



Salesman Sanders
1-18-2012



The TTI Success Insights® Talent Insights Report was designed to increase the understanding of an individual's talents. The report provides insight to three distinct areas: behaviors, motivators and the integration of these. Understanding strengths and weaknesses in these areas will lead to personal and professional development and a higher level of satisfaction.

The following is an in-depth look at your personal talents in the three main sections:

SECTION 1: BEHAVIORS

This section of the report is designed to help you attain a greater knowledge of yourself as well as others. The ability to interact effectively with people may be the difference between success and failure in your work and personal life. Effective interaction starts with an accurate perception of oneself.

SECTION 2: MOTIVATORS

This section of the report provides information on the why of your actions, which with application and coaching, can tremendously impact your valuing of life. Once you know the motivations that drive your actions, you will immediately be able to understand the causes of conflict.

SECTION 3: INTEGRATING BEHAVIORS AND MOTIVATORS

This section of the report will help you blend the how and the why of your actions. Once you can understand how your behaviors and motivators blend together, your performance will be enhanced and you will experience an increase in satisfaction.



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.

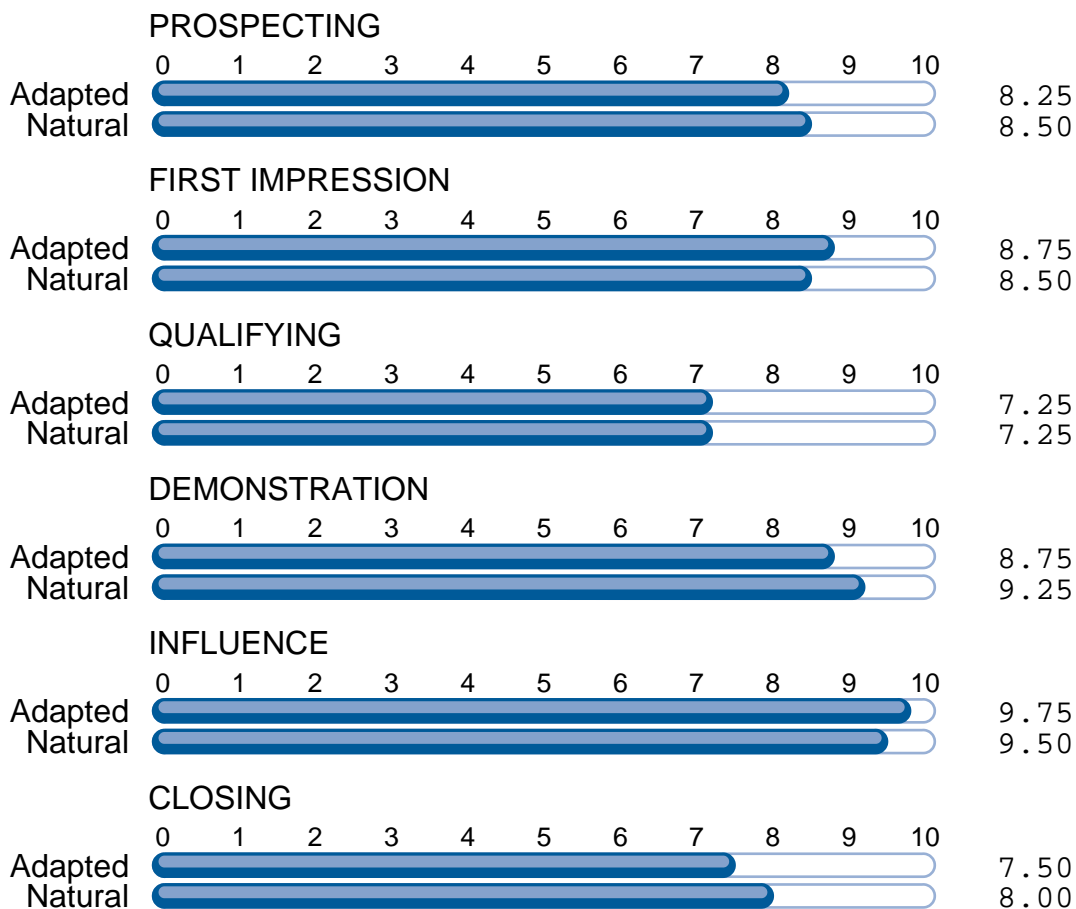
*"All people exhibit all four behavioral factors in varying degrees of intensity."
-W.M. Marston*



The Behavioral Selling Overview reflects Salesman's natural and adapted styles within each phase of the Behavioral Selling Model. Salesman's natural style reflects his native, intuitive selling behavior. Salesman's adapted scores reflect the behavior that Salesman believes necessary in each phase of behavioral selling.

The level of effectiveness that Salesman either possesses naturally or is able to modify or "mask" is also shown. The higher the score, the more effective Salesman is at that phase of the sale. The lower the score, the greater challenge Salesman has in terms of delivering specific behavior required for success within that phase.

The amount of difference between a salesperson's adapted and natural styles is also key. The greater the difference, the greater potential for stress.



