



TTI
SUCCESS
INSIGHTS®

Interviewing Insights™

Sales

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5-15-2017

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Introduction



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

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

In this report we are measuring four dimensions of normal behavior. They are:

- How you respond to problems and challenges.
- How you influence others to your point of view.
- How you respond to the pace of the environment.
- How you respond to rules and procedures set by others.

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 and areas of behavior in which tendencies are shown. Feel free to delete any statement from the report that may not apply, but only after checking with friends or colleagues to see if they agree.

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 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. 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 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 to in this manner. He becomes highly excited about what influences him. He usually displays this emotion when he is attempting to influence people. 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 paperwork. Inclined to talk smoothly, readily, and at length, he loves the opportunity to verbalize. Sales presents an opportunity for him to use this attribute. He maintains a high trust level; that is, he trusts that people will make good on their promises.

John may use sales aids with his presentations. His usage sometimes depends on his ability to be organized; that is, he occasionally forgets to replenish his supply of sales aids or feels he can verbalize a presentation without them. 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. He 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 succeeds in projecting self-confidence in his sales presentations. This self-confidence evolves from his belief in himself and his products or services. This may cause him to become frustrated if a prospect attacks either him or his product. 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 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.



Sales Characteristics

Continued



John 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 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. He will promise more service than he can deliver, especially if he must provide the service himself. He needs the help of 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. 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 against excessive talking and close at the appropriate time. 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.

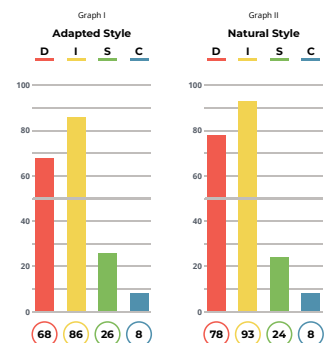


Ideal Environment



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.

- ✓ 1. Freedom to try new approaches.
- ✓ 2. Freedom of movement.
- ✓ 3. Freedom from control and detail.
- ✓ 4. Tasks involving motivated groups and establishing a network of contacts.
- ✓ 5. Assignments with a high degree of people contacts.
- ✓ 6. A forum in which his ideas can be heard.
- ✓ 7. Personable supervisor with whom he can associate.
- ✓ 8. Work tasks that change from time to time.
- ✓ 9. Work with a results-oriented team.

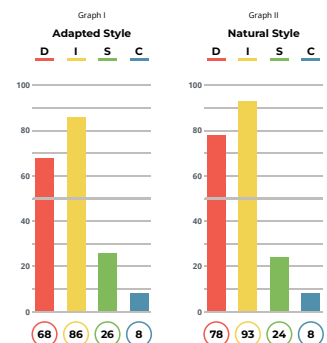


Value to the Organization



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.

- ✓ 1. Optimistic and enthusiastic.
- ✓ 2. Dedicated to his own ideas.
- ✓ 3. Builds confidence in others.
- ✓ 4. Negotiates conflicts.
- ✓ 5. Positive sense of humor.
- ✓ 6. Creative problem-solving.
- ✓ 7. Big thinker.
- ✓ 8. Team player.



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?

