



TTI  
SUCCESS  
INSIGHTS®

# Interviewing Insights™

## Sales

### Samantha Sample 3

sample

03.10.2021



DATA DOME INC.

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# Introduction



**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.



# Sales Characteristics

*Based on Samantha'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.*

Samantha likes to build close relationships with her customers and prefers making repeat calls, as opposed to cold calls. She resists making cold calls preferring to work in the more predictable environment of repeat calls. Sometimes she prefers to sell tangible products over intangibles. Although she can probably sell either, she is more comfortable with products people can see and touch. She enjoys selling in a nonthreatening environment where she can service what she sells. Loyalty is important to her, and she willingly pays the price to develop a loyal relationship with her customers. She hesitates to sell new products until they have been proven by her own standards. She has standards by which she evaluates new products for her own use and applies these same standards in her sales approach. Samantha prefers to sell in a territory where she knows the customers. This allows her to predict the sales environment and she can perform well under these circumstances. She may have difficulty selling the aggressive buyer who just wants to hear the "bottom line" benefits. Her natural sales style is slower paced than what the aggressive buyer wants. Most potential buyers feel comfortable with her. She is usually well prepared for the call and will present her information in a logical order.

Samantha represents the type of salesperson who prepares before she makes a sales presentation. She wants complete knowledge of her product or service. If she is armed with knowledge and preparation, she will deliver a logical presentation. She likes to use sales aids to augment her presentation. In fact, she often takes too much material. She also tries to cover all the benefits for the buyer. She will avoid confrontation in her sales presentation. She may not even challenge a potential buyer who has been misinformed about her product or service. She will remain amiable and attempt to influence by using logic. Samantha's sales presentations can be time-consuming and drawn out. This can be either a strength or a weakness. The longer, drawn out presentation works best when selling a complex or expensive product. Objections raised by intimidating buyers will frustrate her. They are looking for direct answers to their objections, and she may feel threatened by their approach. Samantha's basic approach to dealing with objections is

# Sales Characteristics

## Continued



to cover every possible objection during the basic presentation.

Samantha will postpone closing if unsure of a buyer's feelings. She has an inherent dislike for rejection and may postpone closing a sale, hoping the buyers will purchase of their own accord. She can become complacent with servicing the old accounts and not push hard enough for new business. She may accept and agree with the buyer who isn't ready to buy today. Buyers who want to think it over are usually given the chance. She will call back to get their decision. She may side with the customer, if the customer is dissatisfied with the product or service. Her basic approach to servicing is to make the customer happy. Samantha loves to service what she sells. In fact, this represents one of her strengths. Occasionally she might need more time for closing because she spent too much time on the presentation.

# Ideal Environment



*This section identifies the ideal work environment based on Samantha'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 Samantha enjoys and also those that create frustration.*

- ✓ Needs an opportunity to deal with customers with whom a long-standing relationship has been established.
- ✓ Sales territory for which standards and goals are established.
- ✓ Little conflict between people or customers.
- ✓ An environment that allows time to change.
- ✓ Old sales territory, as compared with a new sales territory.
- ✓ Assignments that can be completed one at a time.
- ✓ Workplace where people seldom get mad.
- ✓ Practical approach to selling her products or services.
- ✓ A stable and predictable environment.



# Value to the Organization

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

- ✓ Works for a leader and a cause.
- ✓ Respect for authority and organizational structure.
- ✓ Dependable and loyal team worker.
- ✓ Service-oriented.
- ✓ Concerned about quality.
- ✓ Turns confrontation into positives.
- ✓ Patient and empathetic.
- ✓ Adaptable.
- ✓ Will follow instructions.

# Interview Questions



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?