0-5.0=POOR 5.1-6.6=FAIR 6.7-7.6=GOOD 7.7-8.8=VG 8.9-10=EX



POTENTIAL STRENGTHS OR OBSTACLES TO BEHAVIORAL SELLING SUCCESS

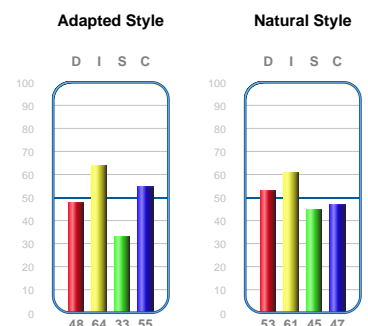
- Demonstrate things that his product or service will do that may not have anything to do with the prospect's real needs.
- Make even unsolicited promises on how his product or service will solve the prospect's problem. Sometimes he may be overly optimistic about the results that his product or service will actually deliver. He does not necessarily do this intentionally.
- Not have all the necessary brochures and collateral sales tools available.

NOTES

Influence: What people believe enough, they act upon. This phase 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.

In the Influence Phase, Salesman MAY have a TENDENCY to:

- Gloss over issues of a technical or detailed nature ... even if technical proof sources are important to the buyer.
- Overlook asking satisfied customers to help in securing new prospects or to ask for positive letters of satisfaction.
- Rely solely and primarily on verbal/persuasive skills to convince buyer or skip the Influence Phase altogether.
- Make promises he can't keep.





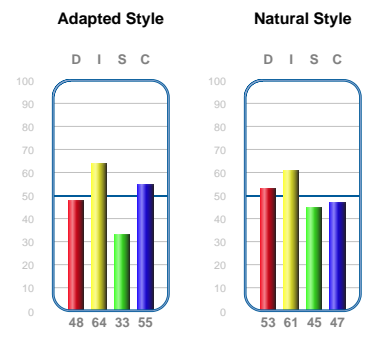
POTENTIAL STRENGTHS OR OBSTACLES TO BEHAVIORAL SELLING SUCCESS

Closing: The final phase of the Behavioral Selling Model. This phase is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

In the Closing Phase, Salesman MAY have a TENDENCY to:

- Promise more than he can ever possibly deliver in order to close a sale. He fully intends to deliver what he says, but he has difficulty finding the time to deliver on his promises. His optimism always makes him believe he can fulfill any promise.
- Cause objections to be raised if he gets into one of his oversell modes. However, he will welcome the objections and answer them to the best of his ability.
- Solicit prospects who may raise tough objections. This provides him the opportunity to meet a challenge, share more of his knowledge and utilize his verbal skills.
- Answer objections with great conviction although never hearing that specific objection before. Tendency to rely on his quick thinking to meet the challenge.

NOTES



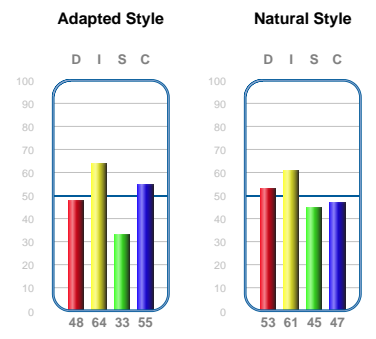


VALUE TO THE ORGANIZATION

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

- Ability to change gears fast and often.
- Negotiates conflicts.
- Team player.
- Builds confidence in others.
- People-oriented.
- Motivates others towards goals.
- Optimistic and enthusiastic.
- Creative problem-solving.
- Few dull moments.

NOTES





This section provides suggestions on methods which will improve Salesman's communications when selling to different styles. The tips include a brief description of typical people in which he may interact. By adapting to the communication style desired by other people, Salesman will become more effective in his communications with them. He may have to practice some flexibility in varying his communication style with others who may be different from himself. 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.



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

"See Yourself As Others See You"

NOTES

SELF-PERCEPTION

Salesman usually sees himself as being:

