

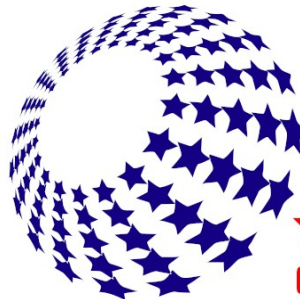


TTI Success Insights®

Sales Version



Sara Sample
Company Inc
3-31-2010



**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.

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.

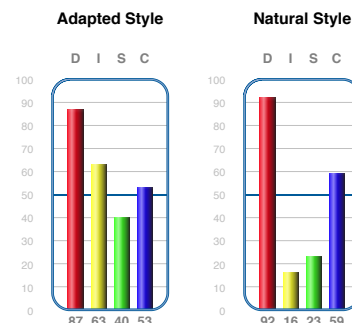
*"All people exhibit all four behavioral factors in varying degrees of intensity."
–W.M. Marston*



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 experience.

Sara is a self-starter, generally resourceful and readily adaptable to many sales situations. She finds the actual sales process much more rewarding than completing all the paperwork involved. She loves the challenge presented by sales. She sees it as a great opportunity to compete with herself and others. She prefers to win, respecting winners and those who show persistence. While selling, Sara is efficient and businesslike. She can organize new sales projects and initiate new procedures in an orderly, systematic way and follow them through to completion. Sara is an intense person and, as she sells, wants to get things done, and done correctly. Although Sara is good at selling to people who have similar behavioral characteristics, she may be too impatient to sell to the methodical buyer. 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.

Sara approaches sales in a direct, positive and straightforward manner. She always feels prepared to sell to anyone at anytime. The methodical buyer doesn't always appreciate her fast presentation. She may display her impatience if the buyer raises too many objections. She wants to close the sale and get on to the next challenge. In handling objections, she attempts to win on all points. Sometimes this desire to win may hinder the sale. She may confront a potential buyer. Confrontation presents a challenge that she rarely turns down. Sara needs to "size up" her buyers before starting her sales presentation.

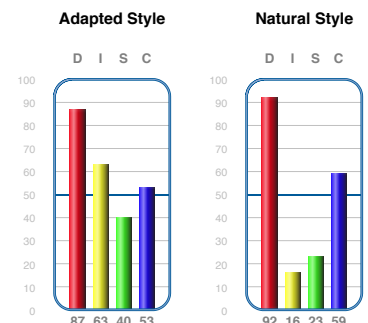


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Concentrating on what the buyer is saying will help her adjust her presentation toward the buyer's needs. She likes to control the sales presentation. Different styles of buyers will probably prefer that she display her sales flexibility.

Sara 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's natural closing style works extremely well with fast-acting buyers. These buyers appreciate a salesperson who uses the direct approach. She prefers selling new accounts over servicing accounts with little potential; however, she may misread the potential of some accounts. Sara can be so direct with her closing that she antagonizes some buyers. The methodical buyer could be intimidated. 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.



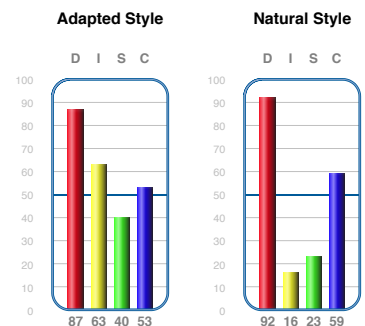
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VALUE TO THE ORGANIZATION

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.

- Always looking for logical solutions.
- Tough-minded.
- Places high value on time.
- Challenge-oriented.
- Tenacious.
- Initiates activity.
- Presents the facts without emotion.
- Excellent troubleshooter.



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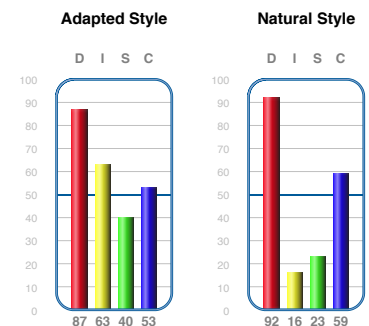


CHECKLIST FOR COMMUNICATING

Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with Sara. Read each statement and identify the 3 or 4 statements which are most important to her. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Sara most frequently.

