



**TTI Success Insights®**  
**INTERVIEWING INSIGHTS™**  
Sales Version



**Sally Sanders**  
**Sales**  
Company Inc.  
5-4-2010



Bringing Awareness  
ABC Co. Ltd.  
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Springfield, USA  
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## 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.

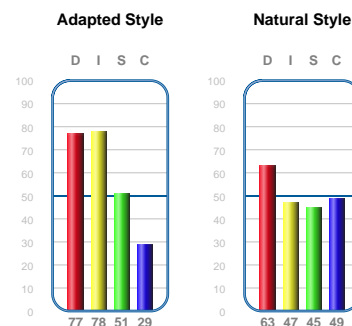


## SALES CHARACTERISTICS

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

Sally usually enjoys the challenge presented by cold calls. They allow her to use what she considers to be one of her real talents--the ability to sell to anyone at anytime! She will want to sell new and unusual products or services. Motivated by her many interests, she prefers an ever-changing work environment. She is usually known for her ability to tackle tough sales problems and bring them to a successful conclusion. She can be resourceful, even when faced with obstacles. When results are at stake, it brings out Sally's drive for success. Some may see her as a high risk-taker, but this merely reflects her approach to winning. She will take the risks necessary to succeed. Sally loves the challenge presented by sales. She sees it as a great opportunity to compete with herself and others. Although Sally is good at selling to people who have similar behavioral characteristics, she may be too impatient to sell to the methodical buyer. She sets high sales goals for herself. She sees the benefit of joining organizations as a way to meet her sales goals.

Sally's body language may sometimes get her into trouble. She projects a great sense of urgency, which some buyers may interpret as an unwillingness to listen to their needs. She approaches sales in a direct, positive and straightforward manner. She always feels prepared to sell to anyone at anytime. The methodical buyer doesn't always appreciate her fast presentation. She may fail to listen to the true objection. In her haste to make a response, the real objection may never be answered. She may confront a potential buyer. Confrontation presents a challenge that she rarely turns down. Sally

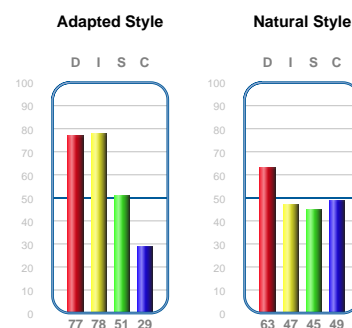




## SALES CHARACTERISTICS

needs to "size up" her buyers before starting her sales presentation. Concentrating on what the buyer is saying will help her adjust her presentation toward the buyer's needs. She usually dominates the sales presentation. She prefers a fast and to-the-point approach, which may be too fast and blunt for some buyers.

Sally's natural closing style works extremely well with fast-acting buyers. These buyers appreciate a salesperson who uses the direct approach. She can close so hard that she causes the buyer to think of objections, which may be excuses rather than real objections. She can be so direct with her closing that she antagonizes some buyers. The methodical buyer could be intimidated. Sally prefers to service her accounts using one of two methods: excellent service for those accounts she likes, or those with potential; adequate or poor service for those accounts she doesn't like, or with little potential. Sally usually closes soon and often. She will close many sales the competition has sold but failed to close. She prefers selling new accounts over servicing accounts with little potential; however, she may misread the potential of some accounts.

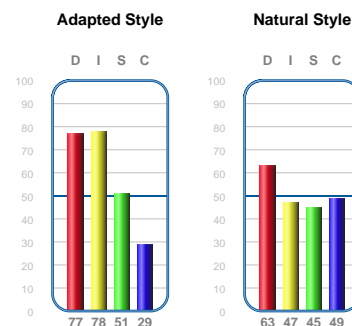




## IDEAL ENVIRONMENT

*This section identifies the ideal work environment based on Sally'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 Sally enjoys and also those that create frustration.*

- Evaluation based on results, not the process.
- An innovative and futuristic-oriented environment.
- Nonroutine work with challenge and opportunity.
- Freedom from controls, supervision and details.
- Works for a manager who makes quick decisions.
- Forum to express ideas and viewpoint.
- Activities, and more activities.