Enthusiastic
Charming
Persuasive

Outgoing
Inspiring
Optimistic

OTHERS' PERCEPTION

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

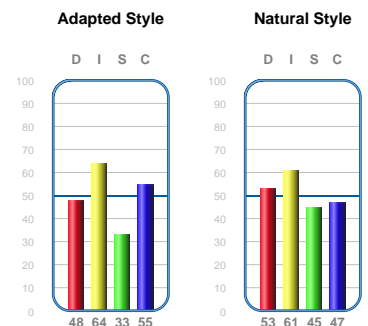
Self-Promoting
Overly Optimistic

Glib
Unrealistic

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

Overly Confident
Poor Listener

Talkative
Self-Promoter





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

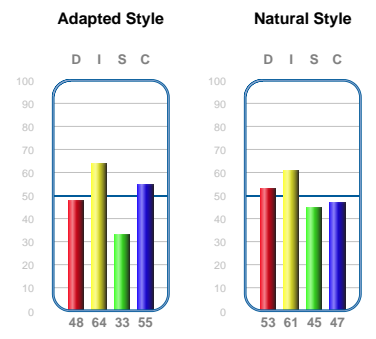
Dominance	Influencing	Steadiness	Compliance
Demanding Egocentric Driving Ambitious Pioneering Strong-Willed Forceful Determined Aggressive Competitive Decisive Venturesome	Effusive Inspiring Magnetic Political Enthusiastic Demonstrative Persuasive Warm Convincing Polished Poised <b style="background-color: #ffff00;">Optimistic	Phlegmatic Relaxed Resistant to Change Nondemonstrative Passive Patient Possessive Predictable Consistent Deliberate Steady Stable	Evasive Worrisome Careful Dependent Cautious Conventional Exacting Neat Systematic Diplomatic Accurate Tactful Open-Minded Balanced Judgment
Inquisitive Responsible	Trusting Sociable	Mobile	Firm
Conservative Calculating Cooperative Hesitant Low-Keyed Unsure Undemanding Cautious Mild Agreeable Modest Peaceful Unobtrusive	Reflective Factual Calculating Skeptical Logical Undemonstrative Suspicious Matter-of-Fact Incisive Pessimistic Moody Critical	Active Restless Alert Variety-Oriented Demonstrative Impatient Pressure-Oriented Eager Flexible Impulsive Impetuous Hypertense	Independent Self-Willed Stubborn Obstinate Opinionated Unsystematic Self-Righteous Uninhibited Arbitrary Unbending Careless with Details



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

- Using persuasive skills.
- Exhibiting excitement about his service or product.
- Skillfully using humor to persuade his clients or customers.
- Impulsive and eager to keep the sales presentation moving.
- Coping easily with many concurrent sales activities.
- Speaking smoothly and emotionally with his customers or clients.
- Using great social strengths in approaching new prospects.
- A variety of sales activity.
- Impatient to overcome competition.
- Alert, active attention to customers or clients.
- Excited about available new products or services.
- Reacting quickly to changes in the sales process or product line.
- Using an informal sales presentation.

NOTES





This section of your report is designed to identify time wasters that may impact your overall time use effectiveness. Possible causes and solutions will serve as a basis for creating an effective plan for maximizing your use of TIME and increasing your PERFORMANCE.

1. DESIRE TO BE INVOLVED WITH TOO MANY PEOPLE

The desire to be involved with too many people is involvement that extends beyond business interactions to the point of interfering with work. Beyond being friendly, it is excessive socializing.

POSSIBLE CAUSES:

- Have many interests
- Want to be seen as one of the gang
- Need praise and approval from others

POSSIBLE SOLUTIONS:

- Recognize your time constraints
- Be selective in getting involved in activities
- Monitor energy level
- Keep personal and job related priorities in view

NOTES

2. PROCRASTINATION

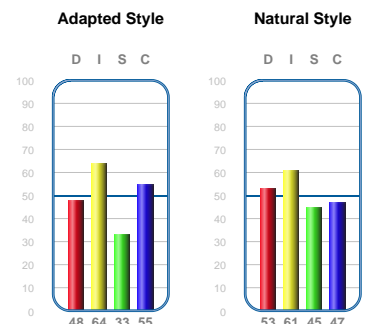
Procrastination is the process of delaying action. It is also the inability to begin action.

POSSIBLE CAUSES:

- Priorities have not been set
- Do not see projects or tasks clearly
- Overwhelmed with commitments
- Hope that time will solve or eliminate the problem
- Fear of failure

POSSIBLE SOLUTIONS:

- Set goals and establish priorities
- Break large projects into small steps and do one at a time
- Agree to follow established priorities
- Consider consequences if it doesn't get done
- Remind yourself that you will avoid the stress of putting something off until the last minute

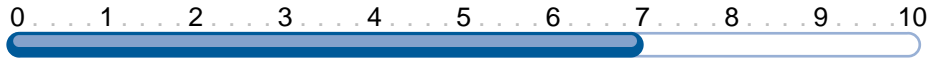




BEHAVIORAL HIERARCHY

The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of twelve (12) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

