



TTI
SUCCESS
INSIGHTS®

Sales

John Doe
11-12-2013

**COMPLIMENTARY REPORT
NOT FOR SALE OR SEMINAR USE**



Sales Characteristics

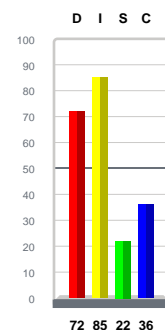
Based on John's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the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

John prefers to sell new, innovative products or services. In fact, he often uses creative ways to sell his products or services. He consistently meets the challenge of persuading people to his point of view. Some buyers may desire less talk and more facts. He maintains a high trust level; that is, he trusts that people will make good on their promises. He likes cold calls because they present a challenge. He feels his verbal skills will help him win. Every cold call provides an opportunity to win friends and influence people. John prefers to sell a new client on himself first rather than his product or service. This reflects his natural approach. When he buys, he also prefers to be sold in this manner. He may be seen as somewhat impulsive. He likes new products and often is the first in his neighborhood to buy the latest things. Detail work is not John's forte. He enjoys "people over things" and may procrastinate when faced with time-consuming, detail work. He prefers to be evaluated on his results, not the paper work.

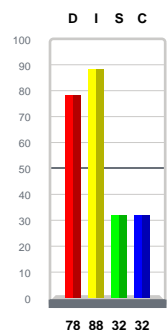
John may be rather careless in his sales preparation. He truly believes he can walk and talk his way through any presentation at anytime, anyplace. He may promise how his product will solve the prospect's problems. Sometimes he becomes overly optimistic about the actual results his products will deliver. He doesn't necessarily do this intentionally, but reflects his optimistic view of the product. He may not always listen to what his prospects are saying. His desire to verbalize and control the presentation often may hinder his ability to listen. He may also be guilty of interrupting the prospect to get his point across. Some see him as a natural born salesperson but what they really see is his ability to talk smoothly and readily on most subjects. He quickly shares his opinion on most topics. John welcomes the objections that prospects raise. This provides an opportunity to meet a challenge and share more of his knowledge. He frequently uses emotion and active body language in his sales presentation. With some buyers this could be detrimental because they may see him as being superficial.



Adapted Style



Natural Style



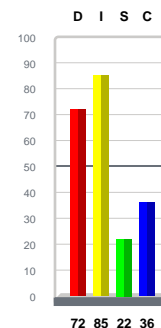
John Doe



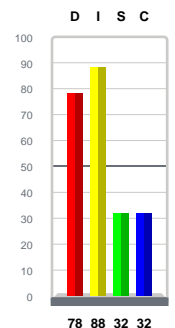
Sales Characteristics *Continued*

John's listening skills may cause him to miss some closing opportunities. He may be thinking about what he is going to say next and miss the buying signal. He may promise more than he can deliver to close a sale. He does intend to deliver what he says, but he has difficulty finding the time to provide what he promises. His optimism makes him believe he can deliver. He probably has several favorite closes. He needs to evaluate the way he is using them and if they are appropriate to the sales situation. He has a good sense of urgency to get things done quickly. Sometimes this will not allow him the patience needed to service some of his accounts. Sometimes he tries too hard to accommodate the buyer with service. He will resent his effort if the account doesn't live up to its potential. If given the choice, he would prefer to sell a new account instead of servicing an old account. This is especially true if the old account has little potential or requires sufficient facts and data to support their purchase decisions.

Adapted Style



Natural Style



John Doe

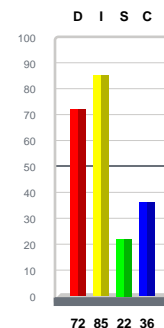


Value to the Organization

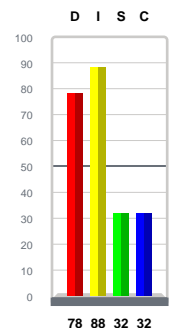
This section of the report identifies the specific talents and behavior John brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.

- Challenge-oriented.
- Self-starter.
- Creative in his approach to solving problems and selling.
- Tenacious.
- Thinks big.
- Positive sense of humor.
- Optimistic and enthusiastic.
- Forward-looking and future-oriented.

