



# TTI SUCCESS INSIGHTS™

INTERVIEWING INSIGHTS™

Sales Version

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

**John Doe**

Sales Representative

ABC Company

3-11-2004

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## INTRODUCTION

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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.*

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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. 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. Inclined to talk smoothly, readily and at length, he loves the opportunity to verbalize. Sales presents an opportunity for him to use this great attribute. Socially and verbally aggressive, he loves to meet strangers and begin conversations. This is a great attribute when new territory is opened, or new accounts are dictated by business conditions. John consistently meets the challenge of persuading people to his point of view. Some buyers may desire less talk and more facts. Being optimistic and enthusiastic, he is good at generating enthusiasm in others. Sometimes his enthusiasm is what sells his products or services, but sometimes other buyers may be offended. He is optimistic about his great ability to influence people to buy his products or services.

John 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. 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



## SALES CHARACTERISTICS

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be guilty of interrupting the prospect to get his point across. If he gets into one of his "oversell" modes, he may cause the objections to be raised. However, he will welcome the objections and answer them to the best of his ability. He depends on his prospects to trust his judgment in recommending his products or services. Not all prospects are as trusting and some will want facts and data to support his judgment. John may use humor in his presentation, which may help or hinder, based on the style of the buyer. Excessive humor may cause him to ramble and not provide sufficient time for the presentation. He has probably been known to answer objections even if he has never heard the objection before. He will rely on his quick thinking and verbal skills to meet the challenge.

John will promise more service than he can deliver, especially if he must provide the service himself. He needs the help of a support staff to provide the follow-up service so he can focus on new opportunities. 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. 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 may be positive and direct with his closes. He will be friendly and persistent as he attempts to close the sale. John can be seen as a good closer. However, he may postpone the close until giving the complete sales pitch. Observers have actually seen him sell the product and then buy it back. He should guard



## SALES CHARACTERISTICS

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against excessive talking and close at the appropriate time. He can be guilty of overservicing the accounts he feels are personal friends. To him, friendship is important and he may overlook certain requests to maintain the friendship.



## 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.*

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- Assignments with a high degree of people contacts.
- Tasks involving motivated groups and establishing a network of contacts.
- Democratic supervisor with whom he can associate.
- Nonroutine work with challenge and opportunity.
- Evaluation based on results, not the process.
- Work tasks that change from time to time.
- Freedom from controls, supervision and details.
- Forum to express ideas and viewpoint.



## 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.*

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- Initiates activity.
- Innovative.
- Self-starter.
- Negotiates conflicts.
- Builds confidence in others.
- Positive sense of humor.
- People-oriented.



## INTERVIEW QUESTIONS

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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?