1. FREQUENT INTERACTION WITH OTHERS



7.0

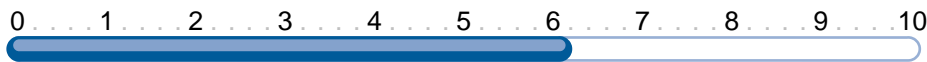
NOTES

2. PEOPLE ORIENTED



6.5

3. FREQUENT CHANGE



6.2

4. CUSTOMER RELATIONS



6.2

5. VERSATILITY



6.0

6. FOLLOW UP AND FOLLOW THROUGH



5.8

7. FOLLOWING POLICY



5.2

8. URGENCY



5.0

9. COMPETITIVENESS

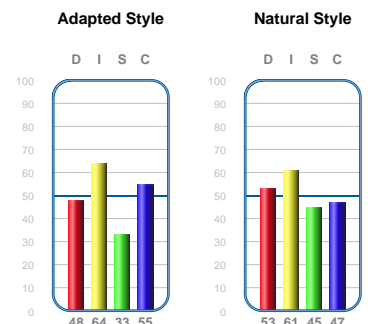


5.0

10. CONSISTENCY



5.0





Salesman Sanders

1-18-2012

MOST

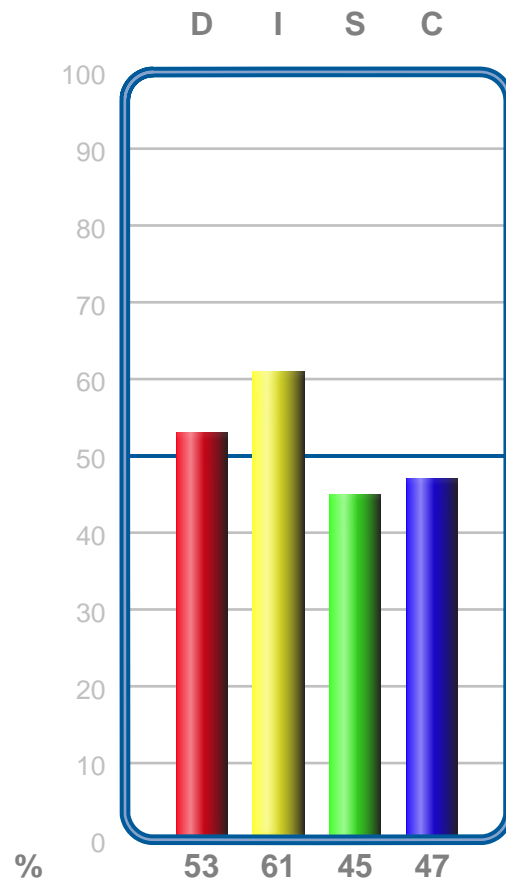
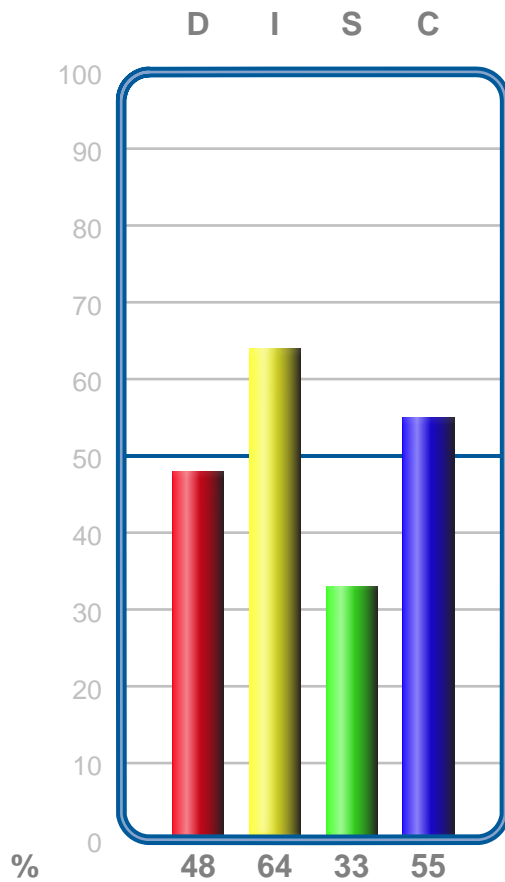
Graph I

Adapted Style

LEAST

Graph II

Natural Style



Norm 2011 R4



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.

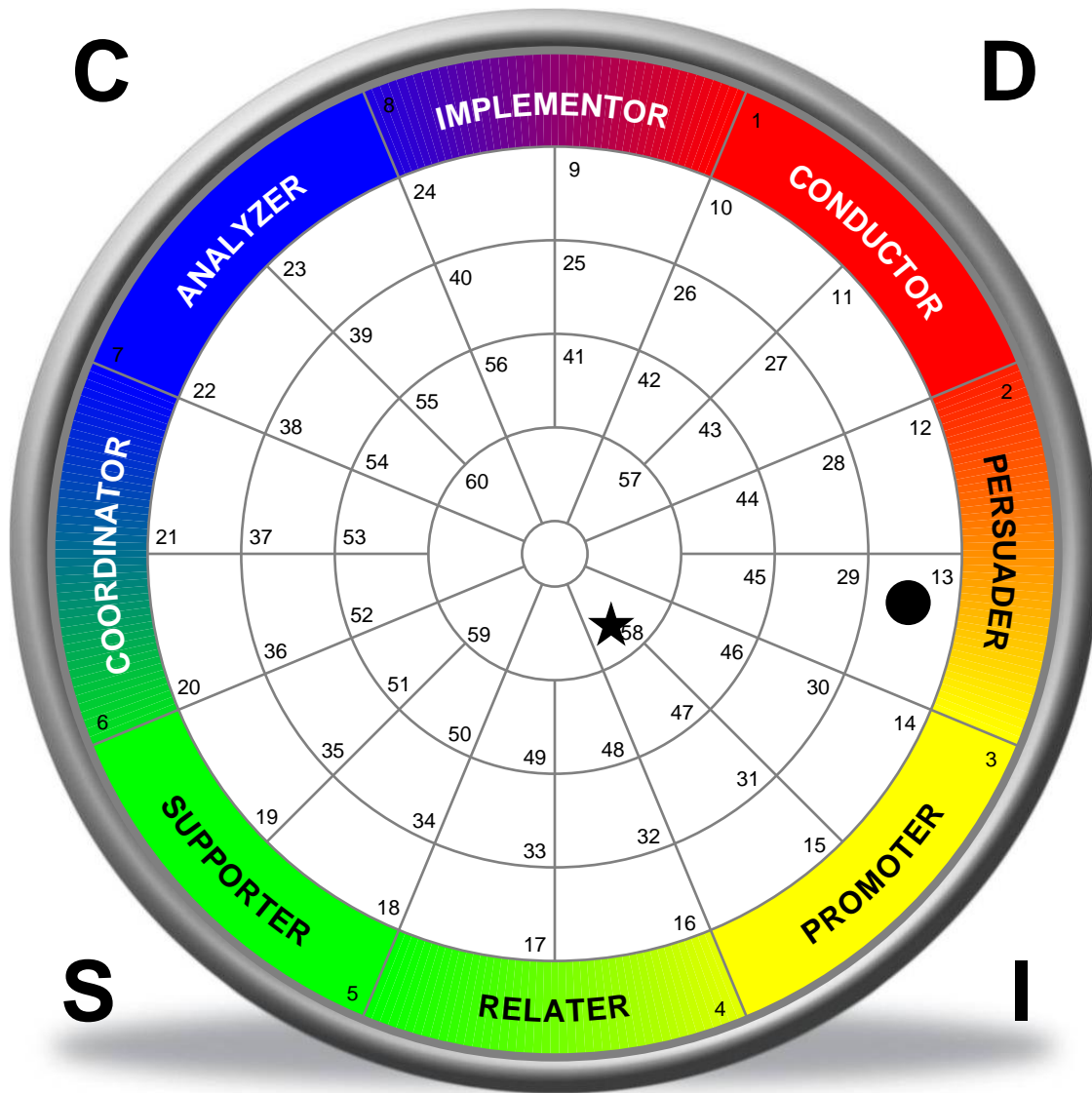
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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.