Adapted Style



Natural Style



John Doe



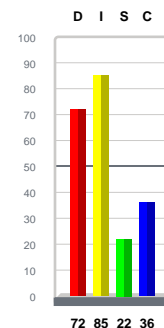
Checklist for Communicating

Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with John. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with John most frequently.

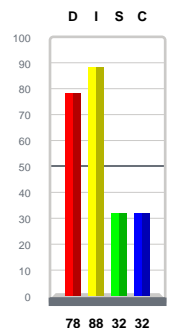
Ways to Communicate:

- Provide questions, alternatives and choices for making his own decisions.
- Offer special, immediate and extra incentives for his willingness to take risks.
- Talk about him, his goals and opinions he finds stimulating.
- Be clear, specific, brief and to the point.
- Read the body language--look for impatience or disapproval.
- Provide facts and figures about probability of success, or effectiveness of options.
- Provide a warm and friendly environment.
- Ask for his opinions/ideas regarding people.
- Provide testimonials from people he sees as important.
- Take issue with facts, not the person, if you disagree.
- Support the results, not the person, if you agree.
- Leave time for relating, socializing.
- Motivate and persuade by referring to objectives and results.

Adapted Style



Natural Style



John Doe



Descriptors

Based on John's responses, the report has marked those words that describe his personal behavior. They describe how he solves problems and meets challenges, influences people, responds to the pace of the environment and how he responds to rules and procedures set by others.

Demanding Egoentric Driving Ambitious Pioneering Strong-Willed Forceful Determined Aggressive Competitive Decisive Venturesome Inquisitive Responsible	Effusive Inspiring Magnetic Political Enthusiastic Demonstrative Persuasive Warm Convincing Polished Poised Optimistic Trusting Sociable	Phlegmatic Relaxed Resistant to Change Nondemonstrative Passive Patient Possessive Predictable Consistent Deliberate Steady Stable	Evasive Worrisome Careful Dependent Cautious Conventional Exacting Neat Systematic Diplomatic Accurate Tactful Open-Minded Balanced Judgment
Dominance	Influencing	Steadiness	Compliance
Conservative Calculating Cooperative Hesitant Low-Keyed Unsure Undemanding Cautious Mild Agreeable Modest Peaceful Unobtrusive	Reflective Factual Calculating Skeptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical	Mobile Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense	Firm Independent Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details



Natural and Adapted Selling Style

John's natural selling style of dealing with problems, people, pace and procedures may not always fit the sales environment. This section is extremely important as it will identify if a salesperson's natural style or adapted style is correct for the current sales environment.

PROBLEMS - CHALLENGES

Natural

John is ambitious in his approach to selling, displaying a strong will and has a need to win against all obstacles. He has a tendency to confront prospects and desire to control the sales situation. He needs a territory and products that will constantly challenge him.

Adapted

John sees no need to change his sales approach from his basic style as it is related to solving problems and challenges.

PEOPLE - CONTACTS

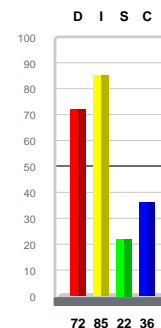
Natural

John's natural style is to use persuasion and emotion to the extreme. He is positive and seeks to win by the virtue of his oral skills. He will try to convince you that what he is saying is not only right, but is exactly what is needed. He displays enthusiasm for almost everything with every prospect.

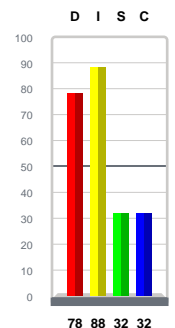
Adapted

John sees no need to change his approach to influencing others to his way of thinking. He sees his natural style to be what the environment is calling for.

Adapted Style



Natural Style



John Doe



Natural and Adapted Selling Style Continued



PACE - CONSISTENCY

Natural

John wants a sales environment that is intense and demanding. He feels a great sense of urgency to close his prospects quickly. He feels comfortable selling new products that meet his prospect's needs.

Adapted

John feels that the sales environment doesn't require him to alter the way he deals with activity level and consistency.

