



TTI  
SUCCESS  
INSIGHTS®

## Target Selling Insights

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Test Job

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## Introduction

The Target Selling Insights is an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, "Can this person sell?" Like any profession, selling has a body of knowledge related to its successful execution. It is this knowledge that the Target Selling Insights measures.

Although dealing with the issue of whether a person can or cannot sell is an essential component in predicting or improving sales success, it is certainly not the only one required for optimum sales performance. Behavior, attitude, and personal interests and values are other areas to consider.

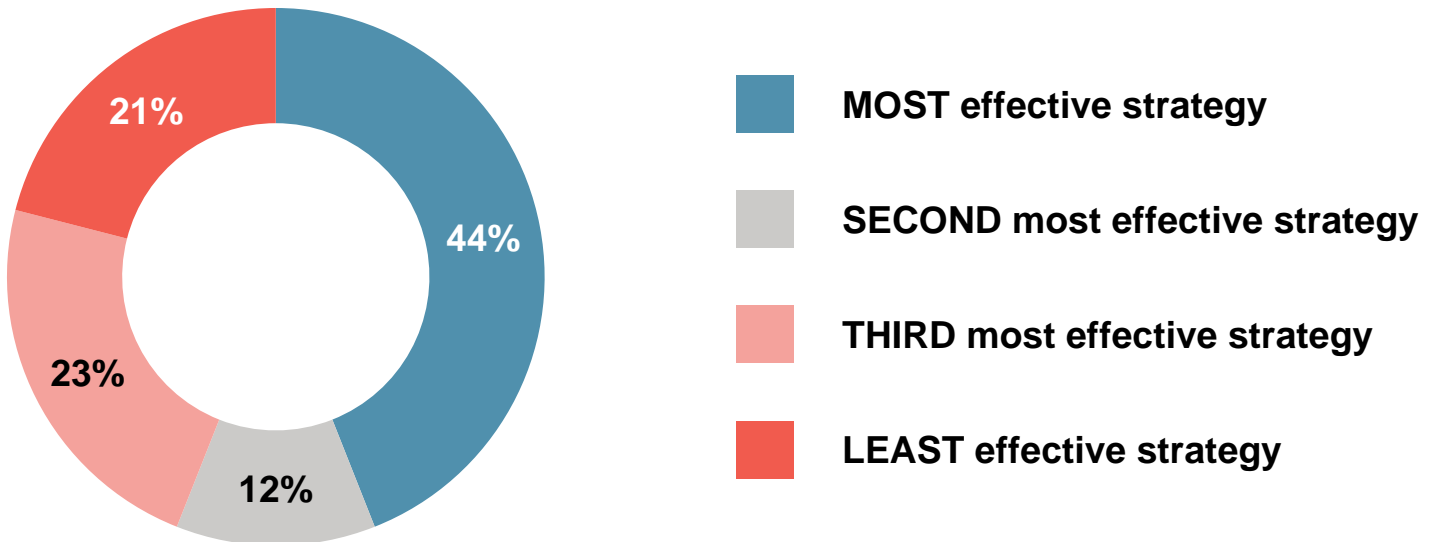
Understanding effective sales strategy can help lead you to success as long as you can implement it. However, just knowing it is not enough, you must utilize what you know.

This report will give you feedback on your strengths and weaknesses. From this you can develop a plan to overcome your weaknesses. Knowledge of one's strengths and weaknesses, along with a desire to be the best you can be, will allow you to target your professional sales growth.



# Question Analysis

The following is a breakdown of which answers were used when ranking them as the most effective strategy.



- 21 times chose the MOST effective strategy
- 6 times chose the SECOND most effective strategy as #1
- 11 times chose the THIRD most effective strategy as #1
- 10 times chose the LEAST effective strategy as #1

## Sales Acumen

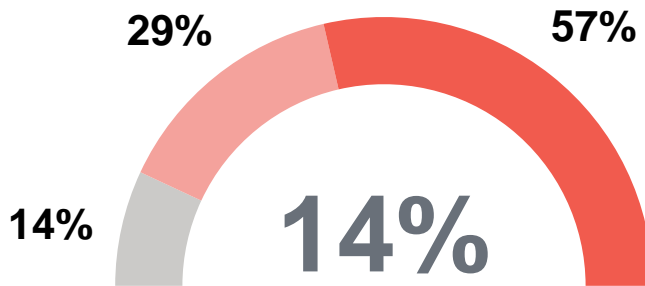




# Target

## Category Analysis

The first step of any sales system is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.



of the time the 1st or 2nd option was chosen.

## Tips for Improvement

- If your company is offered a Request For Proposal you should review the RFP request and determine whether your company is a good fit before proceeding. Carefully review the document to ensure you can meet their requests as well as to determine whether it's been designed with a competitor in mind. Many times, RFPs are released after a specific vendor has been pre-selected. Your chances in situations like this are limited, unless - of course - you're the pre-selected vendor.
- If a buyer shows interest and says "I want to talk to you," you should find out what makes the buyer believe your company has "exactly" what they are looking for. Accomplish this by asking questions to gain an understanding of their perceptions and needs.
- If you find out your company has been dropped previously as a vendor you should acknowledge this, express concern, and ask questions to understand what happened. This is not the time to rationalize, justify, or explain away. Instead, it's necessary to empathize and seek to understand the past. Allow the prospective buyer time to voice their concerns as fully as they'd like.