Salesman Sanders

1-18-2012



Adapted: ★ (58) ANALYZING PROMOTER (ACROSS)
 Natural: ● (13) PROMOTING PERSUADER

Norm 2011 R4



Knowledge of an individual's motivators help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The Personal Motivators & Engagement report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **INDIFFERENT** - your feelings will be indifferent when related to your 5th or 6th motivator.

YOUR PERSONAL MOTIVATORS RANKING		
1st	INDIVIDUALISTIC	Strong
2nd	SOCIAL	Strong
3rd	TRADITIONAL	Situational
4th	AESTHETIC	Situational
5th	THEORETICAL	Indifferent
6th	UTILITARIAN	Indifferent

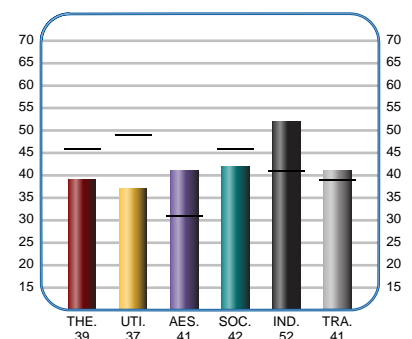


INDIVIDUALISTIC

The primary interest for this value is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power value. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.

- Salesman takes responsibility for his actions.
- Salesman has the desire to assert himself and to be recognized for his accomplishments.
- People who are determined and competitive are liked by Salesman.
- Maintaining individuality is strived for in relationships.
- Salesman believes "when the going gets tough, the tough get going."
- If necessary, Salesman will be assertive in meeting his own needs.
- He wants to control his own destiny and display his independence.
- He believes "if at first you don't succeed try, try again."
- Salesman likes to be in situations that allow him the freedom to control his destiny and the destiny of others. His team's strategy is to attempt to dilute outsiders' influence on the results of their goals.

