



TTI
SUCCESS
INSIGHTS®

Interviewing Insights™

Sales

Steven Sales
Regional Sales Manager
ABC Company
9-29-2015

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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.

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 from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.



Sales Characteristics

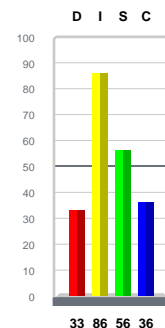
Based on Steven's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the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

Steven can sell both tangible and intangible products successfully. His ability to paint word pictures can be a distinct advantage when he is called upon to explain an intangible. He becomes highly excited about what influences him. He usually displays this emotion when he is attempting to influence people. Detail work is not Steven'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. He may be seen as somewhat impulsive. He likes new products and often is the first in his neighborhood to buy the latest things. Steven maintains a high trust level; that is, he trusts that people will make good on their promises. 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. 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 in this manner.

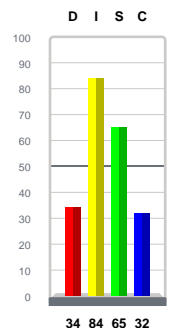
Steven succeeds in projecting self-confidence in his sales presentations. This self-confidence evolves from his belief in himself and his products or services. This may cause him to become frustrated if a prospect attacks either him or his product. He should learn to follow all objections with a question. This will allow him time to prepare his answer and help clarify the prospect's actual objection. He may use sales aids with his presentation. 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 the presentation without them. 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. 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. He may be rather careless in his sales preparation. He truly believes he can walk and talk his way through any presentation at anytime, anyplace.



Adapted Style



Natural Style



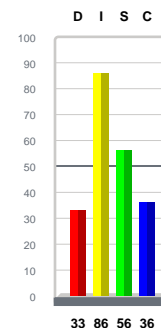


Sales Characteristics Continued

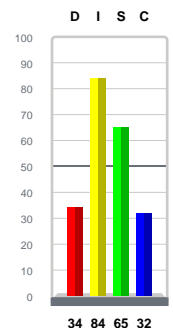
Steven would rather make a social visit instead of a service visit. The social visit meets his need to be friendly and outgoing, while the service visit requires special effort if customers don't buy more products or services. If given the choice, he would prefer to sell a new account instead of servicing 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 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 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. 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. 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.



Adapted Style



Natural Style



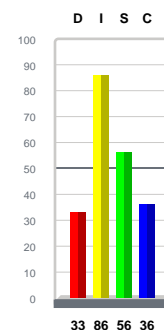


Ideal Environment

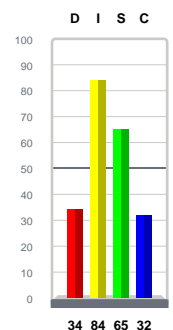
This section identifies the ideal work environment based on Steven's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Steven enjoys and also those that create frustration.

- Forum for his ideas to be heard.
- Democratic supervisor with whom he can associate.
- Assignments with a high degree of people contacts.
- Freedom from control and detail.
- Work with a results-oriented team.

Adapted Style



Natural Style





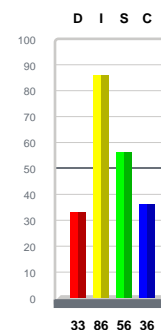
Value to the Organization

This section of the report identifies the specific talents and behavior Steven 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.

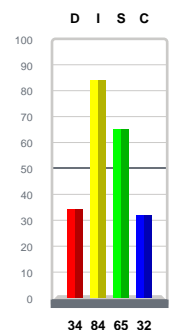
- Dedicated to his own ideas.
- Verbalizes his feelings.
- Inner-directed rather than tradition-directed--brings fresh ideas for solving problems.
- Team player.
- Positive sense of humor.
- Accomplishes goals through people.
- Negotiates conflicts.
- Big thinker.



Adapted Style



Natural Style





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?