PROCEDURES - CONSTRAINTS

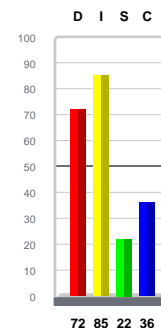
Natural

John is independent by nature and his sales style displays his desire to sell the results he can deliver, as opposed to providing all the details to support his position. If he feels that rules and procedures are too restrictive he will attempt to change them in an active manner.

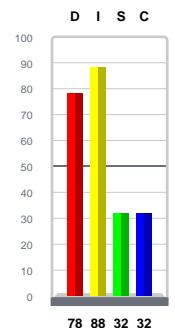
Adapted

The difference between John's basic and adapted sales style is not significant and he sees no need to change on this factor.

Adapted Style



Natural Style



John Doe

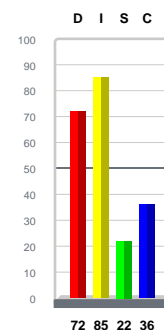


Adapted Style

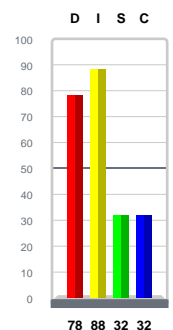
John sees his present work environment requiring him to exhibit the behavior listed on this page. If the following statements DO NOT sound job related, explore the reasons why he is adapting this behavior.

- A variety of sales activity.
- Using great social strengths in approaching new prospects.
- Generating enthusiasm in others.
- Excited about available new products or services.
- Impulsive and eager to keep the sales presentation moving.
- Handling a variety of products or services.
- Verbally stressing the benefits of his product or service.
- Adapting easily to changing sales territory.
- Alert, active attention to customers or clients.
- Impatient to overcome competition.
- Coping easily with many concurrent sales activities.

Adapted Style



Natural Style



John Doe



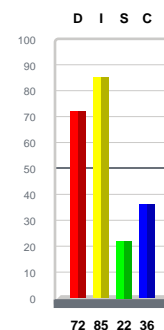
Keys to Motivating

This section of the report was produced by analyzing John's wants. People are motivated by the things they want; thus, wants that are satisfied no longer motivate. Review each statement produced in this section with John and highlight those that are present "wants."

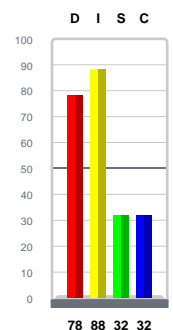
John wants:

- Changing environments in which to work/play.
- Rewards to support his dreams.
- A variety of products to sell.
- Outside activities so there is never a dull moment.
- More time in the day.
- A support system to do the detail work.
- Working conditions with freedom to move and to talk to people.
- Travel or changing territory.
- Support troops to follow through with his part or detail work.
- Freedom to talk and participate in sales meetings.
- Work assignments that provide opportunity for recognition.

Adapted Style



Natural Style





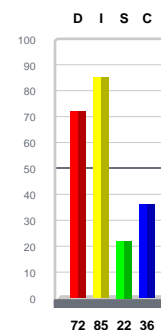
Keys to Managing

In this section are some needs which must be met in order for John to perform at an optimum level. Some needs can be met by himself, while management must provide for others. It is difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with John and identify 3 or 4 statements that are most important to him. This allows John to participate in forming his own personal management plan.

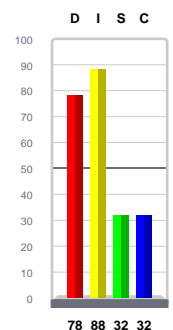
John needs:

- More logical presentations--less emotional.
- To be informed of things which affect him.
- To mask emotions when appropriate.
- To be confronted when in disagreement or when he breaks the rules.
- To focus conversations on work activities--less socializing.
- A program for pacing work and relaxing.
- To negotiate commitment face-to-face.
- To maintain focus on results and not sacrifice productivity just to make everyone happy.
- Help on controlling time and setting priorities.
- To understand his role on the team--either a team player or the leader.
- Objectivity in managing a sales territory.
- More control of body language.