NOTES



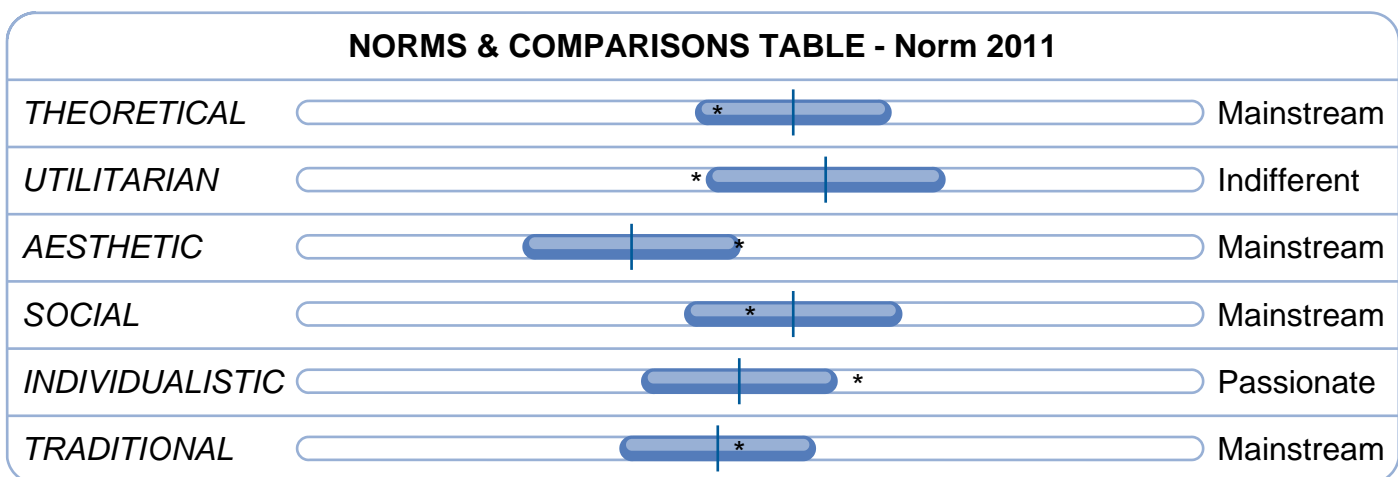



MOTIVATORS - NORMS & COMPARISONS

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar motivators, you will fit in with the group and be energized. However, when surrounded by people whose motivators are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. When confronted with this type of situation you can:

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your motivators may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that motivator. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that motivator. The shaded area for each motivator represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.



 - 68 percent of the population | - national mean * - your score

Mainstream - one standard deviation of the national mean
Passionate - two standard deviations above the national mean
Indifferent - two standard deviations below the national mean
Extreme - three standard deviations from the national mean



MOTIVATORS - NORMS & COMPARISONS

Areas in which you have strong feelings or passions compared to others:

- You have a strong desire to lead, direct and control your own destiny and the destiny of others. You have a desire to lead and are striving for opportunities to advance your position and influence. Others may believe you are jockeying for position and continually stepping "over the line." They may believe that you form relationships only to "move ahead" and gain an advantage.

Areas where others' strong feelings may frustrate you as you do not share their same passion:

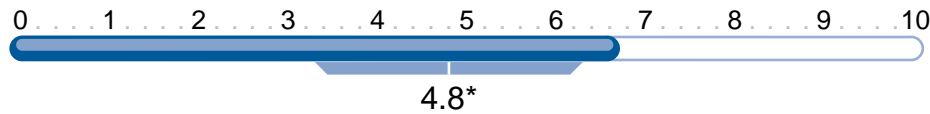
- Understanding people who view the world based on return on investment will frustrate you. Other things are more important to you.



MOTIVATORS HIERARCHY

Your motivation to succeed in anything you do is determined by your underlying values. You will feel energized and successful at work when your job supports your personal values. They are listed below from the highest to the lowest.

