

# TTI Success Insights™ Collection

## Sales Version



### TARGETING SALES PEOPLE

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 give the sales professional a broad understanding of his/her 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 caring service along with top quality products. They want compatible, honest relationships with their sales professionals, and they want custom-made solutions to their short and long term problems. TTI Success Insights Sales report offers insights on how to adapt a specific sales style to give customers 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 a sales professional is "on a roll," he/she projects behavior that is confident and successful. When a slump occurs, that projected behavior is unsure and careful. The TTI Success Insights Sales report can quickly turn their slump into success.

### Report Contents:

- Sales Characteristics
- Value to the Organization
- Checklist for Communicating
- Don'ts on Communicating
- Selling Tips
- Ideal Environment
- Perceptions (Self and Others)
- Descriptors (Behavioral Style)
- Natural and Adapted Selling Styles (Problems, People, Pace, Procedures)
- Adapted Style (Current Behavior in Relation to Work)
- 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 for your salesforce can yield immediate results and valuable benefits in several areas:

- Show how to spot winners and establish a reliable method of choosing salespeople.
- Evaluate the performance of both new and existing salespeople.
- Show managers how to get the most out of the sales team.
- Coach the sales team for maximum results.
- Pick the salesperson who best fits the present needs of the company.
- 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 objective of any business.

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Provided by:

Mitchell Olson  
Synergetic Resources  
www.synergeticresources.com  
Mitchello@synergeticresources.com  
Phone- 952-471-0082