



**TTI SUCCESS INSIGHTS®**  
INTERVIEWING INSIGHTS™  
Sales Version

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

**Connie Closer**  
Sales Representative  
ABC Company  
7-9-2007



## INTRODUCTION

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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.*

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Connie has difficulty sitting quietly through any sales situation. She has to be involved. Routine activities bore her. She is highly excited about what influences her. She displays this emotion when attempting to influence people to her way of thinking. She becomes so busy she may forget to follow up on potential buyers in a timely fashion. She sets high sales goals for herself. Basically she's optimistic and feels she probably can outsell others on the team. She needs to develop plans to achieve the goals she sets. Connie is good at making cold calls. She likes the challenge and they meet her need of doing things on the spur of the moment. She feels comfortable in a sales environment with a large product line. The variety, challenge, and opportunity of a large product mix motivate her. She prefers having many activities at any given time. She feels that little or nothing can be accomplished without the pressure of involvement.

Connie may be intense. Sometimes she may not fit the intensity to the sales situation. She is motivated to sell new and innovative products or services. She may forget to push some of the old, reliable products because they don't represent the challenge the new products present. She never gives a dull presentation. In fact, she probably has never given the same presentation twice. She likes using emotion and gestures to modify her presentation to the buyer-perceived needs. She may go too fast with her presentation for



## SALES CHARACTERISTICS

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some buyers. She should practice slowing down the pace for the traditional or conservative buyer. Connie could improve her sales effort by developing more listening skills. She reacts so quickly that she doesn't always hear the complete story before responding. She is good at selling both tangible and intangible products. She can paint word pictures using both words and body language.

Connie would rather sell a new account than service an old account. New accounts present a challenge, while service can be seen as dull and boring. She will be direct and positive with her closes, and be friendly as well as persistent. She can encounter difficulty closing the buyer who wants to consider her decision before buying. She makes quick purchase decisions herself and has little empathy for buyers who can't make decisions quickly. She likes to close on the first call. Usually her schedule doesn't allow time for adequate follow-up or repeat calls. Connie is prone to close soon and often. She likes to close and the sooner the better. She truly wants to service what she sells. However, she needs more time in the day to accomplish everything she wishes.



## 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.*

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- 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.*

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- 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

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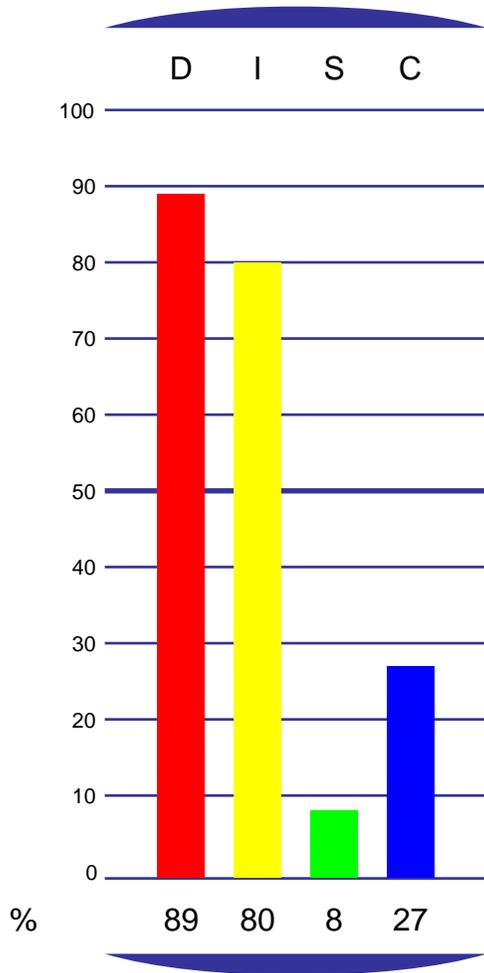
1. What is the most appealing aspect of selling?
2. What is the least appealing aspect of selling?
3. Describe your career goals:
4. How do you plan to achieve these goals?
5. What factor do you feel may hinder your success?
6. List the personal goals you would like to achieve:
7. What do you expect from your manager?



