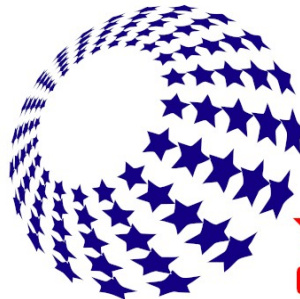




**TTI Success Insights®**  
**INTERVIEWING INSIGHTS™**  
Sales Version



**Sara Sample**  
Company Inc  
4-2-2010



**YOUR  
COMPANY**

Communicate  
Company Inc  
123 St.  
Scottsdale, AZ  
800-555-5555



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.

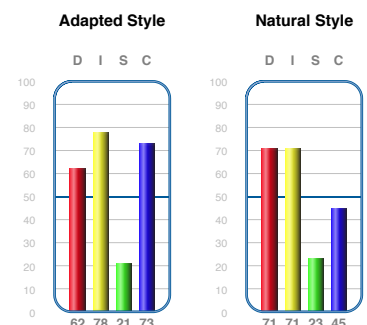
This report analyzes behavioral style, that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements which are true or areas of behavior in which tendencies are shown. This valuable information will enable you to thoroughly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

Sara wants the authority and responsibility to achieve her sales goals. She may at times tend to overstep her authority if it will help her achieve her goals. She usually enjoys the challenge presented by cold calls. They allow her to use what she considers to be one of her real talents--the ability to sell to anyone at anytime! She is usually known for her ability to tackle tough sales problems and bring them to a successful conclusion. She can be resourceful, even when faced with obstacles. She will want to sell new and unusual products or services. Motivated by her many interests, she prefers an ever-changing work environment. When results are at stake, it brings out Sara's drive for success. Some may see her as a high risk-taker, but this merely reflects her approach to winning. She will take the risks necessary to succeed. She prefers to win, respecting winners and those who show persistence. Although Sara is good at selling to people who have similar behavioral characteristics, she may be too impatient to sell to the methodical buyer.

Sara may not use enough facts to overcome objections; that is, she likes the challenge presented by the objection, and may attempt to answer, whether she has all the facts or not. She likes to control the sales presentation. Different styles of buyers will probably prefer that she display her sales flexibility. She may fail to listen to the true objection. In her haste to make a response, the real objection may never be answered. Sara's body language may sometimes get her into trouble. She projects a great sense of urgency, which some

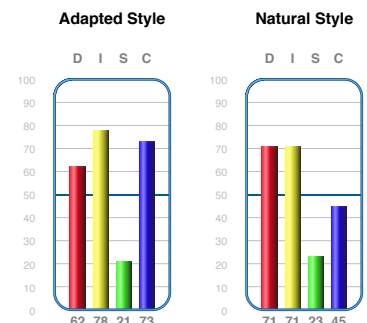


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buyers may interpret as an unwillingness to listen to their needs. In handling objections, she attempts to win on all points. Sometimes this desire to win may hinder the sale. She may become defensive if she hears objections to a service or product she helped to develop.

Sara's natural closing style works extremely well with fast-acting buyers. These buyers appreciate a salesperson who uses the direct approach. She will be direct and positive with her closes. She can be persistent and friendly at the same time. She 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. Sara usually closes soon and often. She will close many sales the competition has sold but failed to close. Sara 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.

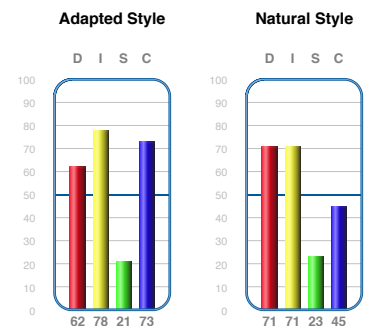


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*This section identifies the ideal work environment based on Sara's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify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

- Assignments with a high degree of people contacts.
- Democratic supervisor with whom she can associate.
- Forum to express ideas and viewpoint.
- Freedom of movement.
- Evaluation based on results, not the process.
- Freedom from controls, supervision and details.
- An innovative and futuristic-oriented environment.
- Tasks involving motivated groups and establishing a network of contacts.



