



TTI
SUCCESS
INSIGHTS®

Sales

Samuel Sample

Sales Manager

ABC Company

04.07.2021

Maximizing Individual and Corporate Potential

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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.

"All people exhibit all four behavioral factors in varying degrees of intensity."

–W.M. Marston

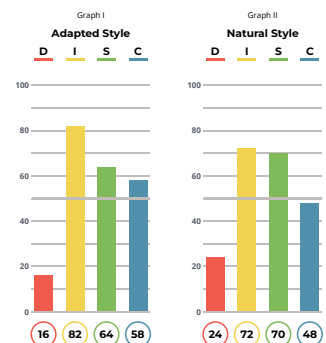
Sales Characteristics



Based on Samuel's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the job. Eliminate or modify any statement that is not true based on sales training or experience.

Samuel becomes highly excited about what influences him. He usually displays this emotion when he is attempting to influence people. Socially and verbally aggressive, he loves to meet strangers and begin conversations. This is a great attribute when new territory is opened, or new accounts are dictated by business conditions. Detail work is not Samuel's forte. He enjoys "people over things" and may procrastinate when faced with time-consuming, detail work. He prefers to be evaluated on his results, not the paperwork. He maintains a high trust level; that is, he trusts that people will make good on their promises. Being optimistic and enthusiastic, he is good at generating enthusiasm in others. Sometimes his enthusiasm is what sells his products or services, but sometimes other buyers may be offended. He prefers to sell a new client on himself first rather than his product or service. This reflects his natural approach. When he buys, he also prefers to be sold in this manner. He prefers to sell new, innovative products or services. In fact, he often uses creative ways to sell his products or services.

Samuel succeeds in projecting self-confidence in his sales presentations. This self-confidence evolves from his belief in himself and his products or services. This may cause him to become frustrated if a prospect attacks either him or his product. He may use humor in his presentation, which may help or hinder, based on the style of the buyer. Excessive humor may cause him to ramble and not provide sufficient time for the presentation. He welcomes the objections that prospects raise. This provides an opportunity to meet a challenge and share more of his knowledge. He should learn to follow all objections with a question. This will allow him time to prepare his answer and help clarify the prospect's actual objection. Samuel has probably been known to answer objections even if he has never heard the objection before. He will rely on his quick thinking and verbal skills to meet the challenge. He may not answer objections completely. He often treats them lightly and may "tap dance" around the objections or use sales puffery to answer them.



Sales Characteristics

Continued



Samuel can be seen as a good closer. However, he may postpone the close until giving the complete sales pitch. Observers have actually seen him sell the product and then buy it back. He should guard against excessive talking and close at the appropriate time. He may promise more than he can deliver to close a sale. He does intend to deliver what he says, but he has difficulty finding the time to provide what he promises. His optimism makes him believe he can deliver. If given the choice, he would prefer to sell a new account instead of servicing an old account. This is especially true if the old account has little potential or requires sufficient facts and data to support their purchase decisions. He can be guilty of overservicing the accounts he feels are personal friends. To him, friendship is important and he may overlook certain requests to maintain the friendship. Samuel would rather make a social visit instead of a service visit. The social visit meets his need to be friendly and outgoing, while the service visit requires special effort if customers don't buy more products or services. Samuel's listening skills may cause him to miss some closing opportunities. He may be thinking about what he is going to say next and miss the buying signal.



Value to the Organization



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

- ✓ Motivates others towards goals.
- ✓ Adaptable.
- ✓ Optimistic and enthusiastic.
- ✓ Negotiates conflicts.
- ✓ Verbalizes his feelings.
- ✓ Cooperative member of the team.
- ✓ Respect for authority and organizational structure.



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 Samuel. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Samuel most frequently.

Ways to Communicate:

- ✓ Talk about him, his goals and opinions he finds stimulating.
- ✓ Support your communications with correct facts and data.
- ✓ Take time to be sure that he is in agreement and understands what you said.
- ✓ Provide a warm and friendly environment.
- ✓ Leave time for relating, socializing.
- ✓ Give him time to ask questions.
- ✓ Take your time and be persistent.
- ✓ Be prepared.
- ✓ Use enough time to be stimulating, fun-loving, fast-moving.
- ✓ Provide testimonials from people he sees as important.
- ✓ Offer special, immediate and extra incentives for his willingness to take risks.
- ✓ Ask for his opinions/ideas regarding people.
- ✓ Use a scheduled timetable when implementing a new action.