Do:

- Provide details in writing.
- Give pros and cons on ideas.
- Take issue with facts, not the person, if you disagree.
- Be patient and persistent.
- Present the facts logically; plan your presentation efficiently.
- Listen to her.
- Show her a sincere demeanor.
- Come prepared with all requirements, objectives and support material in a well-organized "package."
- Be clear, specific, brief and to the point.
- Use expert testimonials.
- Be prepared with the facts and figures.



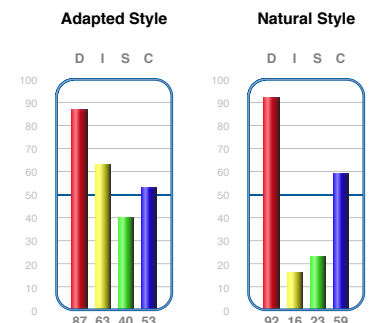


DON'TS ON COMMUNICATING

This section of the report is a list of things NOT to do while communicating with Sara. Review each statement with Sara and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.

Don't:

- Leave things open to interpretation.
- Ramble on, or waste her time.
- Be superficial.
- Forget or lose things; be disorganized or messy; confuse or distract her mind from business.
- Come with a ready-made decision, and don't make it for her.
- Touch her body when talking to her.
- Direct or order.
- Ask rhetorical questions, or useless ones.
- Speculate wildly, or offer guarantees and assurances where there is a risk in meeting them.
- Leave loopholes or cloudy issues if you don't want to be zapped.
- Let disagreement reflect on her personally.
- Pretend to be an expert if you are not.
- Make statements you cannot prove.



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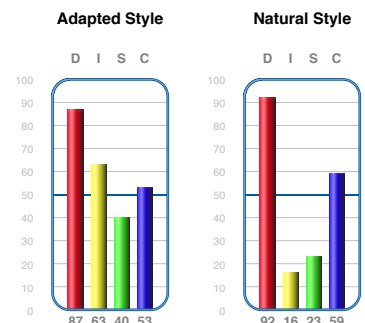
This section provides suggestions on methods which will improve Sara's communications when selling to different styles. The tips include a brief description of typical people in which she may interact. By adapting to the communication style desired by other people, Sara will become more effective in her communications with them. She may have to practice some flexibility in varying her communication style with others who may be different from herself. This flexibility and the ability to interpret the needs of others is the mark of a superior salesperson.

<p>When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:</p> <ul style="list-style-type: none"> ● Prepare your "presentation" in advance. ● Stick to business--provide fact to support your presentation. ● Be accurate and realistic--don't exaggerate. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Being giddy, casual, informal, loud. ● Wasting time with small talk. ● Being disorganized or messy. 	<p>When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:</p> <ul style="list-style-type: none"> ● Be clear, specific, brief and to the point. ● Stick to business. Give an effective presentation. ● Come prepared with support material in a well-organized "package." <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Talking about things that are not relevant to the issue. ● Leaving loopholes or cloudy issues. ● Appearing disorganized.
<p>When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:</p> <ul style="list-style-type: none"> ● Begin with a personal comment--break the ice. ● Present yourself softly, nonthreateningly and logically. ● Earn their trust--provide proven products. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Rushing headlong into the interview. ● Being domineering or demanding. ● Forcing them to respond quickly to your questions. 	<p>When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:</p> <ul style="list-style-type: none"> ● Provide a warm and friendly environment. ● Don't deal with a lot of details, unless they want them. ● Provide testimonials from people they see as important. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Being curt, cold or tight-lipped. ● Controlling the conversation. ● Driving on facts and figures, alternatives, abstractions.



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.

- Environment where she can be a part of the team, but removed from office politics.
- Evaluation based on results, not the process.
- Nonroutine work with challenge and opportunity.
- Private office or work area.
- Data to analyze.
- Sales records that show tangible evidence of her results.
- Forum to express ideas and viewpoint.



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A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on Sara's self-perception and how, under certain conditions, others may perceive her behavior. Understanding this section will empower Sara to project the image that will allow her to control the situation.