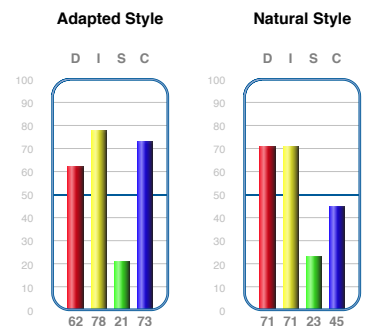
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## VALUE TO THE ORGANIZATION

*This section of the report identifies the specific talents and behavior Sara 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.*

- Change agent--looks for faster and better ways.
- Team player.
- Will join organizations to represent the company.
- Verbalizes her feelings.
- Negotiates conflicts.
- Usually makes decisions with the bottom line in mind.
- Competitive.
- Self-starter.





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?



**Sara Sample**

Company Inc

4-2-2010

**MOST**

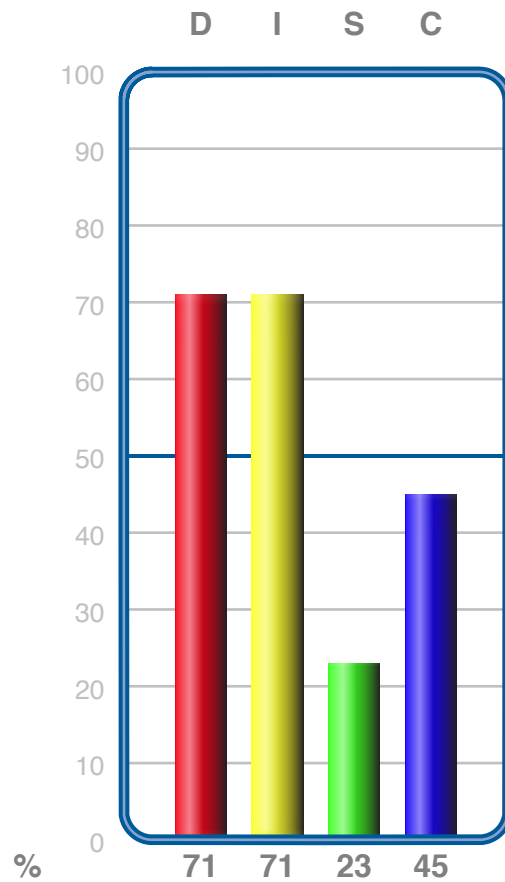
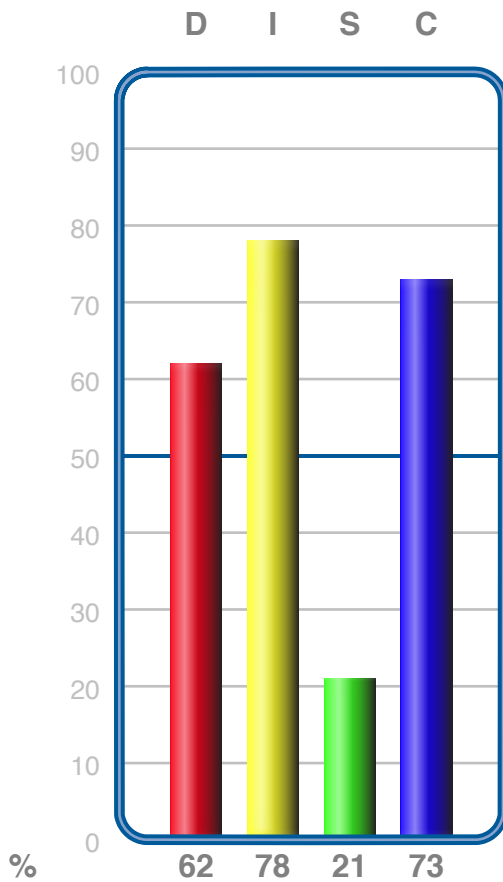
Graph I

**Adapted Style**

**LEAST**

Graph II

**Natural Style**



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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:

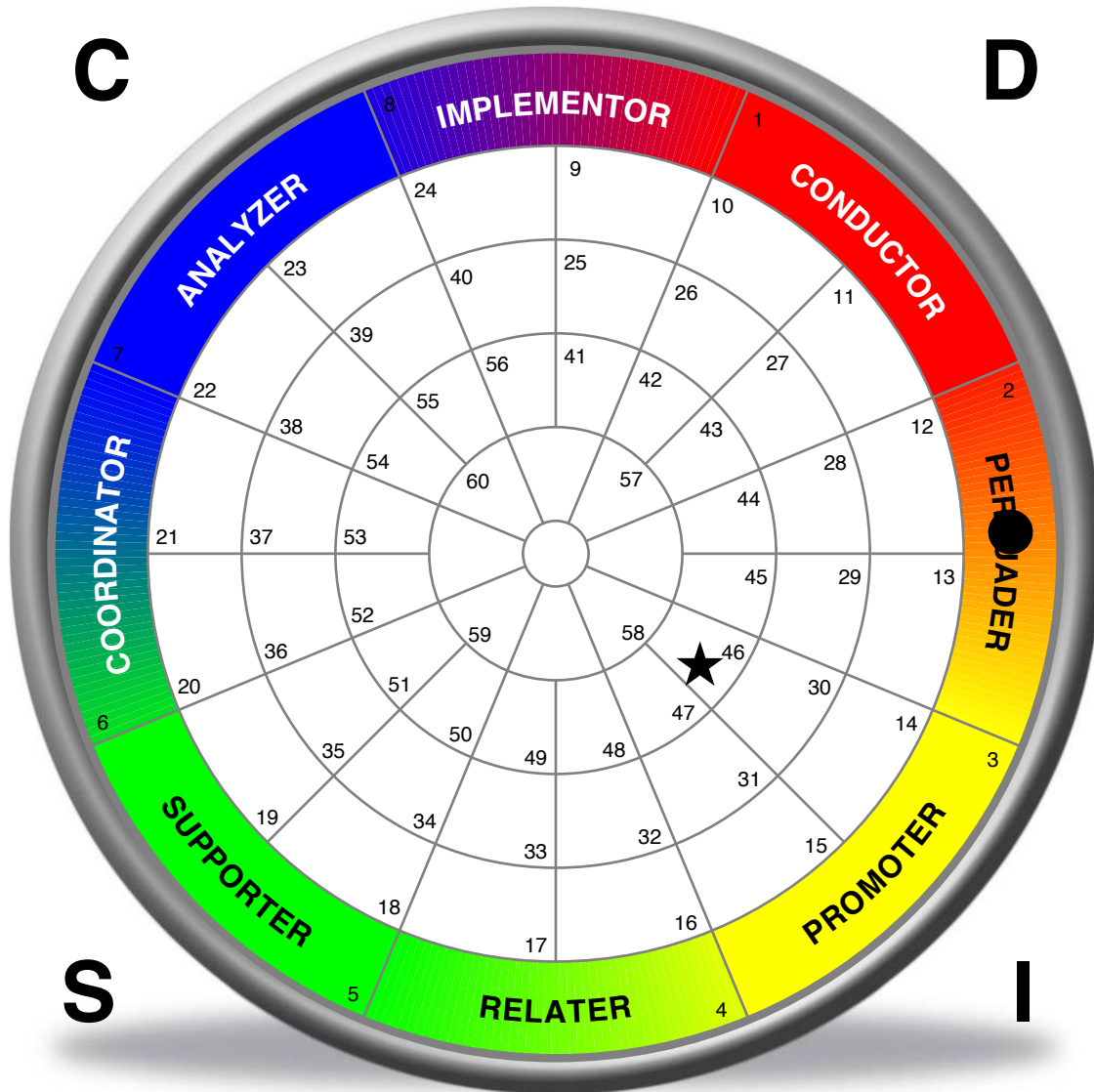
- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

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.



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Adapted: ★ (46) PERSUADING PROMOTER (ACROSS)

Natural: ● (2) PERSUADER

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