Checklist for Communicating

Continued



This section of the report is a list of things NOT to do while communicating with Samuel. Review each statement with Samuel 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.

Ways NOT to Communicate:

- ❌ "Dream" with him or you'll lose time.
- ❌ Kid around too much, or "stick to the agenda" too much.
- ❌ Talk to him when you're extremely angry.
- ❌ Take credit for his ideas.
- ❌ Make promises you cannot deliver.
- ❌ Be curt, cold or tight-lipped.
- ❌ Talk down to him.
- ❌ Leave decisions hanging in the air.
- ❌ Be dogmatic.
- ❌ Give your presentation in random order.
- ❌ Drive on to facts, figures, alternatives or abstractions.
- ❌ Don't be haphazard.



Selling Tips



This section provides suggestions on methods which will improve Samuel'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, Samuel 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.

Compliance

When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:

- ✓ Prepare your "presentation" in advance.
- ✓ Stick to business--provide fact to support your presentation.
- ✓ Be accurate and realistic--don't exaggerate.
- ✗ Being giddy, casual, informal, loud.
- ✗ Wasting time with small talk.
- ✗ Being disorganized or messy.

Dominance

When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:

- ✓ 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."
- ✗ Talking about things that are not relevant to the issue.
- ✗ Leaving loopholes or cloudy issues.
- ✗ Appearing disorganized.

Steadiness

When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:

- ✓ Begin with a personal comment--break the ice.
- ✓ Present yourself softly, non-threateningly and logically.
- ✓ Earn their trust--provide proven products.
- ✗ Rushing headlong into the interview.
- ✗ Being domineering or demanding.
- ✗ Forcing them to respond quickly to your questions.

Influence

When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:

- ✓ 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.
- ✗ Being curt, cold or tight-lipped.
- ✗ Controlling the conversation.
- ✗ Driving on facts and figures, alternatives, abstractions.

Ideal Environment



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

- ✓ Workplace where people seldom get mad.
- ✓ Assignments that can be completed one at a time.
- ✓ Practical approach to selling his products or services.
- ✓ Old sales territory, as compared with a new sales territory.
- ✓ Freedom from control and detail.
- ✓ Democratic supervisor with whom he can associate.
- ✓ Assignments with a high degree of people contacts.



Perceptions



See Yourself As Others See You

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



Samuel usually sees himself as being:

- ✓ Enthusiastic
- ✓ Inspiring
- ✓ Outgoing
- ✓ Persuasive
- ✓ Charming
- ✓ Optimistic



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

- ✓ Self-Promoting
- ✓ Overly Optimistic
- ✓ Glib
- ✓ Unrealistic



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

- ✓ Overly Confident
- ✓ Poor Listener
- ✓ Talkative
- ✓ Self-Promoter

Descriptors



Based on Samuel'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.

Driving	Inspiring	Relaxed	Cautious
Ambitious	Magnetic	Passive	Careful
Pioneering	Enthusiastic	Patient	Exacting
Strong-Willed	Persuasive	Possessive	Systematic
Determined	Convincing	Predictable	Accurate
Competitive	Poised	Consistent	Open-Minded
Decisive	Optimistic	Steady	Balanced Judgment
Venturesome	Trusting	Stable	Diplomatic
Dominance	Influence	Steadiness	Compliance
Calculating	Reflective	Mobile	Firm
Cooperative	Factual	Active	Independent
Hesitant	Calculating	Restless	Self-Willed
Cautious	Skeptical	Impatient	Obstinate
Agreeable	Logical	Pressure-Oriented	Unsystematic
Modest	Suspicious	Eager	Uninhibited
Peaceful	Matter-of-Fact	Flexible	Arbitrary
Unobtrusive	Incisive	Impulsive	Unbending

Natural and Adapted

Selling Style



Samuel'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.

PROBLEMS - CHALLENGES

Natural

Samuel is cautious in his approach to selling and does not attempt to demand that his view, or opinion, be accepted at face value. He likes to help the prospect solve their problems within the framework of a cooperative environment. He will look for a compromise.

Adapted

Samuel sees no need to change his sales approach from his basic style as it is related to solving problems and challenges.

PEOPLE - CONTACTS

Natural

Samuel is enthusiastic about his ability to influence others. He prefers an environment in which he has the opportunity to deal with different types of individuals. He is trusting and also wants to be trusted.

Adapted

Samuel sees no need to change his approach to influencing others to his way of thinking. He sees his natural style to be what the environment is calling for.