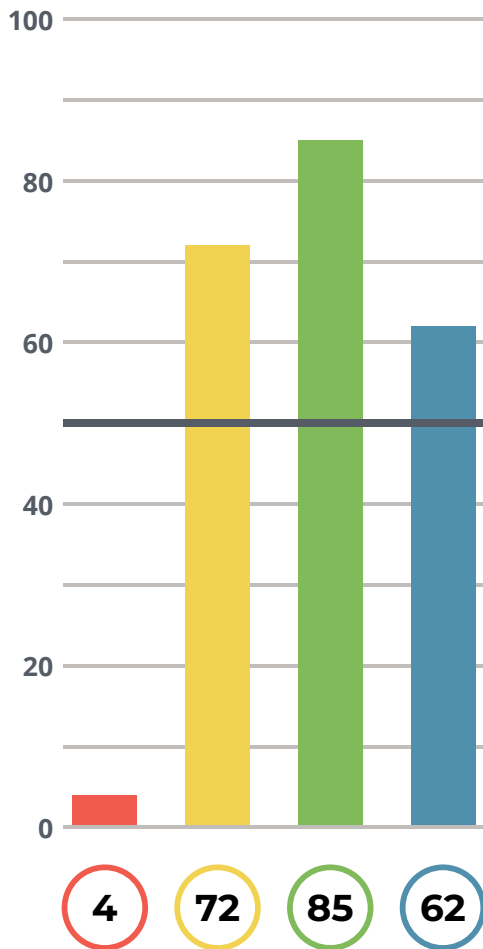
# Style Insights® Graphs



Graph I

## Adapted Style

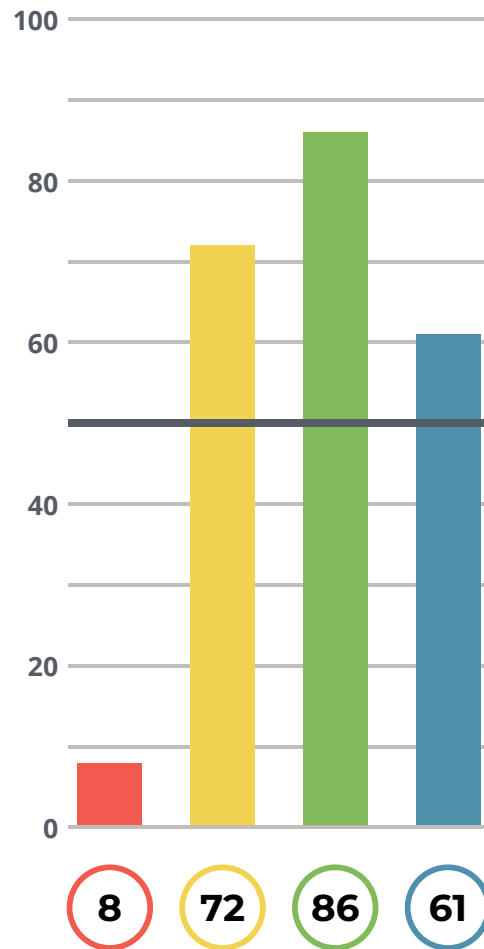
**D** **I** **S** **C**



Graph II

## Natural Style

**D** **I** **S** **C**



# The Success Insights® Wheel



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.

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.

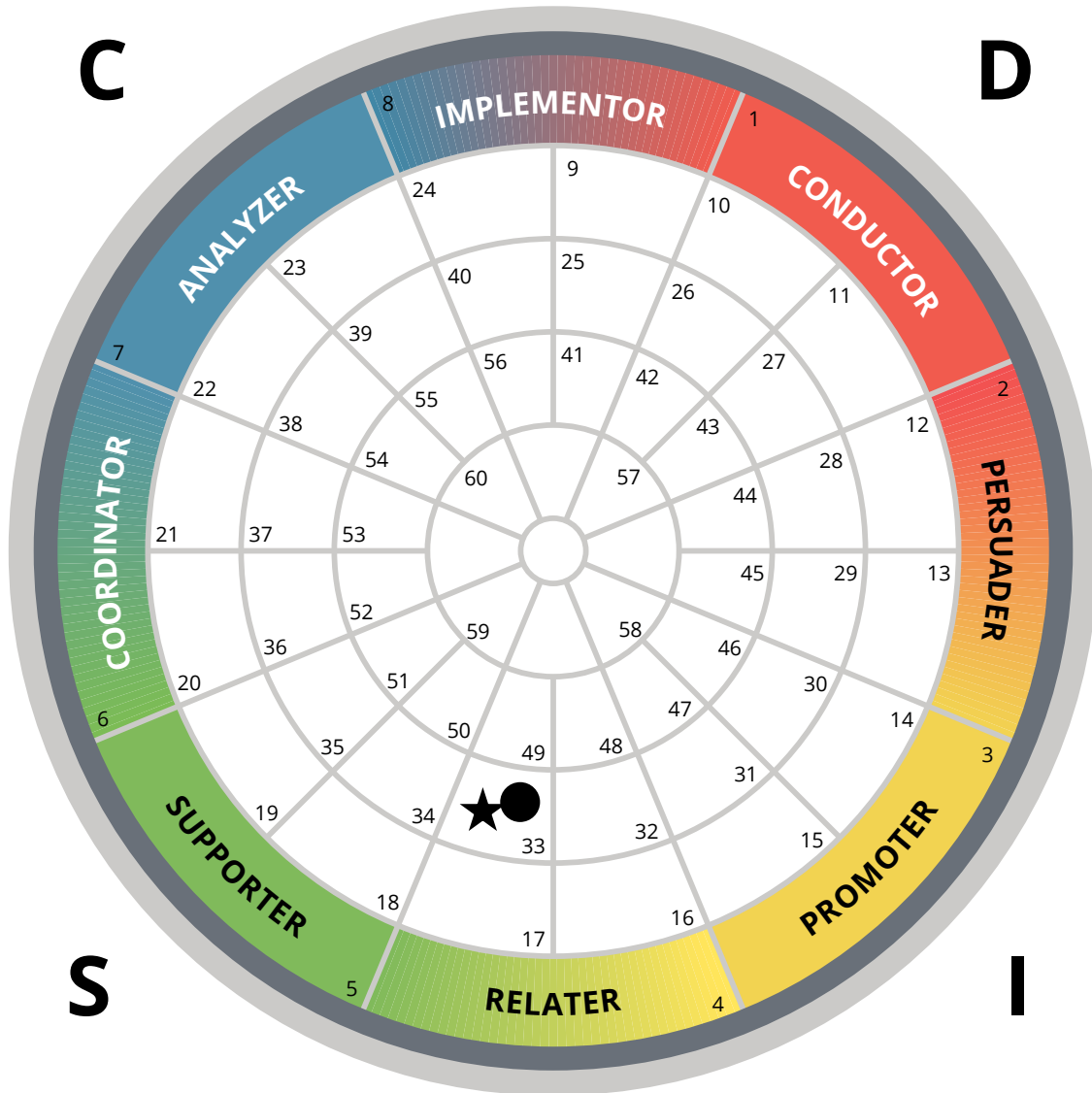
If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able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

# The Success Insights® Wheel



## Samantha Sample 3

sample  
3-10-2021



Adapted: ★ (33) SUPPORTING RELATER (FLEXIBLE)  
 Natural: ● (33) SUPPORTING RELATER (FLEXIBLE)  
 Norm 2017 R4

T: 6:45

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