



# TTI Success Insights® Sales Version

## Targeting Sales Talent

The TTI Success Insights Sales report is geared towards the sales professional. In some respects, a sales force is the same as any other group of employees. In other respects, it is quite different. The Sales report takes crucial differences into account and provides information on an individual's style of selling.

## Defining Unique Selling Styles

In today's competitive marketplace, success in selling is more challenging and requires a higher level of skill. TTI Success Insights Sales report provides computer generated reports that gives sales professionals a broad understanding of their natural sales style. The software analyzes and details the type of product they prefer to sell, how they handle sales presentations, as well as how they close and service their accounts. Because all people are unique, no two reports are alike.

## Giving Customers What They Want

Customers want excellent service along with top quality products. They want compatible, honest relationships with their sales professionals, and custom-made solutions to their problems. The TTI Success Insights Sales report offers insights on how to adapt a specific sales style to deliver what they want.

## Understanding Customers' Perceptions

Overextended strengths can often be perceived as weaknesses. TTI Success Insights Sales report identifies these perceptions and provides information on how, under certain conditions (tension, stress or fatigue), customers may see this behavior as negative. This knowledge will help the sales professional create an image that is positive and supportive in any business situation.

## Overcoming The "Sales Slump"

Ninety percent of all sales professionals who experience a sales slump have merely lost sight of the behavior it takes to be successful. When they are "on a roll," they project confidence and success. In a slump, that projected behavior is unsure and careful. The TTI Success Insights Sales report can quickly turn a "sales slump" into success.

## Report Contents

- Sales Characteristics
- Value to the Organization
- Checklist for Communicating
- Don'ts on Communicating
- Selling Tips
- Ideal Environment
- Perceptions
- Descriptors
- Natural and Adapted Selling Styles
- Adapted Style
- Keys to Motivating
- Keys to Managing
- Areas for Improvement
- Action Plan
- Behavioral Hierarchy
- Style Insights® Graphs
- The Success Insights® Wheel

## Results and Benefits

An investment in the TTI Success Insights Sales report will yield immediate results and valuable benefits in several areas by showing how to:

- Spot winners with a reliable selection method.
- Evaluate the performance of both new and existing salespeople.
- Maximize the sales team's effectiveness.
- Coach the sales team for maximum results.
- Hire the salesperson who fits the company needs.
- Bring a salesperson out of a sales slump and back on a winning track.
- Reduce employee turnover and new training costs.
- Boost your sales—the ultimate business objective.

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