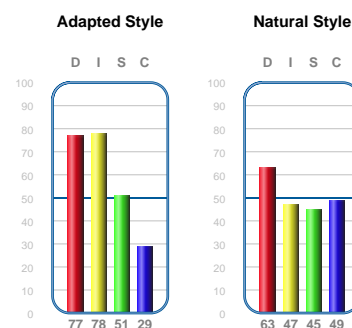




## VALUE TO THE ORGANIZATION

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

- Challenge-oriented.
- Competitive.
- Tenacious.
- Forward-looking and future-oriented.
- Few dull moments.
- Humor and entertainment for sales meetings.
- Initiates activity.
- Will join organizations to represent the company.





## 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?



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#### MOST

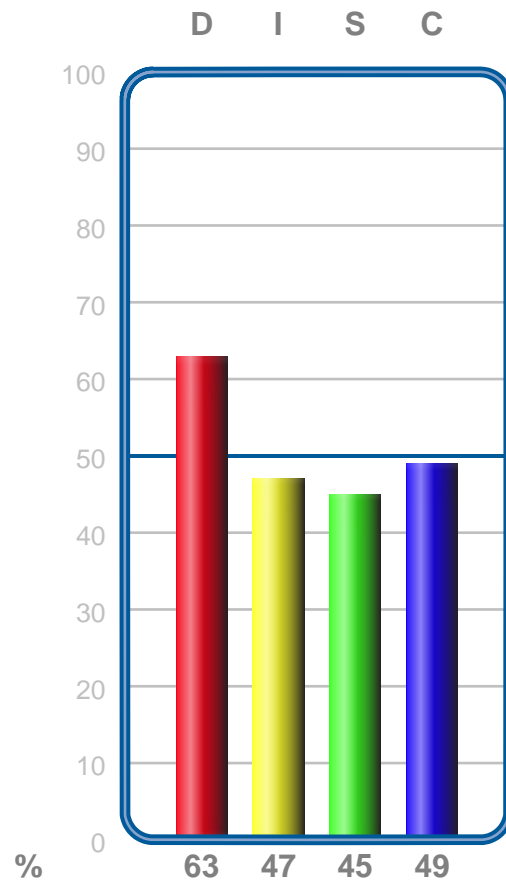
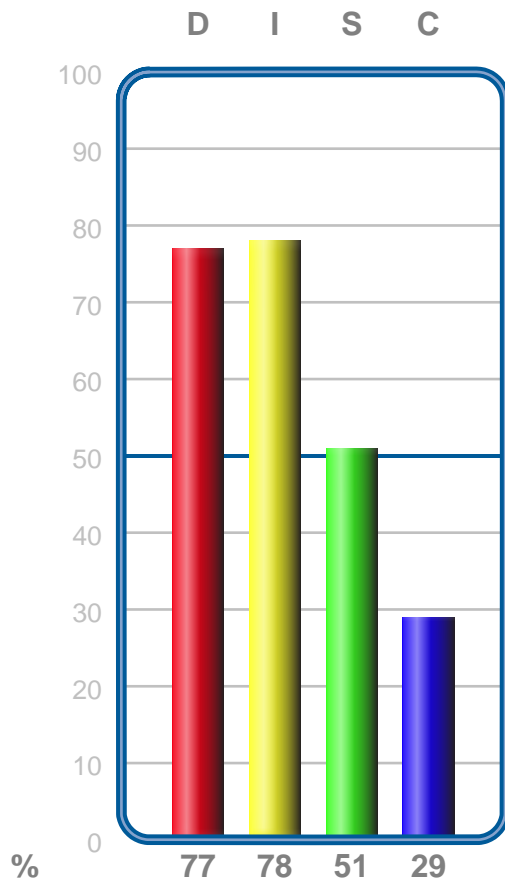
Graph I

Adapted Style

#### LEAST

Graph II

Natural Style



Norm 2009



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.