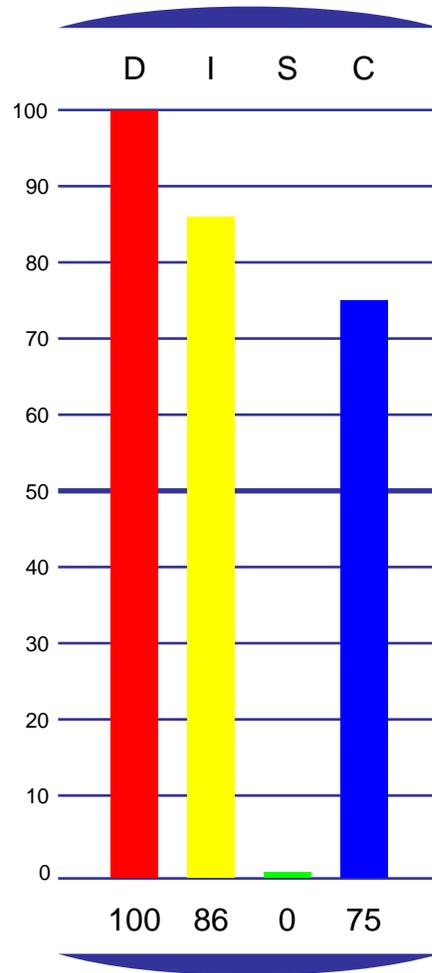
# STYLE INSIGHTS® GRAPHS

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7-9-2007

**MOST**  
Graph I  
Adapted Style



**LEAST**  
Graph II  
Natural Style



Norm 2003



## THE SUCCESS INSIGHTS® WHEEL

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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.

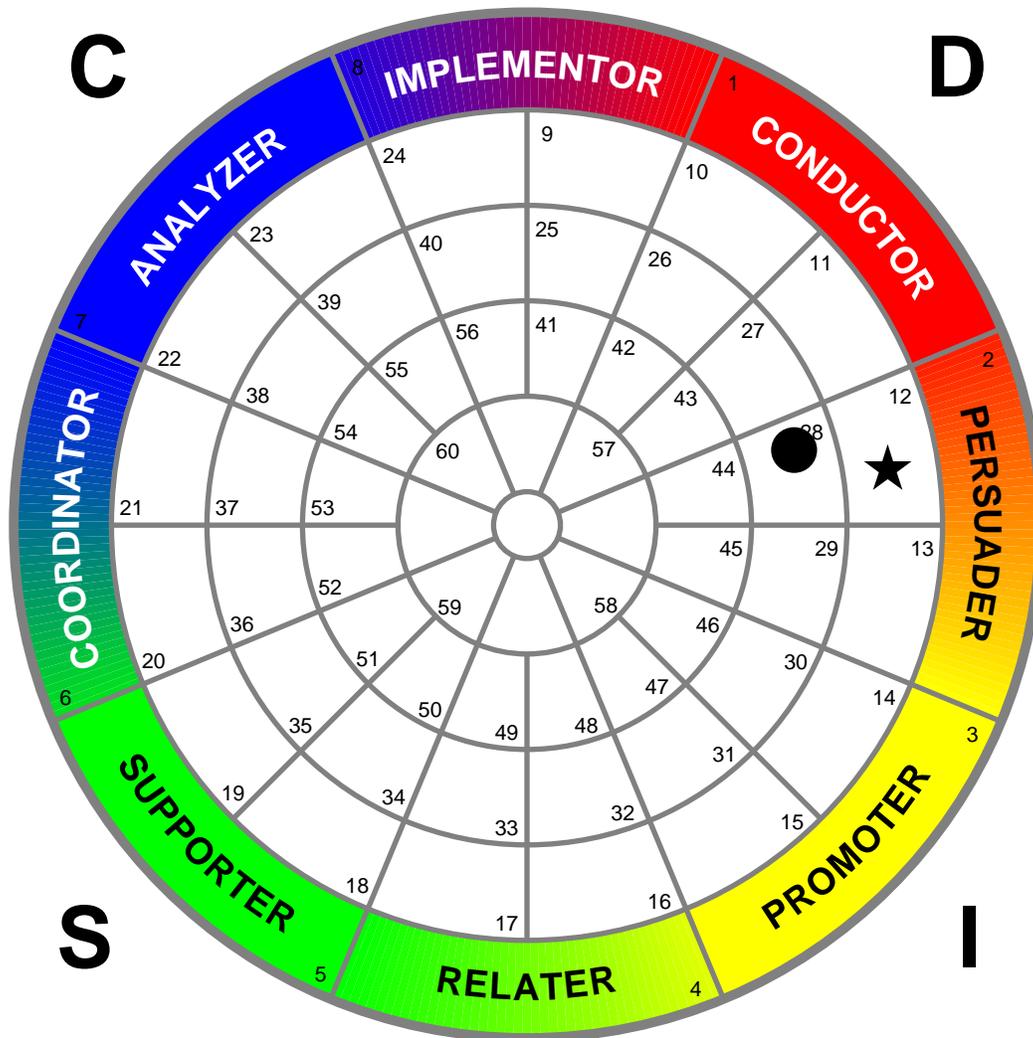
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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.



# THE SUCCESS INSIGHTS® WHEEL

ABC Company  
7-9-2007



Adapted: ★ (12) CONDUCTING PERSUADER  
Natural: ● (28) CONDUCTING PERSUADER (FLEXIBLE)  
Norm 2003