"See Yourself As Others See You"

SELF-PERCEPTION

Sara usually sees herself as being:

Pioneering
Competitive
Positive

Assertive
Confident
Winner

OTHERS' PERCEPTION

Under moderate pressure, tension, stress or fatigue, others may see her as being:

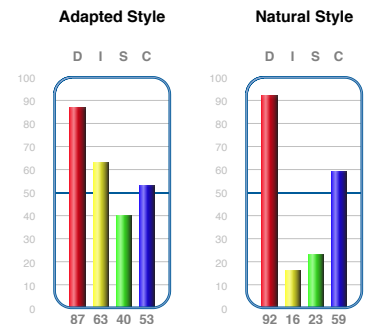
Demanding
Egotistical

Nervy
Aggressive

And, under extreme pressure, stress or fatigue, others may see her as being:

Abrasive
Arbitrary

Controlling
Opinionated



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Based on Sara's responses, the report has marked those words that describe her personal behavior. They describe how she solves problems and meets challenges, influences people, responds to the pace of the environment and how she responds to rules and procedures set by others.

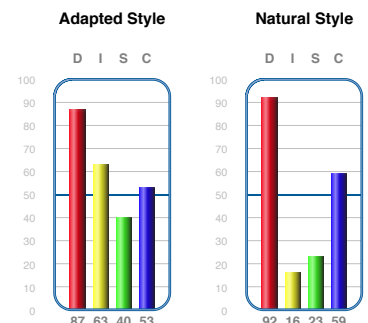
Dominance	Influencing	Steadiness	Compliance
Demanding	Effusive	Phlegmatic	Evasive
Egocentric	Inspiring	Relaxed	Worrisome
Driving	Magnetic	Resistant to Change	Careful
Ambitious	Political	Nondemonstrative	Dependent
Pioneering	Enthusiastic	Passive	Cautious
Strong-Willed	Demonstrative	Patient	Conventional
Forceful	Persuasive	Possessive	Exacting
Determined	Warm	Predictable	Neat
Aggressive	Convincing	Consistent	Systematic
Competitive	Polished	Deliberate	Diplomatic
Decisive	Poised	Steady	Accurate
Venturesome	Optimistic	Stable	Tactful
Inquisitive	Trusting		Open-Minded
Responsible	Sociable		Balanced Judgment
Conservative	Reflective	Mobile	Firm
Calculating	Factual	Active	Independent
Cooperative	Calculating	Restless	Self-Willed
Hesitant	Skeptical	Alert	Stubborn
Low-Keyed	Logical	Variety-Oriented	Obstinate
Unsure	Undemonstrative	Demonstrative	Opinionated
Undemanding	Suspicious	Impatient	Unsystematic
Cautious	Matter-of-Fact	Pressure-Oriented	Self-Righteous
Mild	Incisive	Eager	Uninhibited
Agreeable	Pessimistic	Flexible	Arbitrary
Modest	Moody	Impulsive	Unbending
Peaceful	Critical	Impetuous	Careless with Details
Unobtrusive		Hypertense	



Sara's natural selling style of dealing with problems, people, pace and procedures may not always fit the sales environment. This section is extremely important as it will identify if a salesperson's natural style or adapted style is correct for the current sales environment.

Natural	PROBLEMS - CHALLENGES	Adapted
Sara tends to attack sales challenges in a demanding, driving and self-willed manner. She is individualistic in her approach and will actively seek to achieve sales goals. She likes authority along with her responsibility and a territory that will constantly challenge her to perform up to her ability.		Sara sees no need to change her sales approach from her basic style as it is related to solving problems and challenges.

Natural	PEOPLE - CONTACTS	Adapted
Sara feels that the convincing of people can only be done within the framework of logical facts presented by totally objective people or machines. She rarely displays emotion when attempting to influence others.		Sara feels the environment calls for her to be sociable and optimistic. She will trust others and wants a positive environment in which to sell.

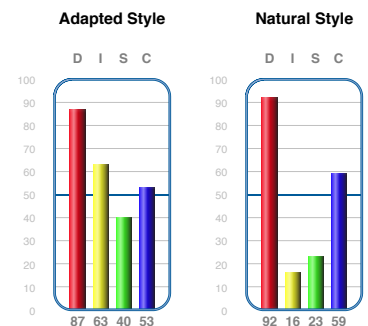


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Natural	PACE - CONSISTENCY	Adapted
Sara wants a sales environment that is intense and demanding. She feels a great sense of urgency to close her prospects quickly. She feels comfortable selling new products that meet her prospect's needs.	Sara feels to be successful in her present sales environment she must see many prospects/customers. She feels mobility is one of her strengths. She can go in many different directions with ease and control.	