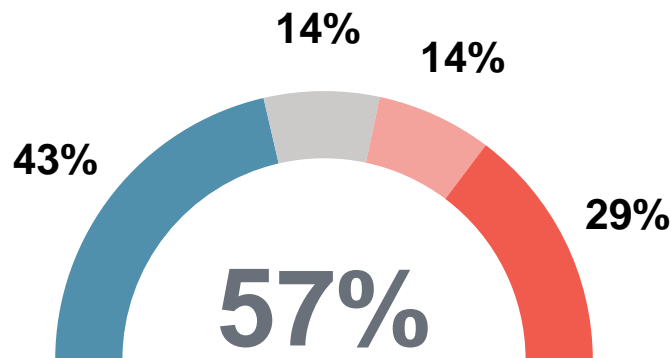




# Adapt

## Category Analysis

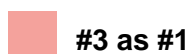
The first face-to-face interaction between a prospect and the salesperson is designed to enable the salesperson to display his or her sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.



of the time the 1st or 2nd option was chosen.

## Tips for Improvement

- Developing rapport and trust with a prospective buyer during your first face-to-face encounter is essential.
- If a buyer greets you with "I only have five minutes," you should ask a few questions to ensure you have something worth their while. Intelligent, well-formed questions can position you as an expert who's worth more time.
- If you experience awkwardness during a meeting with a prospective buyer, pause and revisit the purpose of the meeting. After re-stating your understanding of the purpose of the meeting, ask if there's anything else the prospective buyer would like to discuss.

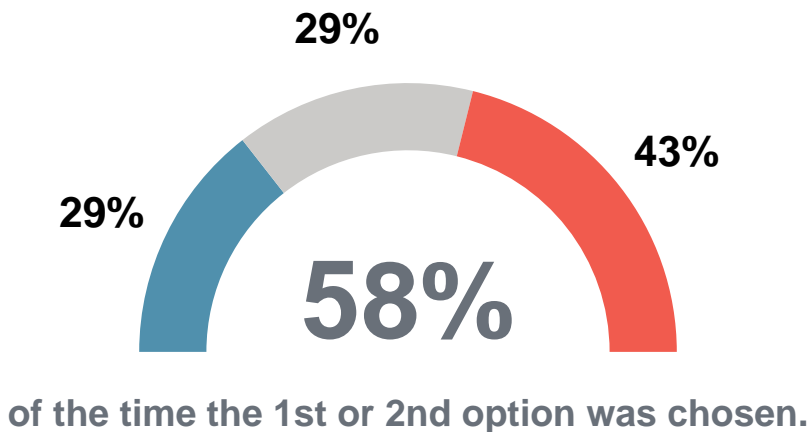




# Research

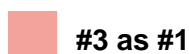
## Category Analysis

The questioning and detailed needs analysis phase of the face-to-face sale enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.



## Tips for Improvement

- If the person you are working with is not in a position to make a buying decision, find out what role this person plays in the decision making process. This individual may become a vital internal advocate or provide you with other information, which could prove helpful in your sales process.
- If during a meeting you ask "how many divisions do you have" it may show that you are poorly prepared for the sales call. This type of information is almost certainly readily available online or through other sources you should consult while building a pre-call plan.
- Uncovering the emotional "wants" from a prospective buyer will increase your chance of making the sale. This means uncovering the deeper emotional desires of that prospective buyer. For example, asking questions to determine what, if anything, a particular buying decision might mean for career advancement.

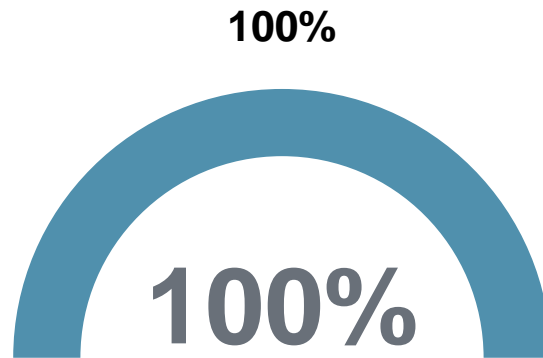




# Guide

## Category Analysis

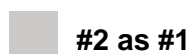
This phase involves the ability of the salesperson to present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.



of the time the 1st or 2nd option was chosen.

## Tips for Improvement

It looks like you are doing great in the Guide Step. We suggest that you focus your energy towards improving other areas.