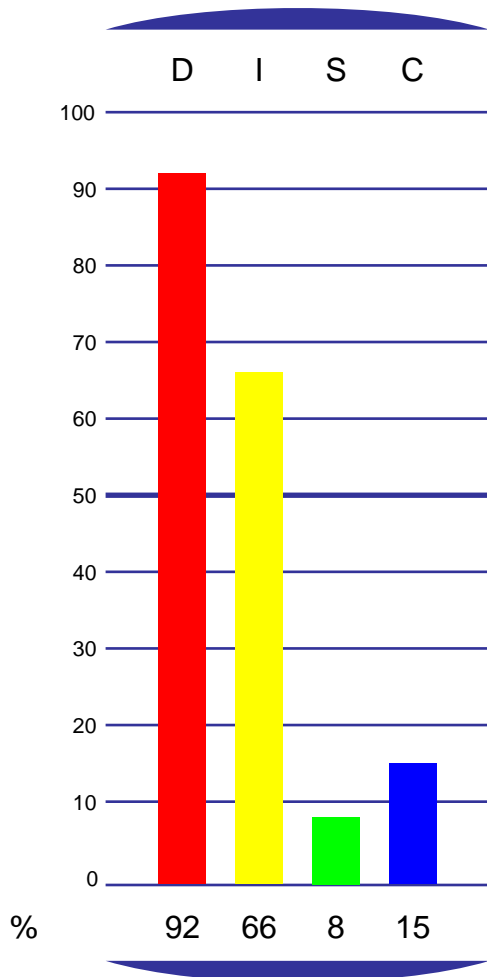
# STYLE INSIGHTS™ GRAPHS

**John Doe**

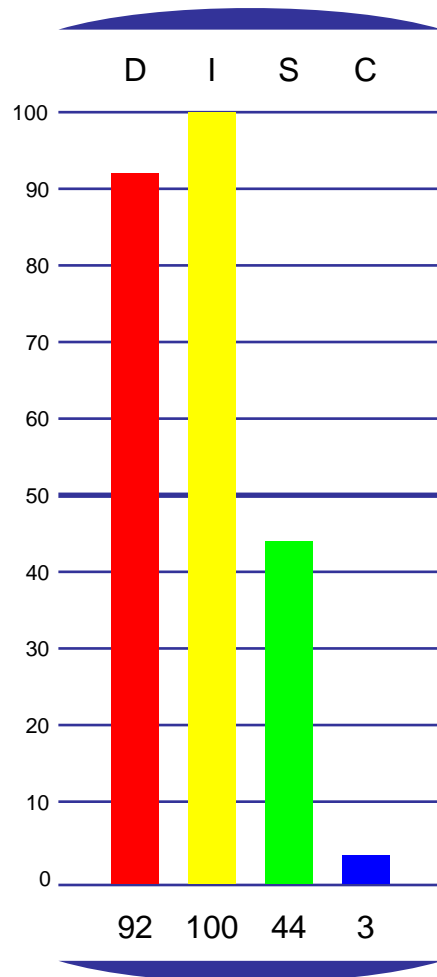
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**MOST**  
Graph I  
Adapted Style



**LEAST**  
Graph II  
Natural Style



Norm 2003



## THE SUCCESS INSIGHTS® WHEEL

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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.

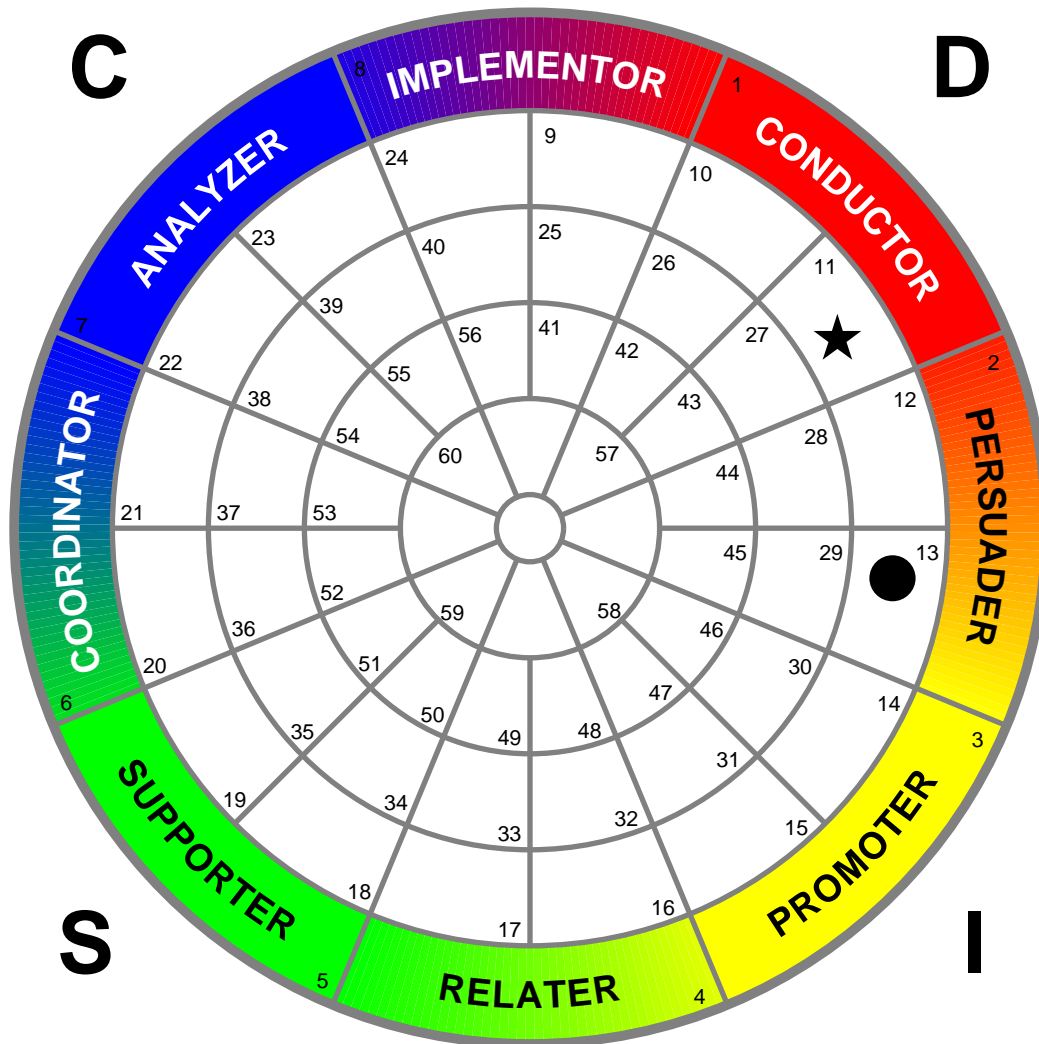
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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**  
ABC Company  
3-11-2004



Adapted: ★ (11) PERSUADING CONDUCTOR  
Natural: ● (13) PROMOTING PERSUADER

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