Natural	PROCEDURES - CONSTRAINTS	Adapted
Sara sees the need to be flexible about rules; however, she is also aware and sensitive to the consequence of not following those rules.	The difference between Sara's basic and adapted sales style is not significant and she sees no need to change on this factor.	

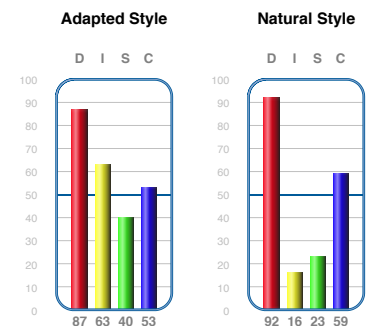


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Sara sees her present work environment requiring her to exhibit the behavior listed on this page. If the following statements DO NOT sound job related, explore the reasons why she is adapting this behavior.

- Adapting easily to changing sales territory.
- Challenging the status-quo.
- Reacting quickly to changes in the sales process or product line.
- Ability to handle many new products or services.
- Dealing with customers and clients efficiently.
- Using an informal sales presentation.
- Authority to carry out responsibility.
- Coping easily with many concurrent sales activities.
- A resourceful, eager self-starter.
- Telling clients or customers about the "big picture."
- Handling a variety of products or services.
- Positive response to a client's objections.



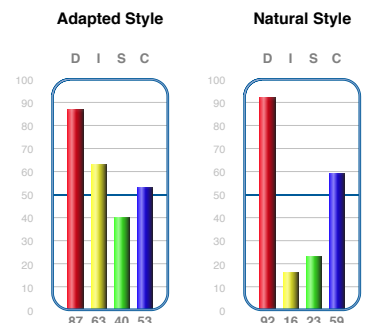
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This section of the report was produced by analyzing Sara's wants. People are motivated by the things they want; thus, wants that are satisfied no longer motivate. Review each statement produced in this section with Sara and highlight those that are present "wants."

Sara wants:

- Outside activities so there is never a dull moment.
- New challenges and problems to solve.
- To be seen as a leader.
- More time in the day.
- A wide scope of activities.
- Control of her own destiny.
- Opportunity to verbalize her ideas and demonstrate her skills.
- Prestige, position and titles so she can control the destiny of others.



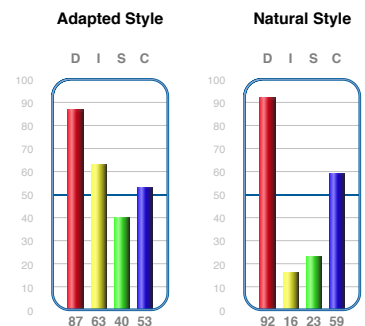
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In this section are some needs which must be met in order for Sara to perform at an optimum level. Some needs can be met by herself, while management must provide for others. It is difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with Sara and identify 3 or 4 statements that are most important to her. This allows Sara to participate in forming her own personal management plan.

Sara needs:

- Sincere feedback from others on how to improve her sales.
- Time to gather the facts and data.
- To be confronted when you don't understand or disagree with her.
- To sell her ideas--not just tell them.
- An awareness of the parameters or rules in writing.
- To be more cooperative with other team members.
- Sincerity from people with whom she works.
- Time to warm up to people.
- To understand her impact on other people.
- A work environment with many activities.
- To soften the edge and not be so blunt.
- To smile, relax and display a warmer feeling towards other members of the team.
- To adjust her intensity to match the situation.



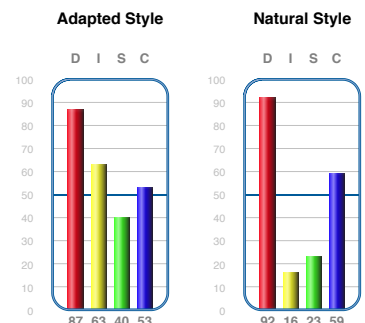


AREAS FOR IMPROVEMENT

In this area is a listing of possible limitations without regard to a specific job. Review with Sara and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering her performance and develop an action plan to eliminate or reduce this hindrance.