Adapted Style



Natural Style



John Doe



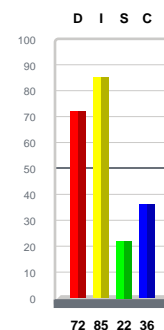
Areas for Improvement

In this area is a listing of possible limitations without regard to a specific job. Review with John and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering his performance and develop an action plan to eliminate or reduce this hindrance.

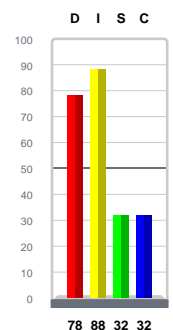
John has a tendency to:

- Have difficulty planning and controlling time.
- Be more concerned with popularity than sales results.
- Give away products or services to make client happy.
- "Oversell" or talk his way out of a sale by focusing on irrelevant things.
- Be unrealistic in appraising a client's credit.
- Make promises he can't keep.
- Dislike call reports, etc.
- Be more concerned with popularity than tangible results, if popularity is rewarded.
- Be a situational listener.

Adapted Style



Natural Style



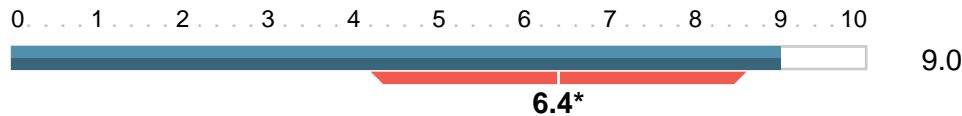
John Doe



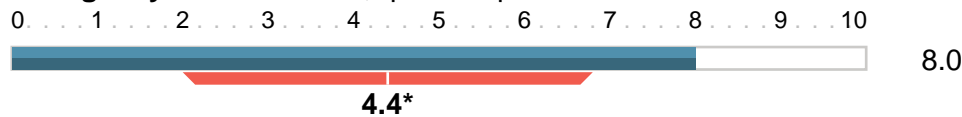
Behavioral Hierarchy

The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of twelve (12) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

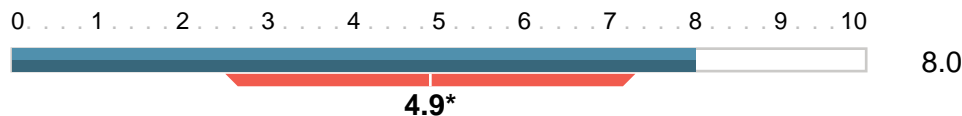
1. Frequent Interaction with Others - Dealing with multiple interruptions on a continual basis, always maintaining a friendly interface with others.



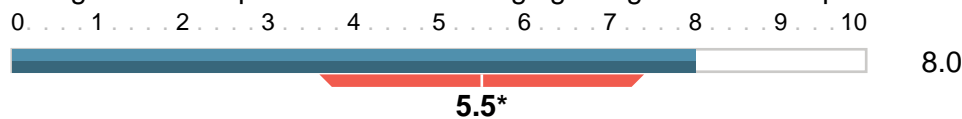
2. Urgency - Decisiveness, quick response and fast action.



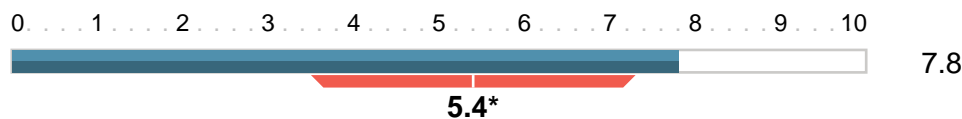
3. Competitiveness - Tenacity, boldness, assertiveness and a "will to win" in all situations.



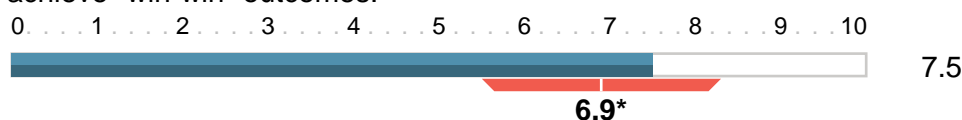
4. Versatility - Bringing together a multitude of talents and a willingness to adapt the talents to changing assignments as required.