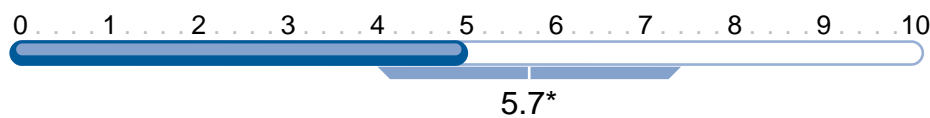
1. INDIVIDUALISTIC/POLITICAL



6.7

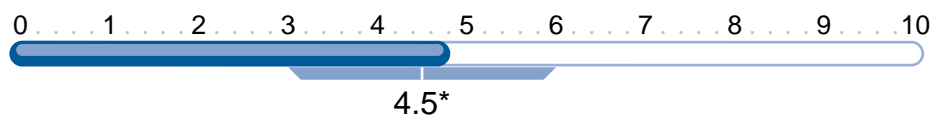
NOTES

2. SOCIAL



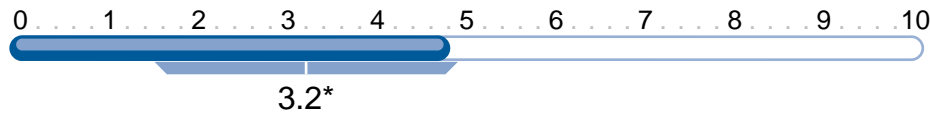
5.0

3. TRADITIONAL/REGULATORY



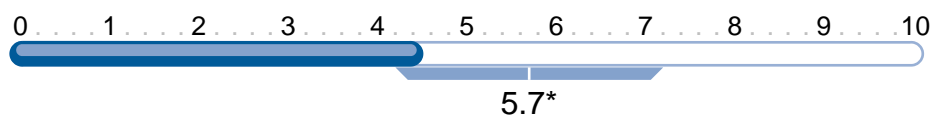
4.8

4. AESTHETIC



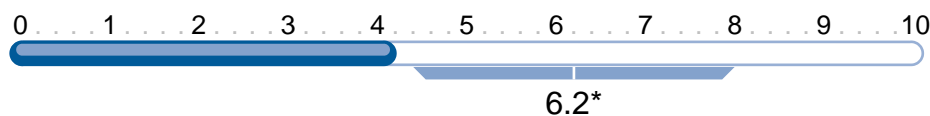
4.8

5. THEORETICAL

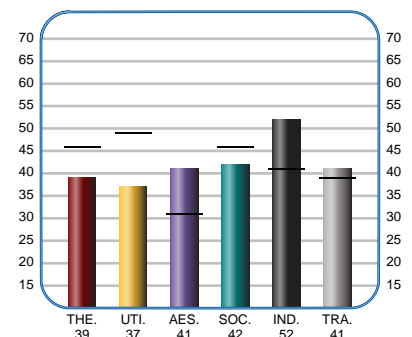


4.5

6. UTILITARIAN/ECONOMIC



4.2

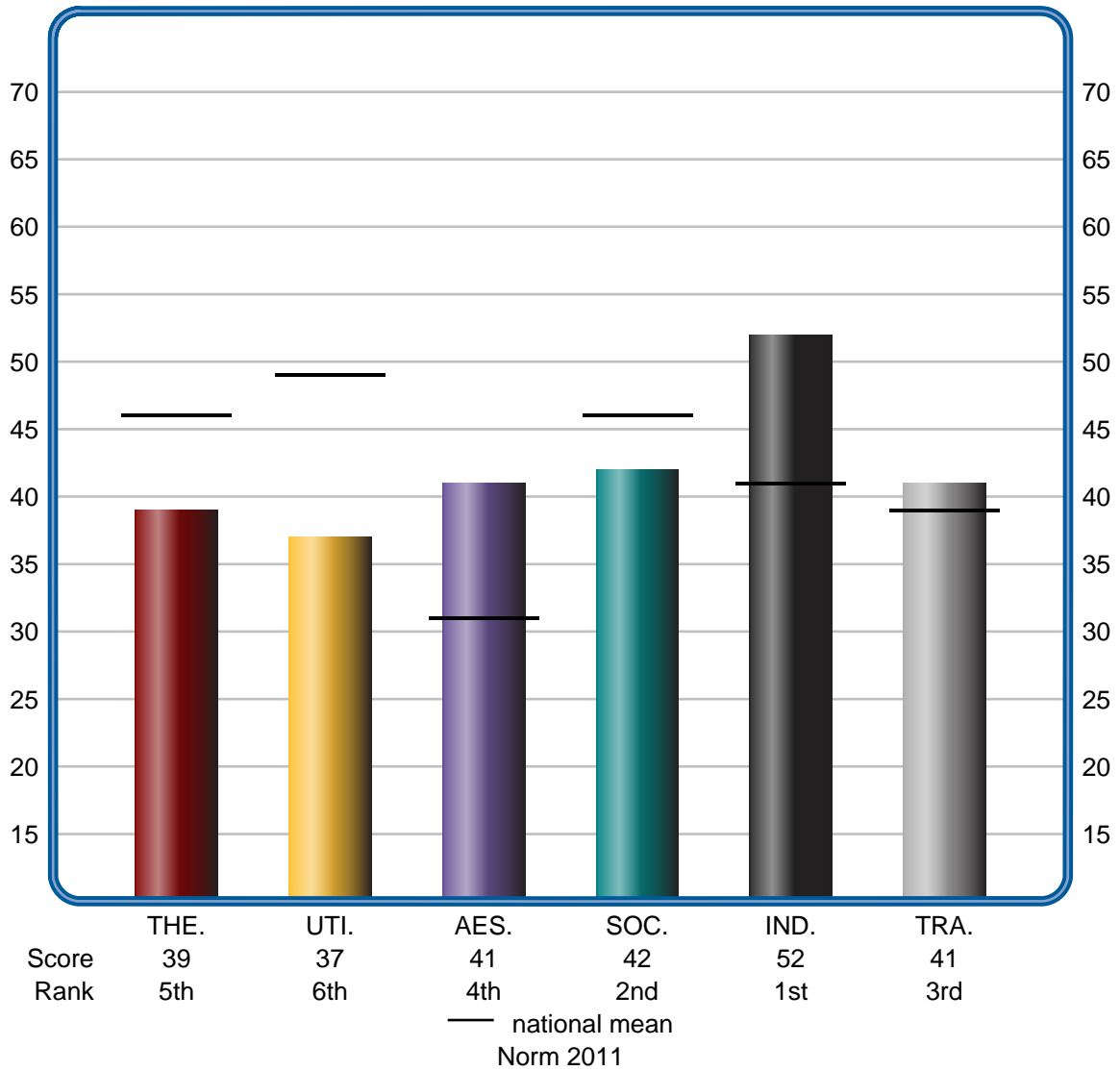


PIAV: 39-37-41-42-52-41 (THE.-UTI.-AES.-SOC.-IND.-TRA.)
* 68% of the population falls within the shaded area.



