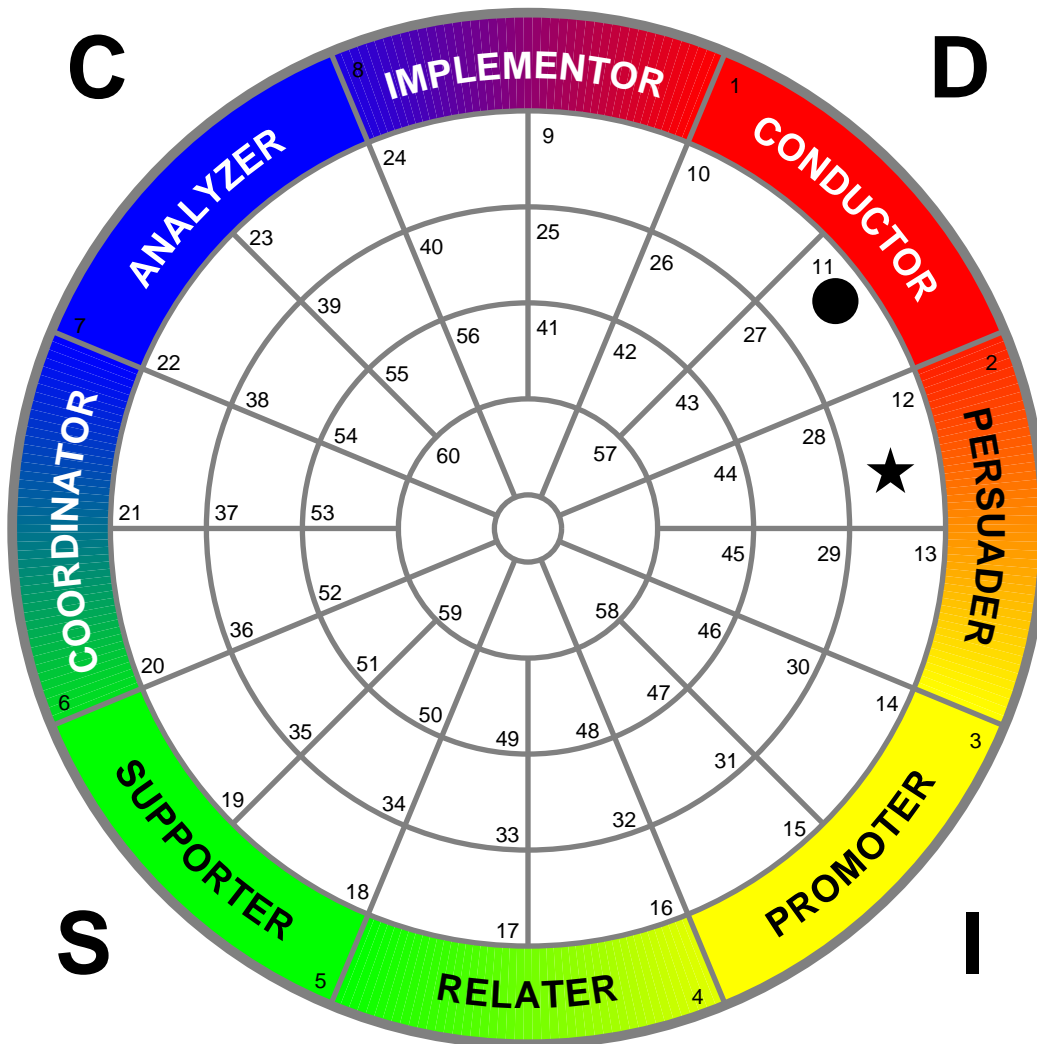
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



THE SUCCESS INSIGHTS® WHEEL

John Doe
1-16-2007



Adapted: ★ (12) CONDUCTING PERSUADER
Natural: ● (11) PERSUADING CONDUCTOR

Norm 2003