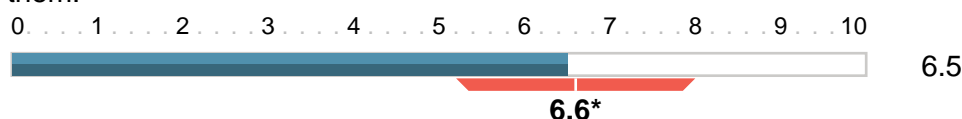
5. Frequent Change - Moving easily from task to task or being asked to leave several tasks unfinished and easily move on to the new task with little or no notice.



6. People Oriented - Spending a high percentage of time successfully working with a wide range of people from diverse backgrounds to achieve "win-win" outcomes.



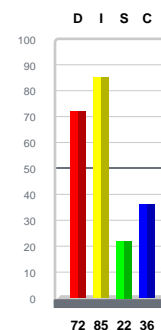
7. Customer Relations - A desire to convey your sincere interest in them.



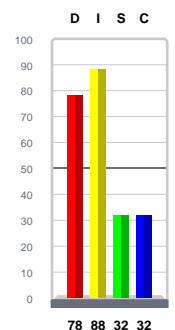
* 68% of the population falls within the shaded area.



Adapted Style



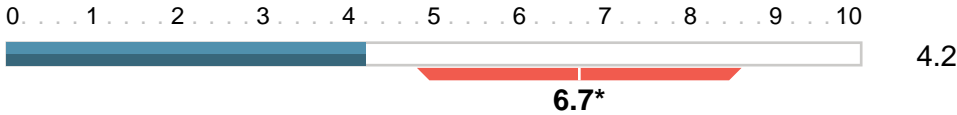
Natural Style



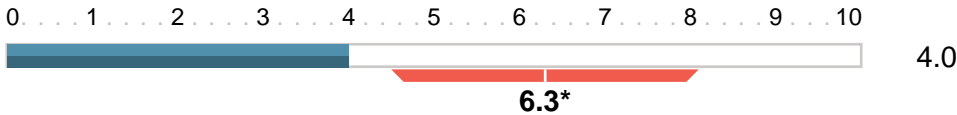


Behavioral Hierarchy

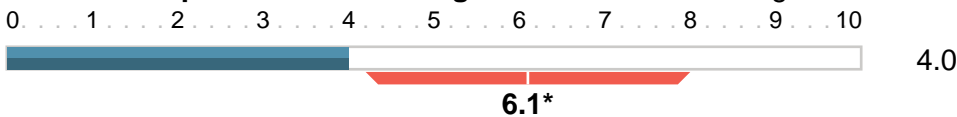
8. Following Policy - Complying with the policy or if no policy, complying with the way it has been done.



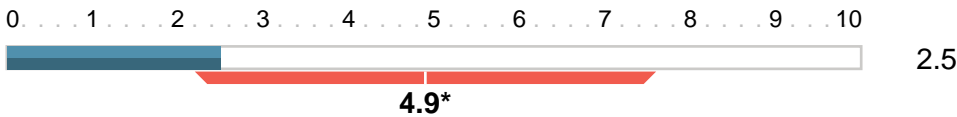
9. Consistency - The ability to do the job the same way.



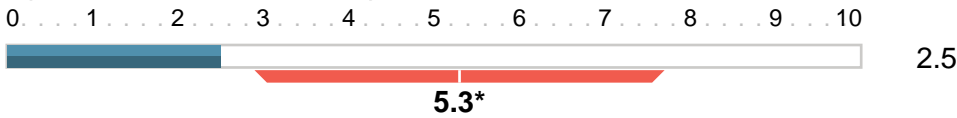
10. Follow Up and Follow Through - A need to be thorough.



11. Organized Workplace - Systems and procedures followed for success.

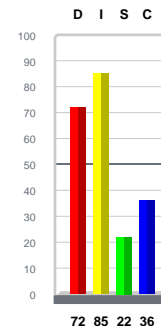


12. Analysis of Data - Information is maintained accurately for repeated examination as required.

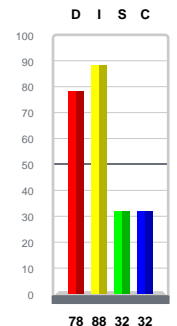


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* 68% of the population falls within the shaded area.