Sara has a tendency to:

- Become defensive and overreact to certain objections.
- Sell what she wants to sell rather than listen to the buyer's needs.
- Dominate a sales presentation.
- Be so concerned with big picture; she forgets to see the little pieces.
- Dislike routine work--call reports, etc.
- Use fear as motive for buying.
- Take on too many outside activities.
- Blame, deny and defend when confronted with poor sales results.



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BEHAVIORAL HIERARCHY

The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of eight (8) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

1. COMPETITIVENESS



2. URGENCY



3. ORGANIZED WORKPLACE



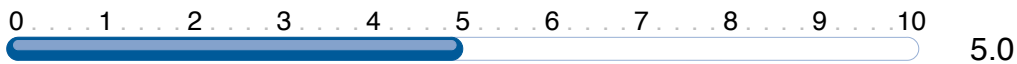
4. ANALYSIS OF DATA



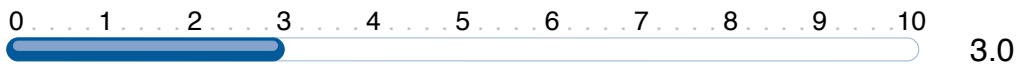
5. FREQUENT CHANGE



6. VERSATILITY



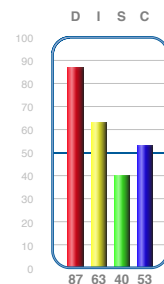
7. CUSTOMER ORIENTED



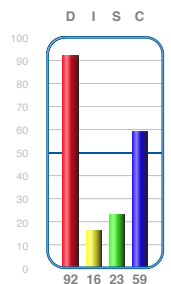
8. FREQUENT INTERACTION WITH OTHERS



Adapted Style



Natural Style



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MOST

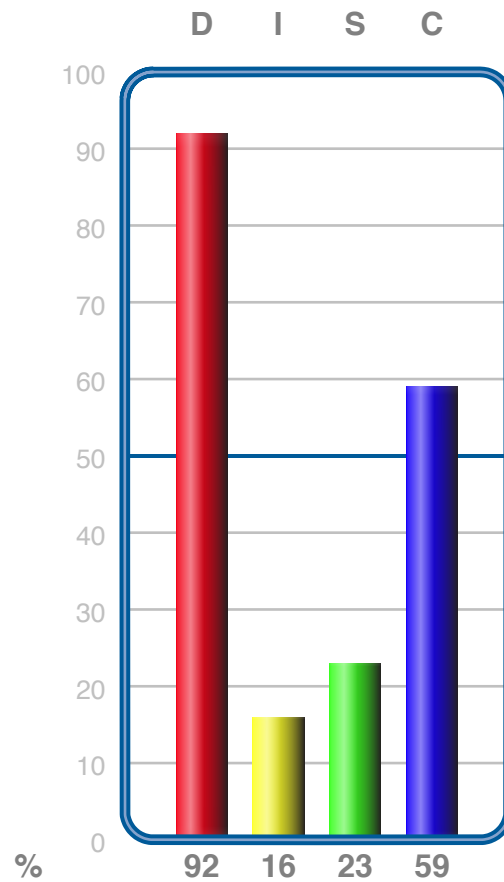
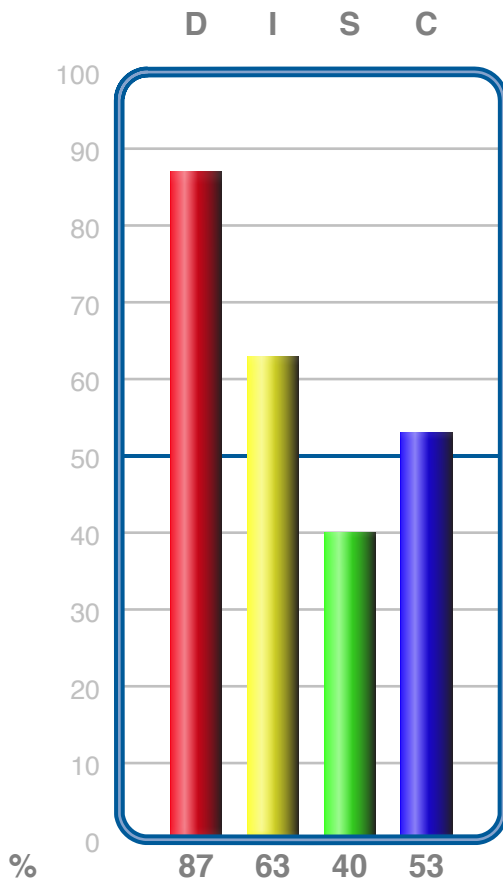
Graph I

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.