Natural and Adapted

Selling Style



PACE - CONSISTENCY

Natural

Samuel's natural style prefers a sales environment that can take advantage of his relaxed demeanor, and patience is looked at as a requirement to win. He enjoys follow-up and follow-through. He resists selling new products until proven to his standards.

Adapted

Samuel feels that the sales environment doesn't require him to alter the way he deals with activity level and consistency.



PROCEDURES - CONSTRAINTS

Natural

Samuel is striving to be independent and self-directed. He is most comfortable in a sales environment where rules and procedures can be interpreted to meet the needs of his customer in certain situations.

Adapted

The difference between Samuel's basic and adapted sales style is not significant and he sees no need to change on this factor.

Adapted Style



Samuel 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.

- ✓ Speaking smoothly and emotionally with his customers or clients.
- ✓ Excited about available new products or services.
- ✓ Verbally stressing the benefits of his product or service.
- ✓ Using a calculated approach during presentations.
- ✓ Using humor as a way of coping with conflict.
- ✓ Adaptable in meeting the needs of clients or customers.
- ✓ Using much data and sales aids for presentations.
- ✓ Using persuasive skills.
- ✓ Being a good listener.
- ✓ Presenting an agreeable demeanor to clients or customers.
- ✓ Using great social strengths in approaching new prospects.
- ✓ Generating enthusiasm in others.



Keys to Motivating



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

Samuel wants:

- ✓ Time to think out his plan and follow through.
- ✓ To be trusted.
- ✓ A leader to follow and one who sets good examples.
- ✓ A manager who practices participative management.
- ✓ To work with people who he can trust.
- ✓ People who understand his reasons for not wanting to argue.
- ✓ A friendly work environment.
- ✓ Work assignments that provide opportunity for recognition.
- ✓ Freedom from control and detail.
- ✓ A sales plan he understands and accepts.
- ✓ Public recognition of his ideas and sales results.
- ✓ Complete directions for work to be completed and planned sales presentation in writing.
- ✓ A support system to do the detail work.



Keys to Managing



In this section are some needs which must be met in order for Samuel 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 Samuel and identify 3 or 4 statements that are most important to him. This allows Samuel to participate in forming his own personal management plan.

Samuel needs:

- ✓ Clear assignments with detailed instructions.
- ✓ Participatory management.
- ✓ Better organization of record keeping.
- ✓ Help on controlling time and setting priorities.
- ✓ Training to handle sales objections.
- ✓ Quality products or services to sell.
- ✓ More control of body language.
- ✓ Support in the clutch or when pressured for quick results.
- ✓ A way to say "no" when he feels "no" to the demanding customers.
- ✓ Objectivity when dealing with customers because of his high trust level.
- ✓ To be informed of things which affect him.
- ✓ Objectivity in managing a sales territory.
- ✓ Assistance in selling new or difficult customers.



Areas for Improvement



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

Samuel has a tendency to:

- ✓ Give away products or services to make the client happy.
- ✓ Be unrealistic in appraising a client's credit.
- ✓ Have difficulty planning and controlling time.
- ✓ Make promises he can't keep.
- ✓ Be more concerned with popularity than sales results.
- ✓ Not have all the necessary brochures and sales aids.
- ✓ Be so enthusiastic that he can be seen as superficial.
- ✓ Not answer objections completely, or tap dance around the objections.
- ✓ "Oversell" or talk his way out of a sale by focusing on irrelevant things.



Action Plan

Professional Development



1. I learned the following behaviors contribute positively to increasing my professional effectiveness: (list 1-3)

2. My report uncovered the following behaviors I need to modify or adjust to make me more effective in my career: (list 1-3)

3. When I make changes to these behaviors, they will have the following impact on my career:

4. I will make the following changes to my behavior, and I will implement them by _____:

Action Plan

Personal Development



1. When reviewing my report for personal development, I learned the following key behaviors contribute to reaching my goals and the quality of life I desire: (list 1-3)

2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:

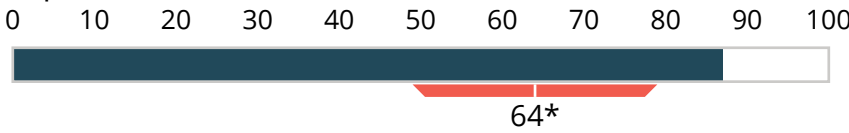
4. I will make the following changes to my behavior, and I will implement them by _____:

Behavioral Hierarchy



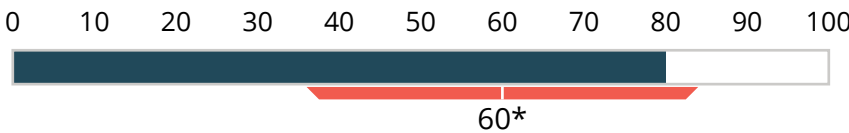
The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of twelve (12) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

1. Customer-Oriented - Identify and fulfill customer expectations.



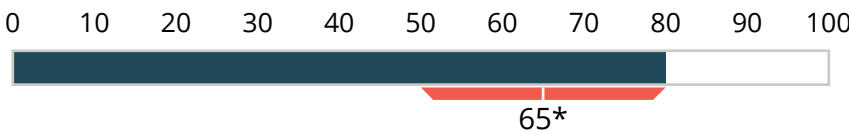
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2. Interaction - Frequently engage and communicate with others.



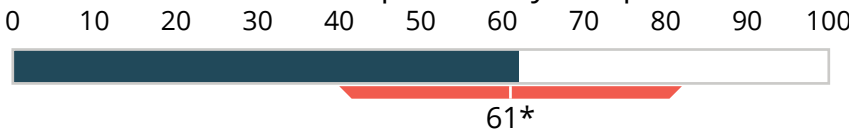
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3. People-Oriented - Build rapport with a wide range of individuals.



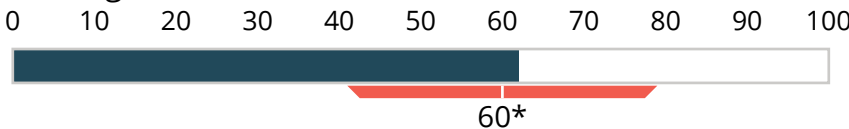
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4. Consistent - Perform predictably in repetitive situations.



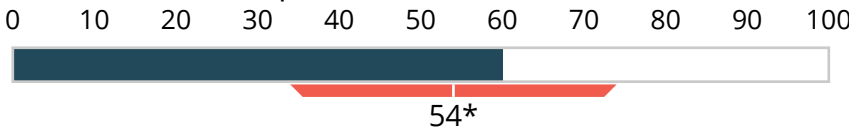
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5. Following Policy - Adhere to rules, regulations, or existing methods.



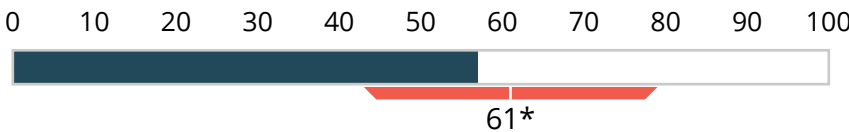
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6. Versatile - Adapt to various situations with ease.



60

7. Persistence - Finish tasks despite challenges or resistance.



57

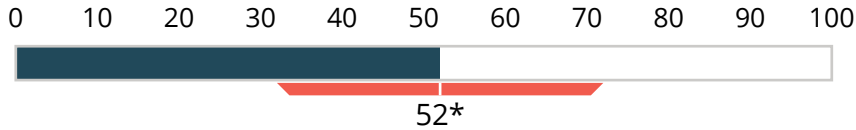


* 68% of the population falls within the shaded area.

Behavioral Hierarchy

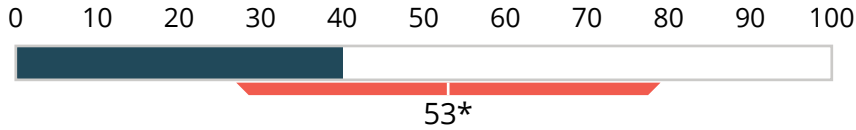


8. Frequent Change - Rapidly shift between tasks.



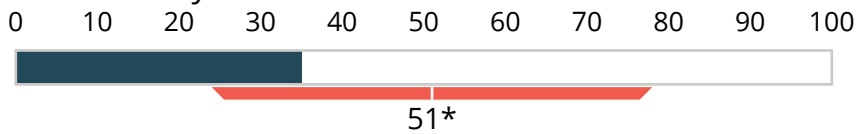
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9. Analysis - Compile, confirm and organize information.



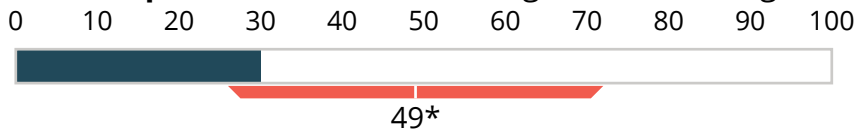
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10. Organized Workplace - Establish and maintain specific order in daily activities.