Adapted Style



Natural Style





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.

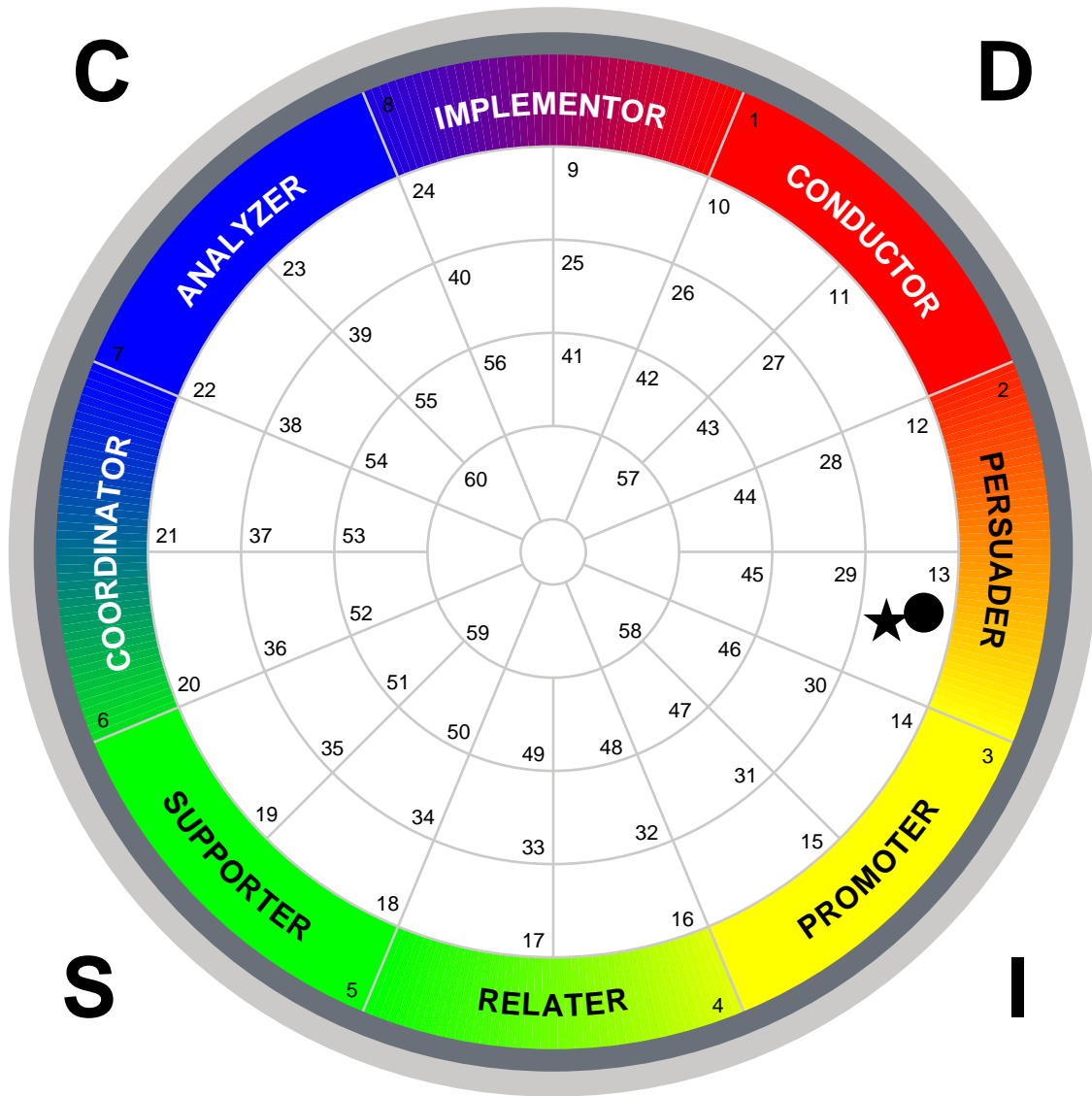
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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

11-12-2013



Adapted: ★ (13) PROMOTING PERSUADER
 Natural: ● (13) PROMOTING PERSUADER

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