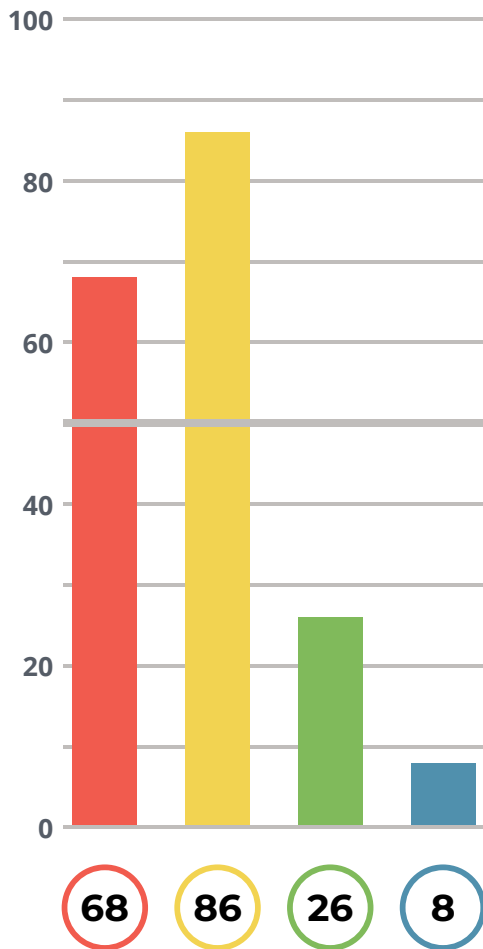
Style Insights® Graphs



Graph I

Adapted Style

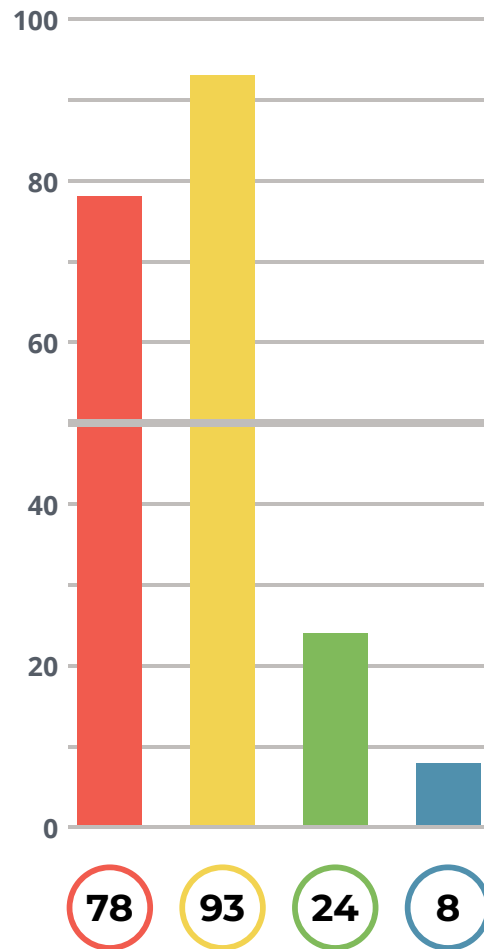
D **I** **S** **C**



Graph II

Natural Style

D **I** **S** **C**

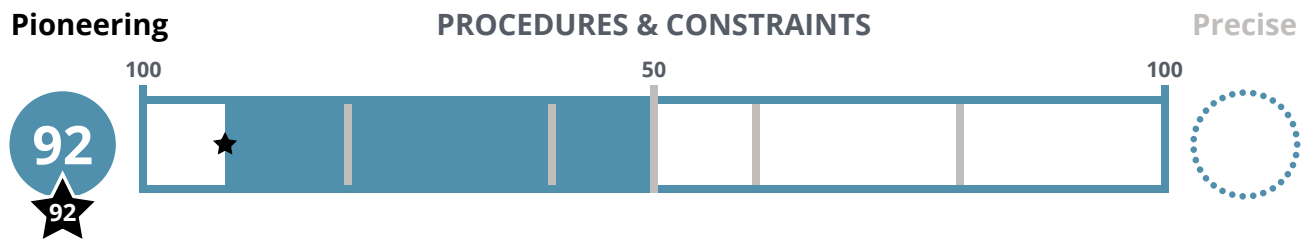
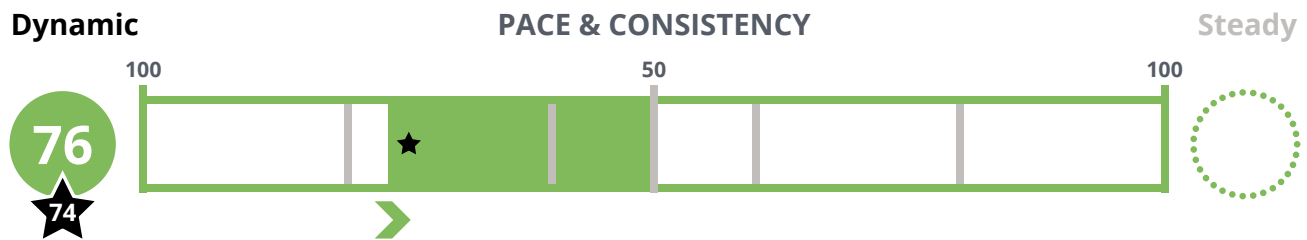
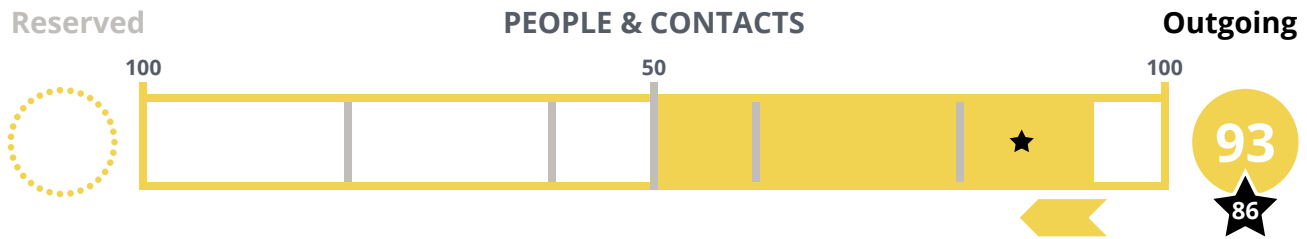
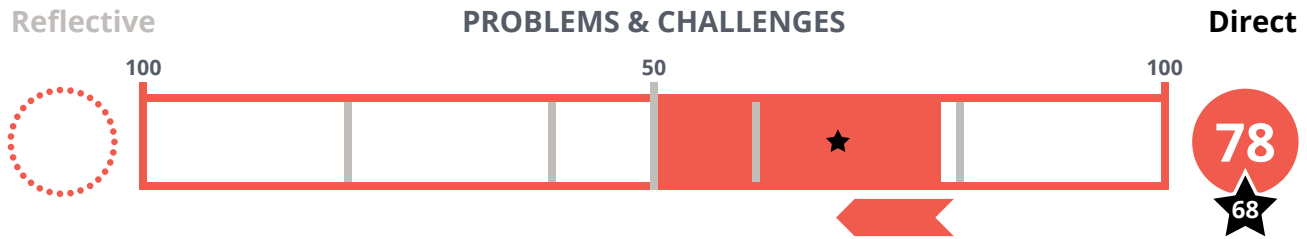