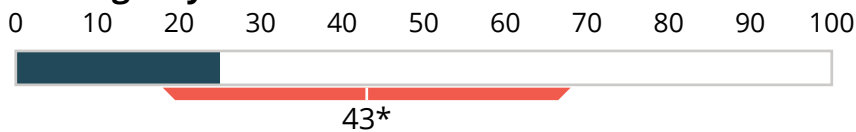
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11. Competitive - Want to win or gain an advantage.

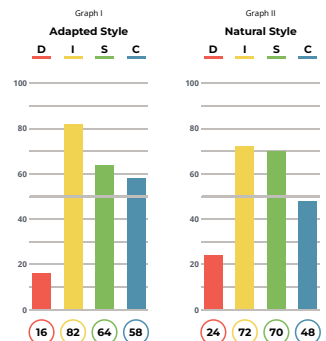


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12. Urgency - Take immediate action.



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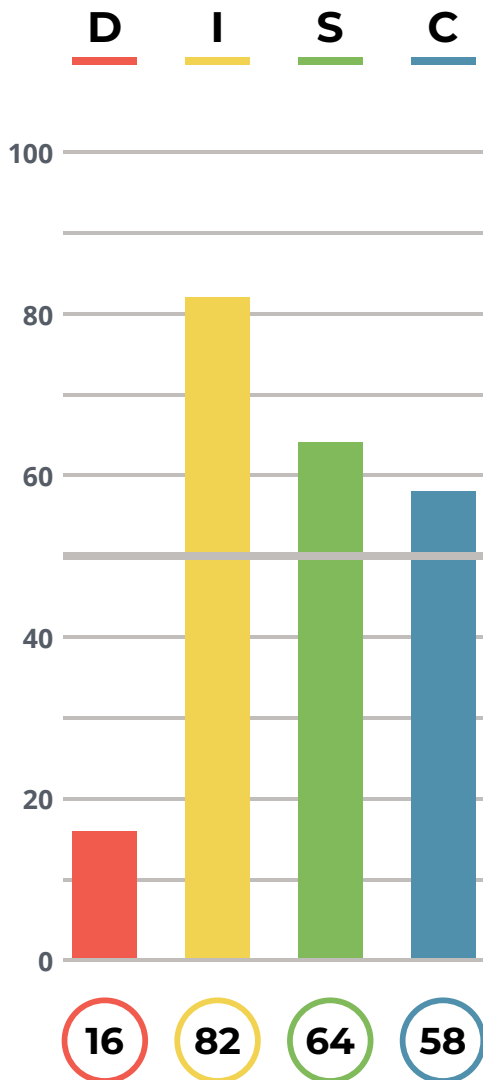
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 * 68% of the population falls within the shaded area.

Style Insights® Graphs



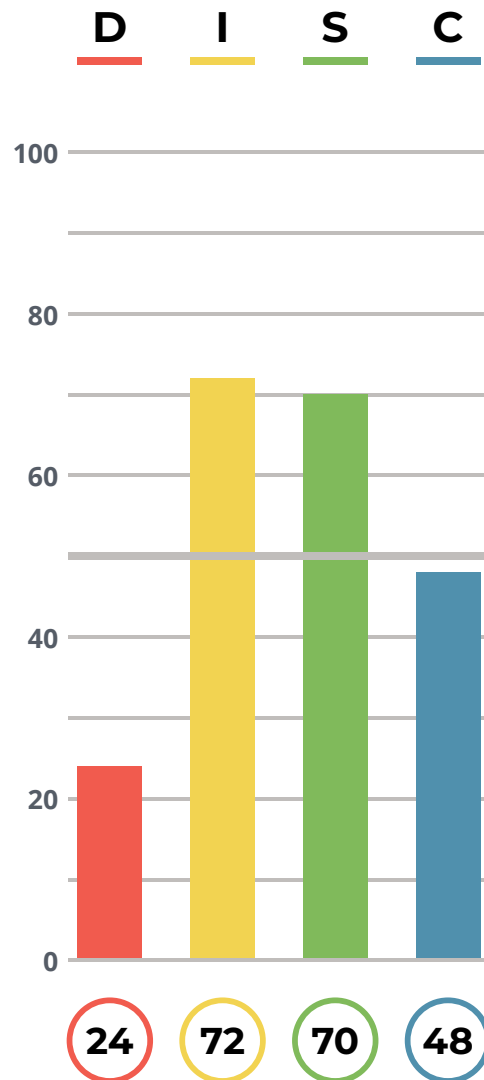
Graph I

Adapted Style



Graph II

Natural Style



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.

