



TTI Success Insights®

INTERVIEWING INSIGHTS™ - Sales Version



Sally Sample
Sales Manager
Company Inc
2-19-2010



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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.

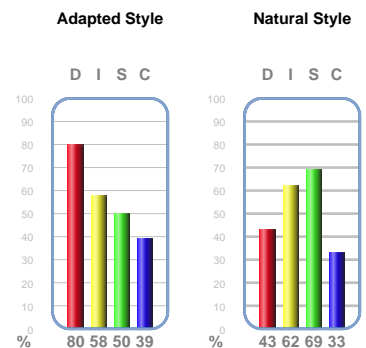
This report analyzes behavioral style, that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements which are true or areas of behavior in which tendencies are shown. This valuable information will enable you to thoroughly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



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 likes to build close relationships with her customers and prefers making repeat calls, as opposed to cold calls. She resists making cold calls preferring to work in the more predictable environment of repeat calls. Sometimes she prefers to sell tangible products over intangibles. Although she can probably sell either, she is more comfortable with products people can see and touch. She operates well as a member of a sales team and will coordinate her sales efforts with others. Many see her as a good neighbor and she is willing to help those she considers to be friends. She prefers to sell in a territory where she knows the customers. This allows her to predict the sales environment and she can perform well under these circumstances. Most potential buyers feel comfortable with her. She is usually well prepared for the call and will present her information in a logical order. One of Sally's sales strengths is her ability to listen to what the buyer is saying. She can display the patience required to allow the buyer the opportunity to explain her needs. She hesitates to sell new products until they have been proven by her own standards. She has standards by which she evaluates new products for her own use and applies these same standards in her sales approach.

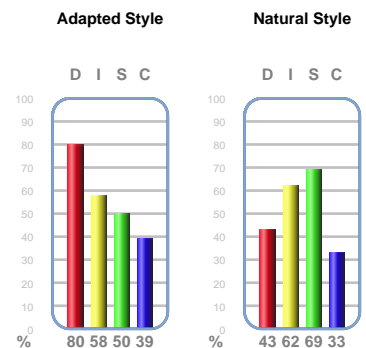
Sally likes to use sales aids to augment her presentation. In fact, she often takes too much material. She also tries to cover all the benefits for the buyer. Objections raised by intimidating buyers will frustrate her. They are looking for direct answers to their objections,





and she may feel threatened by their approach. Occasionally, she spends too much time in the office. She uses this office time to meet her need for adequate preparation, since she becomes frustrated when prospects ask questions she can't answer. She will avoid confrontation in her sales presentation. She may not even challenge a potential buyer who has been misinformed about her product or service. She will remain amiable and attempt to influence by using logic. Sally needs to extend herself to be more assertive when she is sure of her ground. By challenging the buyer she will, at times, increase her odds for success. She represents the type of salesperson who prepares before she makes a sales presentation. She wants complete knowledge of her product or service. If she is armed with knowledge and preparation, she will deliver a logical presentation.

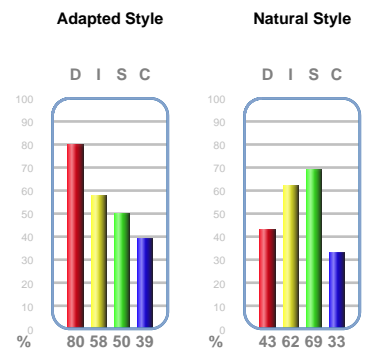
Sally can become complacent with servicing the old accounts and not push hard enough for new business. She will postpone closing if unsure of a buyer's feelings. She has an inherent dislike for rejection and may postpone closing a sale, hoping the buyers will purchase of their own accord. She loves to service what she sells. In fact, this represents one of her strengths. She will take the time to see that all her accounts are serviced to the best of her ability. Sally usually responds slowly to resistance when she is closing. She doesn't like confrontation, so she will avoid the resistance if possible. She may accept and agree with the buyer who isn't ready to buy today. Buyers who want to think it over are usually given the chance. She will call back to get their decision.





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.