Salesman Sanders

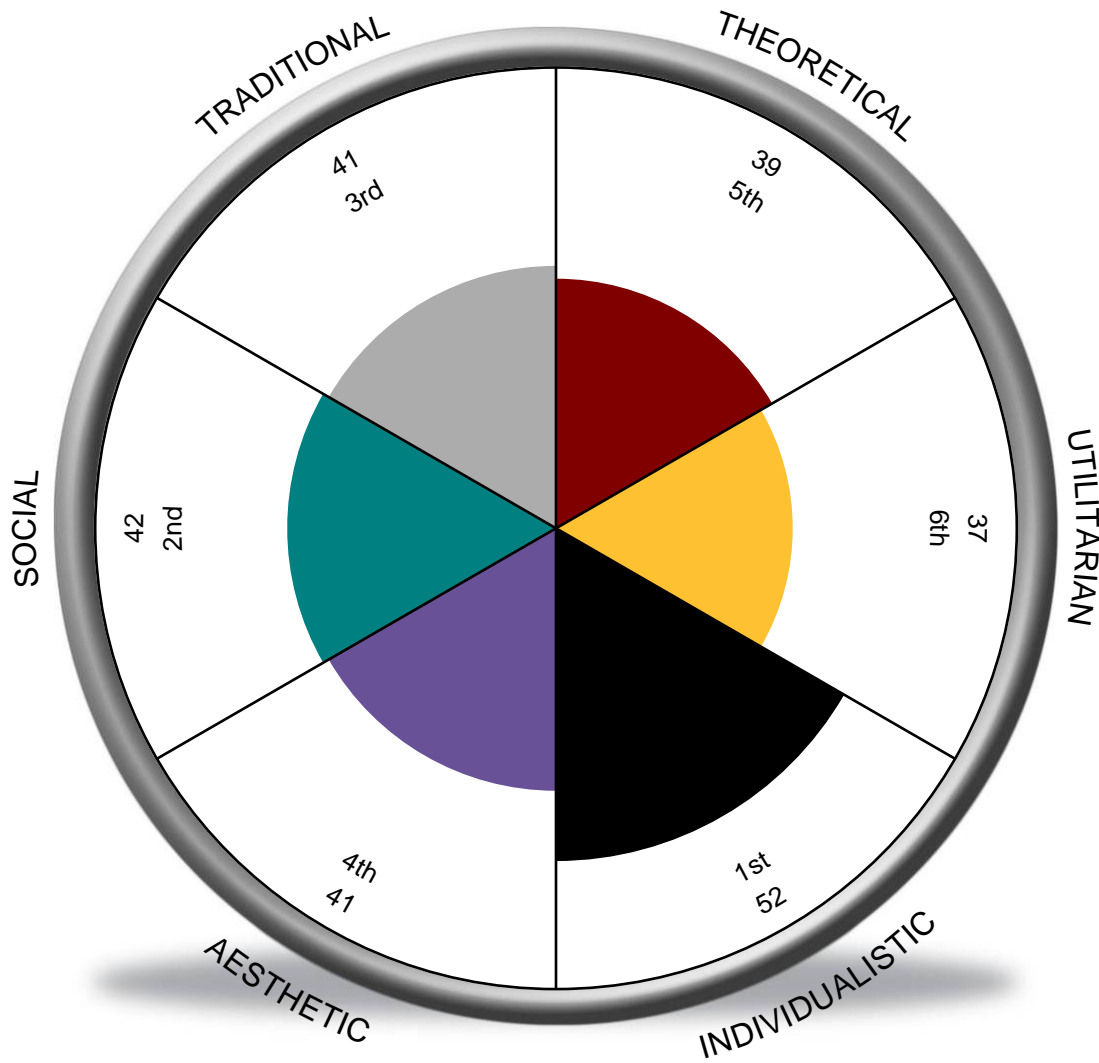
1-18-2012





Salesman Sanders

1-18-2012





INTRODUCTION

Integrating Behaviors and Motivators Section

The ultimate power behind increasing job satisfaction and performance comes from the blending of your behaviors and motivators. Each individually is powerful in order to modify your actions, but the synergy of blending the two moves you to a whole new level.

In this section you will find:

- Areas of Excellence
- Potential Areas of Conflict
- Ideal Environment
- Keys to Motivating
- Keys to Managing



This section identifies the ideal work environment based on Salesman's basic style and top two motivators. 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 Salesman enjoys and also those that create frustration.

- Evaluation based on results, not the process.
- An innovative and futuristic-oriented environment.
- Freedom from controls, supervision and details.
- A forum to advocate for the greater good as it relates to moving the organization forward.
- Groups and committees are present in order to assist charities and social causes.
- Ability to utilize own strengths to help others achieve results.
- Management that appreciates and rewards powerful risk-taking.
- Opportunity to assertively express his desire to control his own destiny and potentially that of others.
- A forum to celebrate successes as an individual.

NOTES



This section of the report was produced by analyzing Salesman'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 Salesman and highlight those that are present "wants."

Salesman wants:

NOTES

- A friendly work environment.
- Prestige, position and titles so he can control the destiny of others.
- To be trusted.
- To be seen as an internal resource for people to express problems and challenges.
- To be the promoter for programs that assist others, both on and off the job.
- To get results through his ability to help others and champion causes.
- A manager and a team that understands the value of short-term and fast-moving ideas and results.
- Space and latitude to do what it takes to get the job done.
- Opportunities for advancement and new experiences.



In this section are some needs which must be met in order for Salesman to perform at an optimum level. Some needs can be met by himself, 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 Salesman and identify 3 or 4 statements that are most important to him. This allows Salesman to participate in forming his own personal management plan.

Salesman needs:

NOTES

- Better organization of record keeping.
- To be confronted when in disagreement or when he breaks the rules.
- To be informed of things which affect him.
- A manager that promotes his ability to positively influence others.
- To be realistic about his ability to help others within the organizational framework.
- To set realistic expectations for others' desire to win or achieve.
- Help in limiting interruptions because of the desire to be involved in too many projects.
- Freedom to determine how results should be achieved.
- To set realistic goals that can be accomplished without disrupting the organizational objectives.
