



TTI Success Insights®

Interviewing Insights - Sales Version

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

Connie Kluge
Sales Representative
ABC Company
7-9-2007



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.

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 Connie'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.

Connie is driven towards completion of her sales goals, and wants to be in a position to set policy that allows her to meet those goals. She sets high sales goals for herself. She sees the benefit of joining organizations as a way to meet her sales goals. She perceives herself as a salesperson who is totally keyed to results. She wants to get things done in a way that is consistent with her perception of "the right way" for her to accomplish her sales goals. She may be so self-confident about this ability to sell to anyone she may fail to qualify the prospect adequately. Connie must guard against coming across as a high-pressure salesperson, which can antagonize the prospect and jeopardize the sale. She is comfortable in a sales environment that contains variety and/or high pressure situations. She prefers to win, respecting winners and those who show persistence.

Connie likes to control the sales presentation. Different styles of buyers will probably prefer that she display her sales flexibility. Some buyers are intimidated by Connie's sales approach. She doesn't intentionally intimidate people, but she may be too blunt and direct for them. She usually dominates the sales presentation. She prefers a fast and to-the-point approach, which may be too fast and blunt for some buyers. She doesn't always take the time to anticipate the outcome of a sales call. She may be intent on making an efficient presentation and unintentionally omit details and supporting



SALES CHARACTERISTICS

information. Connie needs to "size up" her buyers before starting her sales presentation. Concentrating on what the buyer is saying will help her adjust her presentation toward the buyer's needs. Connie's body language may sometimes get her into trouble. She projects a great sense of urgency, which some buyers may interpret as an unwillingness to listen to their needs.

Connie may lose interest in a client once the sale has been completed. Her further interest may be based on the client's ability to buy additional products or services. She usually has her favorite close, and she might, therefore, resist using all the closes she knows. She will be direct and positive with her closes. She can be persistent and friendly at the same time. Connie prefers to service her accounts using one of two methods: excellent service for those accounts she likes, or those with potential; adequate or poor service for those accounts she doesn't like, or with little potential. Connie can close so hard that she causes the buyer to think of objections, which may be excuses rather than real objections. She usually closes soon and often. She will close many sales the competition has sold but failed to close.



IDEAL ENVIRONMENT

This section identifies the ideal work environment based on Connie'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 Connie enjoys and also those that create frustration.

- Works for a manager who makes quick decisions.
- Evaluation based on results, not the process.
- Nonroutine work with challenge and opportunity.
- An innovative and futuristic-oriented environment.
- Freedom from long, detailed reports.
- Support team with sense of urgency.
- New products and new ideas to sell.
- Forum to express ideas and viewpoint.



VALUE TO THE ORGANIZATION

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

- Humor and entertainment for sales meetings.
- Forward-looking and future-oriented.
- Challenges the status quo.
- Competitive.
- Accomplishes goals through people.
- Sense of urgency.
- Thinks big.



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?