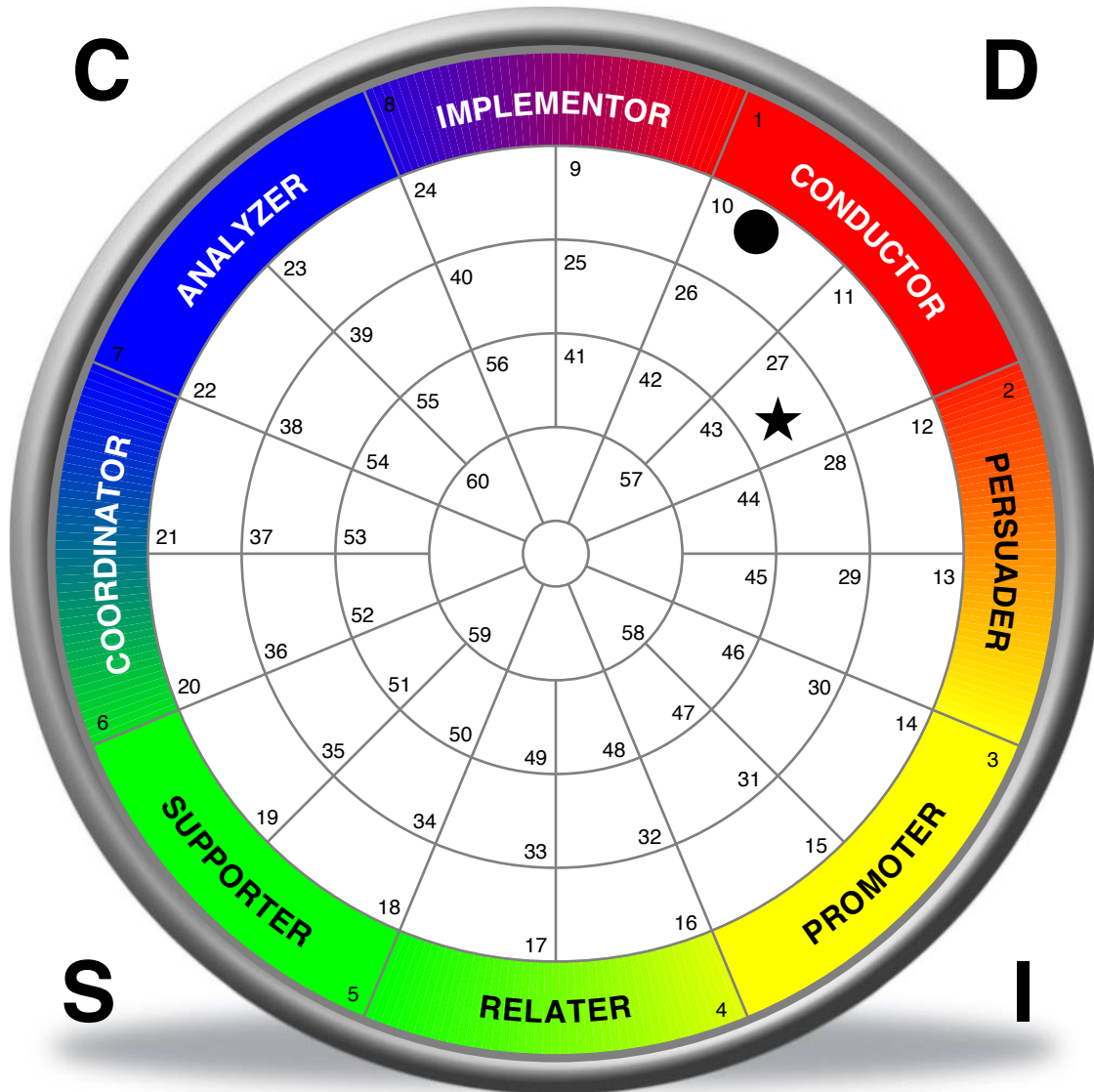
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



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Adapted: ★ (27) PERSUADING CONDUCTOR (FLEXIBLE)

Natural: ● (10) IMPLEMENTING CONDUCTOR

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