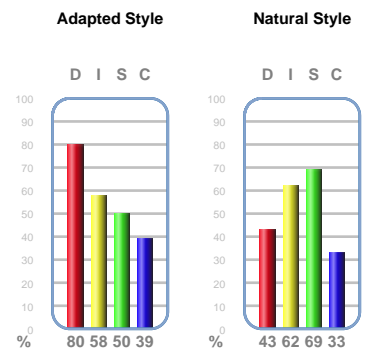
- A stable and predictable environment.
- Little conflict between people or customers.
- Freedom from control and detail.
- Democratic supervisor with whom she can associate.
- Assignments with a high degree of people contacts.
- An environment in which she may deal with people on a personal, intimate basis.





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.

- Builds good relationships.
- Dependable and loyal team worker.
- Builds confidence in others.
- Positive sense of humor.
- Creative problem-solving.
- Service-oriented.
- People-oriented.
- Accomplishes goals through people.

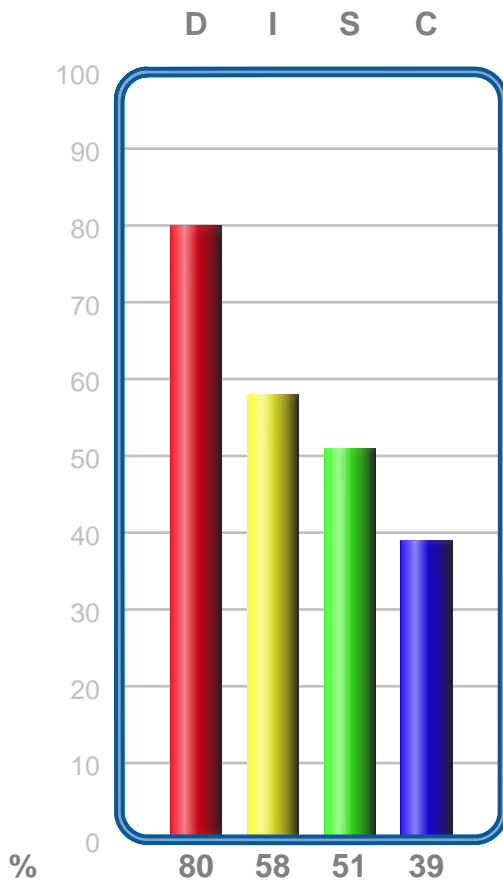




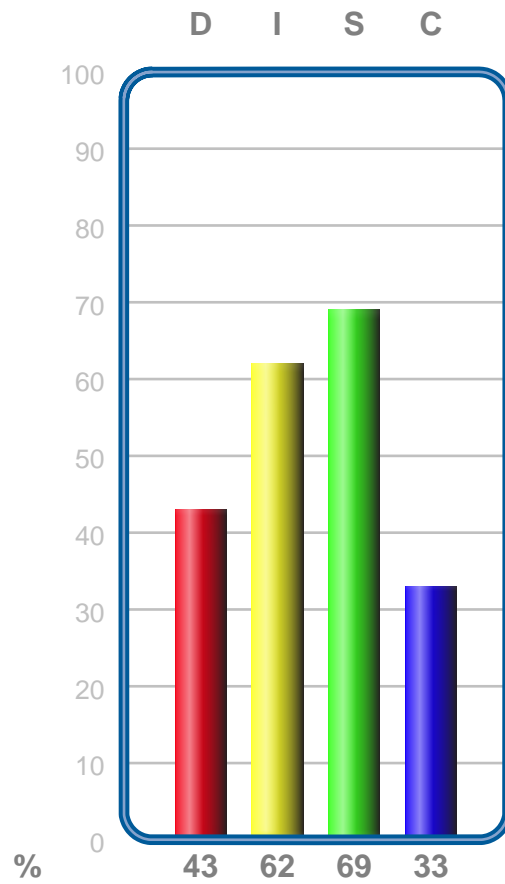
1. What is the most appealing aspect of selling?
2. What is the least appealing aspect of selling?
3. Describe your career goals:
4. How do you plan to achieve these goals?
5. What factor do you feel may hinder your success?
6. List the personal goals you would like to achieve:
7. What do you expect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



MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2003

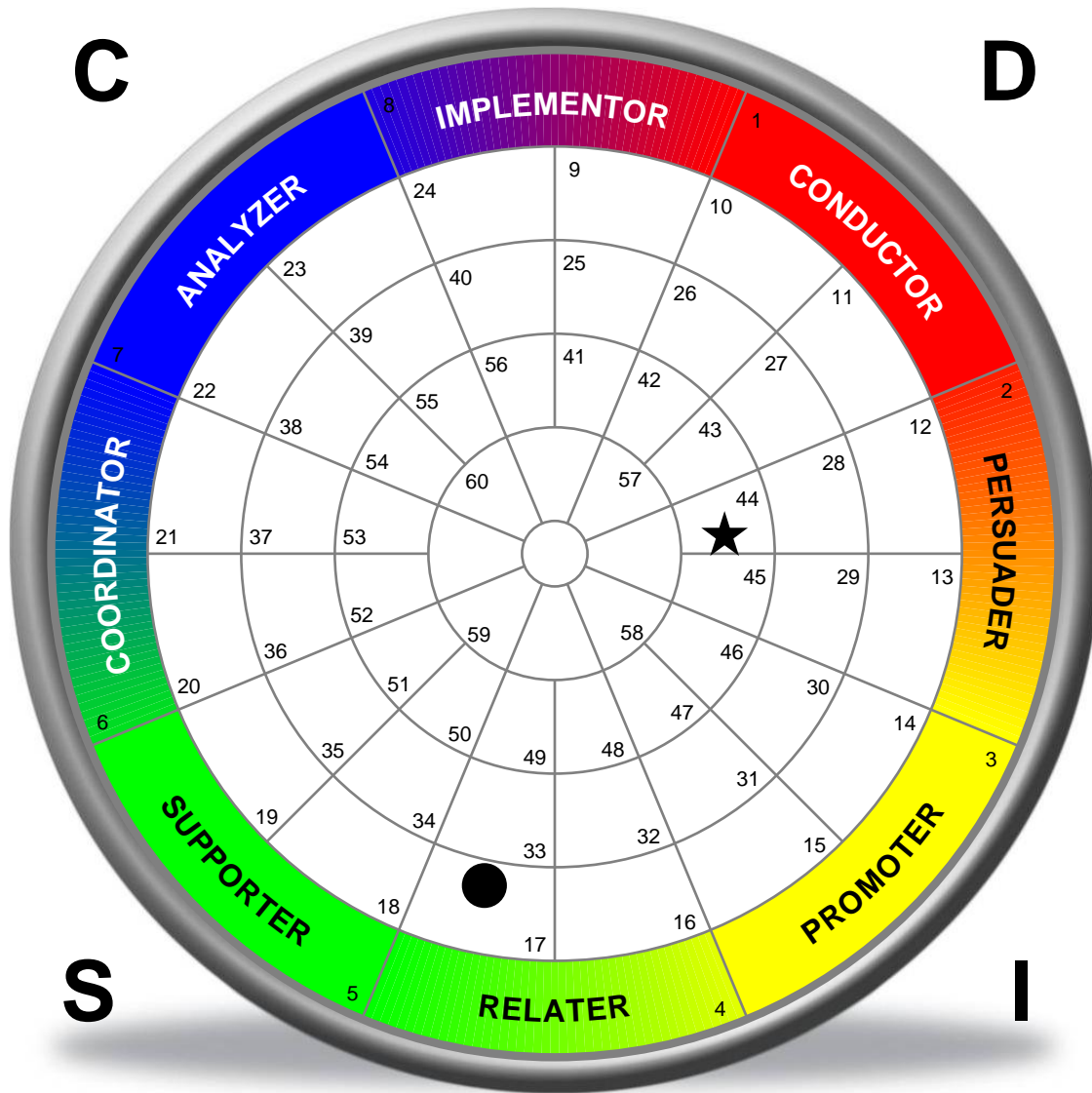


The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- 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.



Adapted: ★ (44) CONDUCTING PERSUADER (ACROSS)

Natural: ● (17) SUPPORTING RELATER

Norm 2003

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