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Behavioral Continuum



Everyone has a varying level of the four main behavioral factors that create their own personal style. Each side of those factors lives on a continuum, and the combination influences individuals' levels of engagement in different situations. The graph below is a visual representation of where John falls within each continuum.



- ★ Adapted Position
- ➔ Adapted Movement

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The TTI Success Insights® Wheel



The TTI Success Insights® Wheel is a powerful tool first 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 to which you are adapting your behavior.

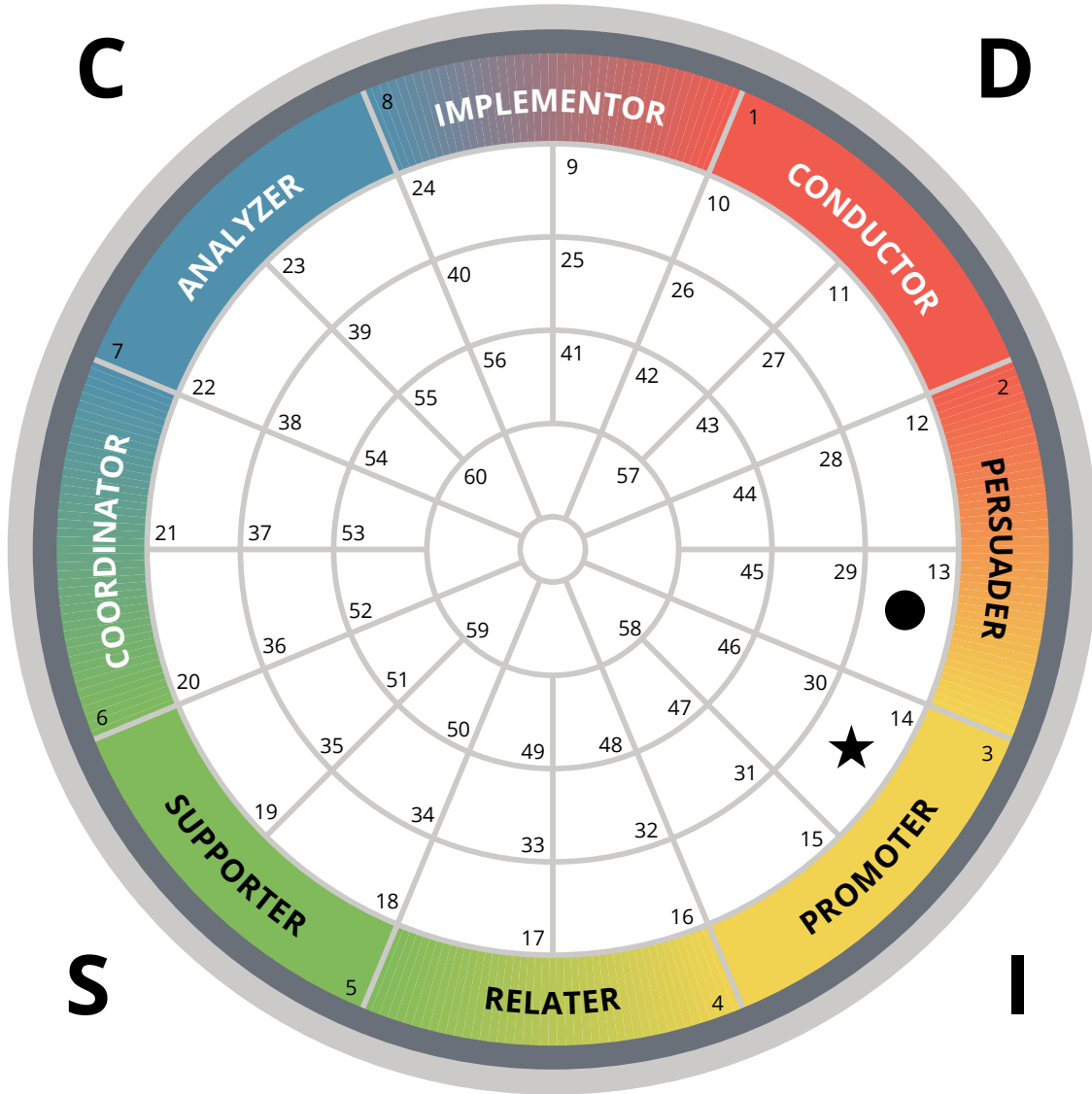
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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 TTI Success Insights® Wheel



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Adapted: ★ (14) PERSUADING PROMOTER
 Natural: ● (13) PROMOTING PERSUADER
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