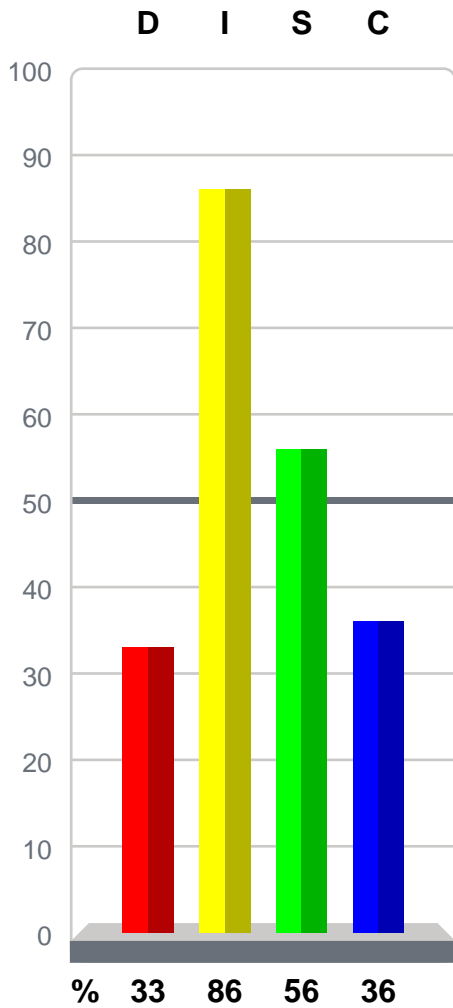


Style Insights® Graphs

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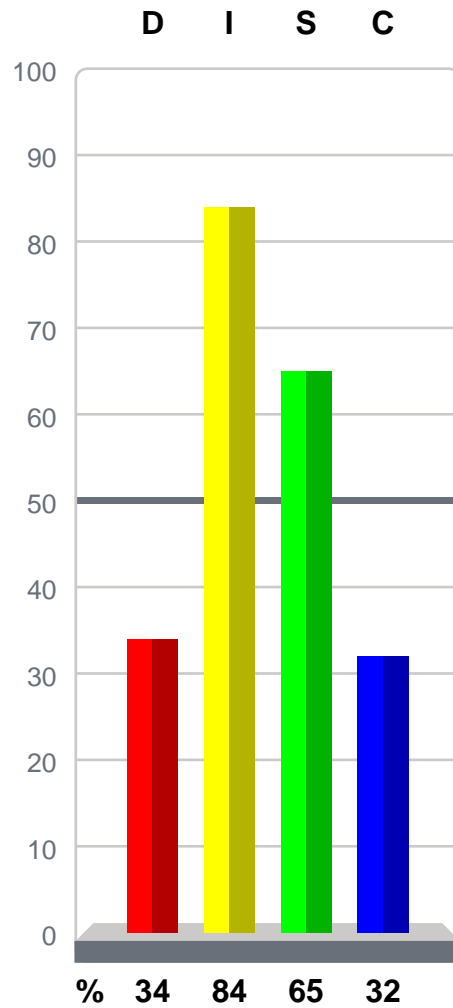
Adapted Style

Graph I



Natural Style

Graph II



Norm 2015 R4



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.

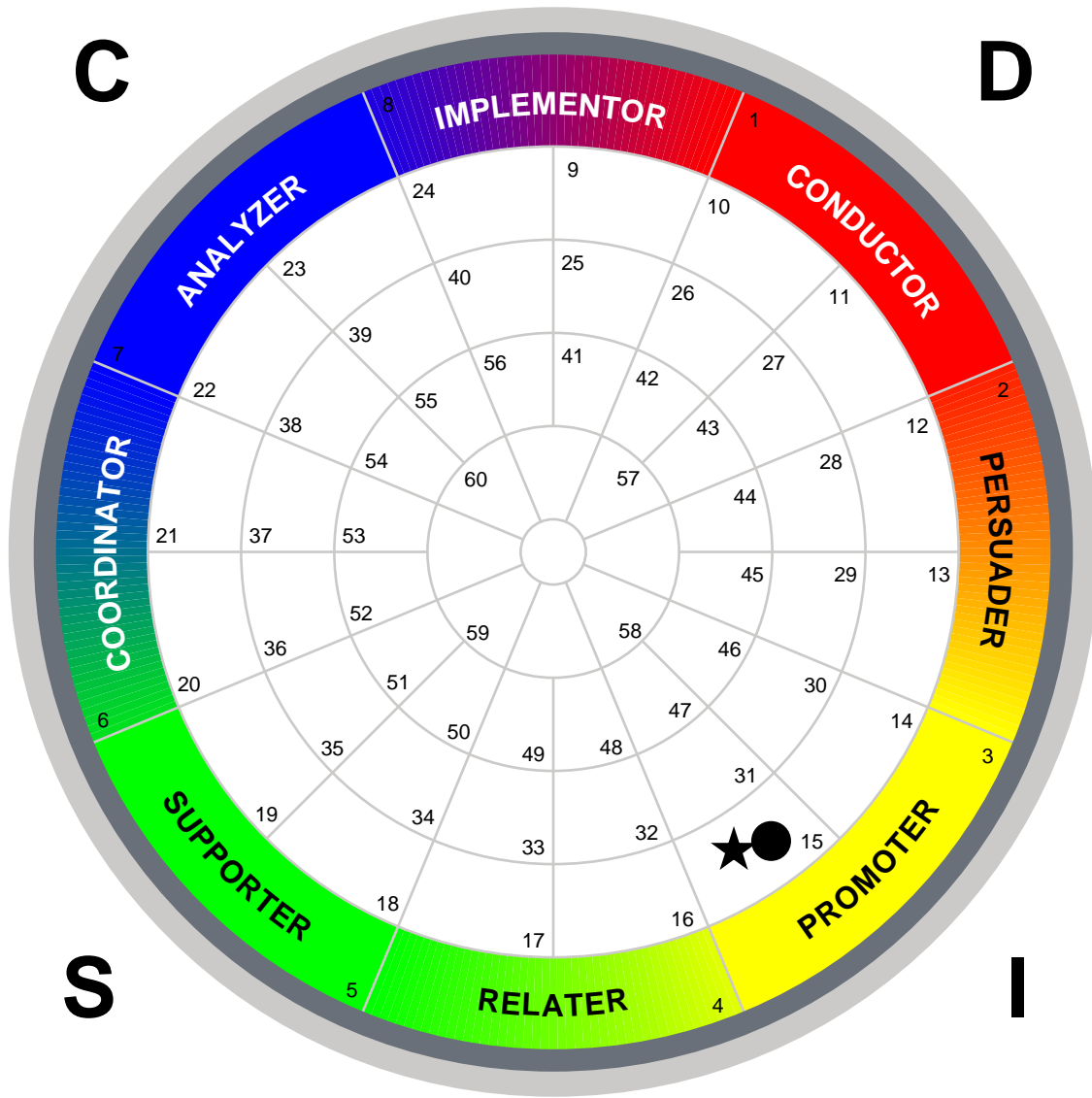
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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

9-29-2015



Adapted: ★ (15) RELATING PROMOTER
Natural: ● (15) RELATING PROMOTER

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