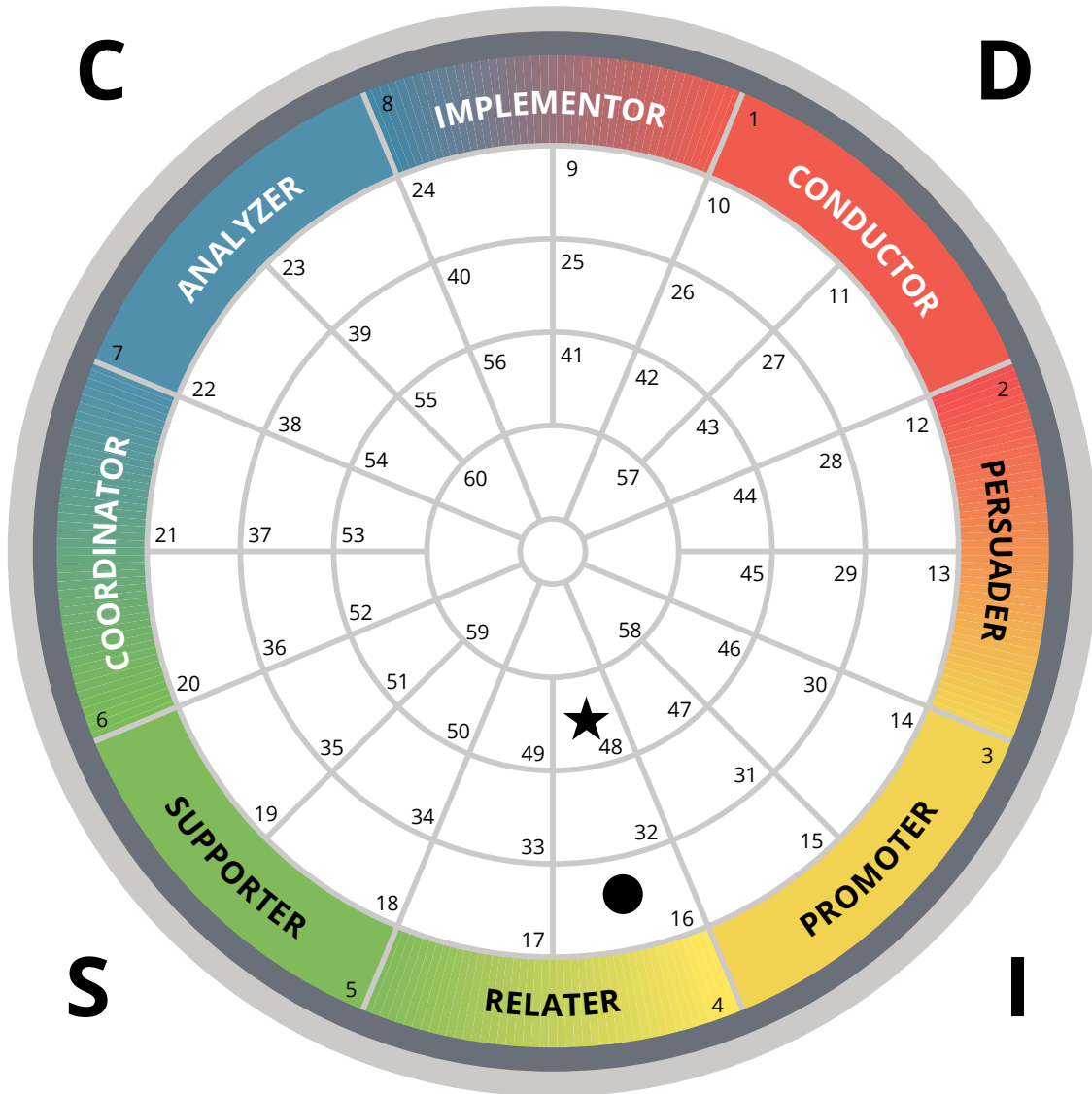
The Success Insights® Wheel



Samuel Sample

ABC Company

4-7-2021



Adapted: ★ (48) PROMOTING RELATER (ACROSS)

Natural: ● (16) PROMOTING RELATER

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T: 14:11

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