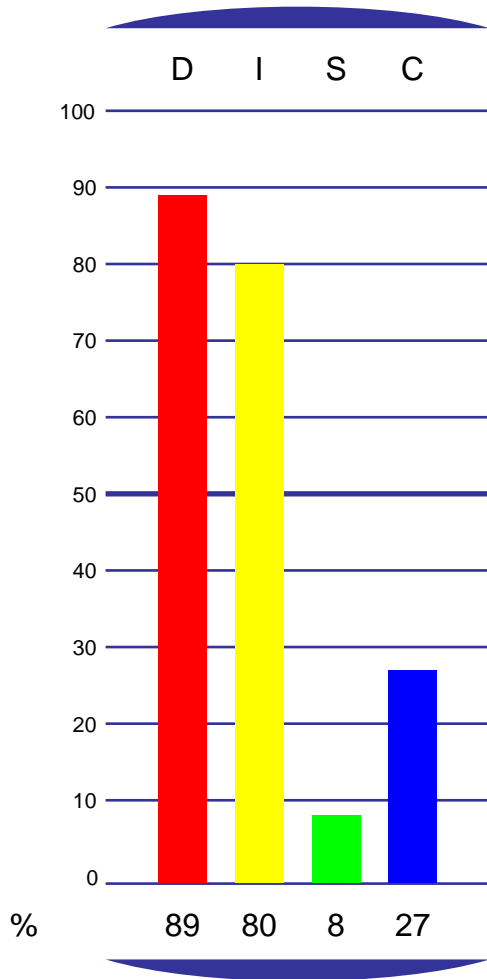
STYLE INSIGHTS® GRAPHS

Connie Kluge

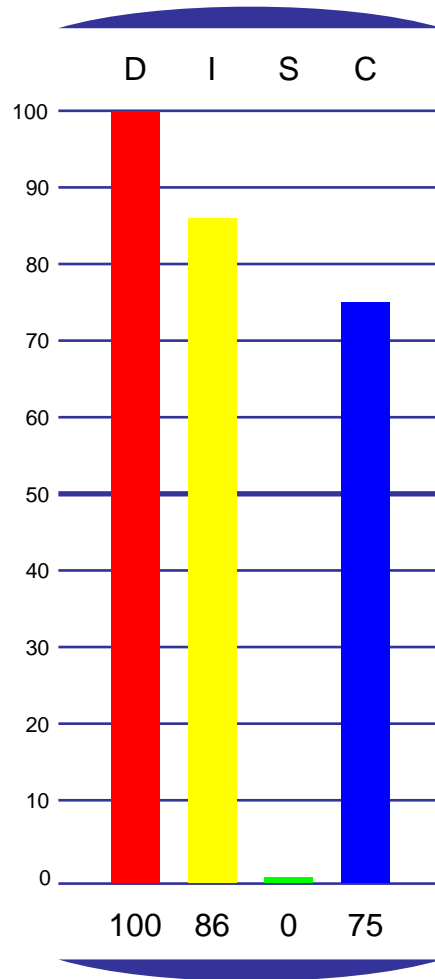
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7-9-2007

MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2003



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.

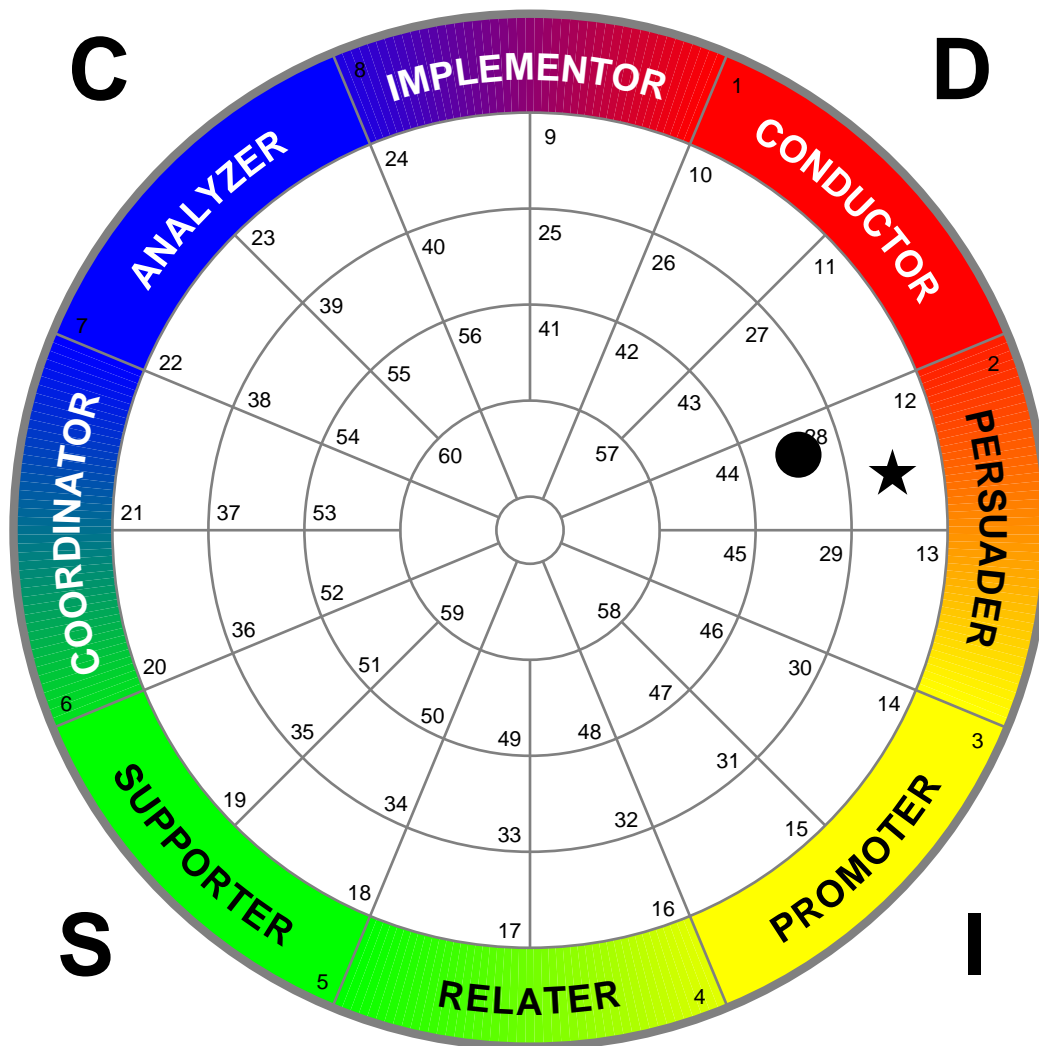
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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

Connie Kluge
ABC Company
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Adapted: ★ (12) CONDUCTING PERSUADER
Natural: ● (28) CONDUCTING PERSUADER (FLEXIBLE)
Norm 2003