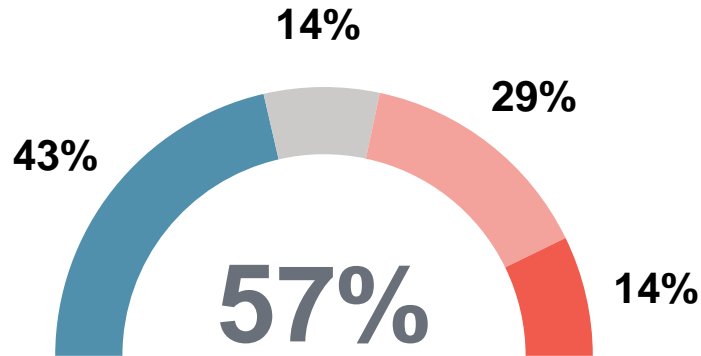




# Explain

## Category Analysis

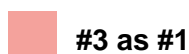
This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.



of the time the 1st or 2nd option was chosen.

## Tips for Improvement

- If a prospective buyer asks for time to research you and your company after a presentation, figure out specifically what they are hoping to learn from the research. By doing so, you'll be able to provide them with the most appropriate information. You will also possibly be able to understand what's most important to that buyer.
- If a buyer shows doubt about your performance claims, acknowledge their concern and ask questions to discover more about those concerns. Use the honesty this prospective buyer is showing to your advantage by allowing them to share more while allowing you to learn more about what, how, and why they'll buy.
- If a buyer needs more assurances about your offering pertinent to Return On Investment, you should ask questions to determine specifically what they need to see relative to the ROI. You can then understand their expectations and introduce current customers willing to share their experiences.



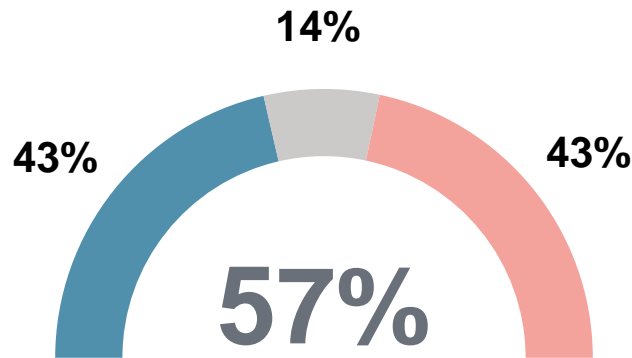




# Transition

## Category Analysis

This final phase of any selling system is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.



of the time the 1st or 2nd option was chosen.

## Tips for Improvement

- This is a signal the prospective buyer is ready to commit. So, if a prospective buyer says "everything looks good to me." then recommend getting started and ask for a commitment.
- If you encounter resistance after your presentation you should ask the buyer why they are hesitant to make a decision. You probably didn't fully uncover the underlying reasons they'd buy. People buy for their reasons, not yours.
- When asked how fast can you get started, you need to ask what the buyer's timeframe is. It's easy to fall into the trap of simply answering the question you've been asked, but it's important to first gain an understanding of your prospective buyer's expectations.



#1 as #1



#2 as #1



#3 as #1



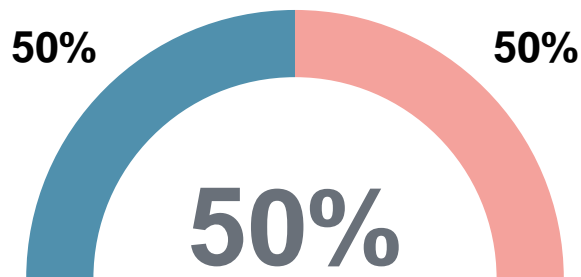
#4 as #1



# General ( Sales Acumen Use )

## Category Analysis

This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.



of the time the 1st or 2nd option was chosen.

## Tips for Improvement

- If a buyer refers negatively to your competitor, you should focus on showing them your products, services, or process instead. Saying negative things about a competitor positions you poorly -- even to someone who speaks poorly about them.
- If your meeting time is suddenly cut you should ask why the meeting time has been reduced and ask questions about whether the buyer's priorities have changed.
- Joining industry associations, meetings and committees and reading association newsletters are the best way to stay abreast of news within your industry. Once you join, become an active member of these groups in order to build your network.

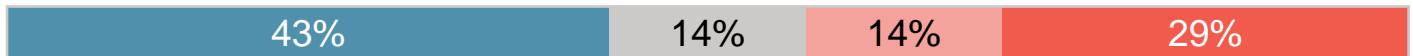


# Category Summary

## Target



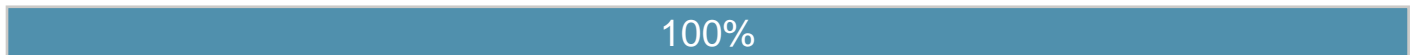
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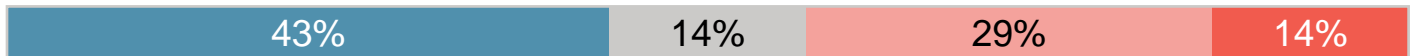
## Research



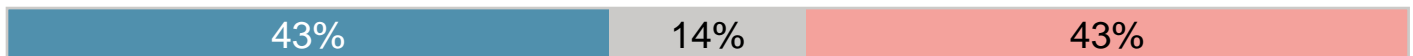
## Guide



## Explain



## Transition



## Sales Acumen



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