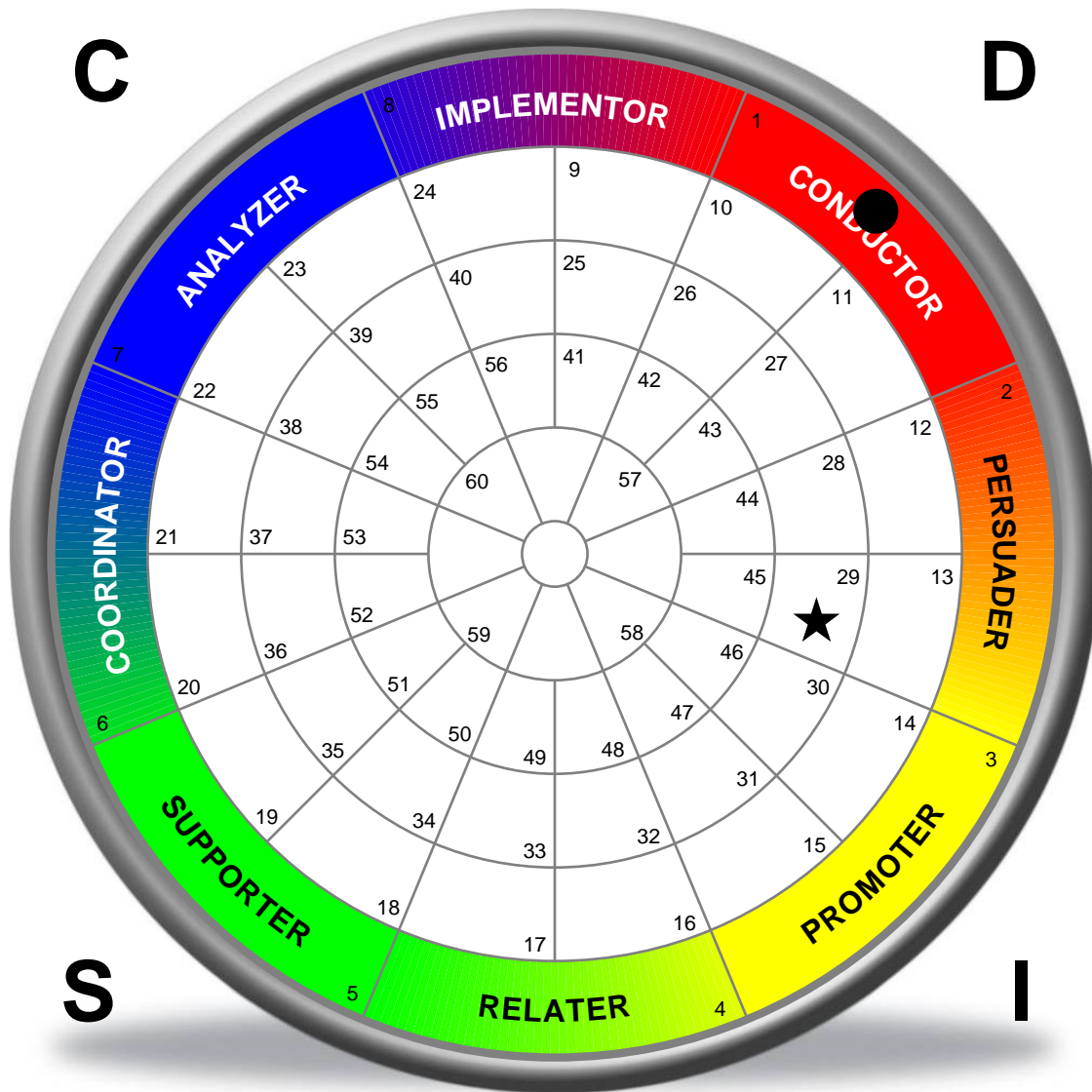
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able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



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Adapted: ★ (29) PROMOTING PERSUADER (FLEXIBLE)

Natural: ● (1) CONDUCTOR

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