



TTI
SUCCESS
INSIGHTS®

Target Selling Insights

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Sales
Our Organization
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SAMPLE





Introduction

The Target Selling Insights (TSI) report is an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, "Does this person know how to sell?" Like any profession, selling has a body of knowledge related to its successful execution. It is this sales knowledge that Target Selling Insights measures.

Identifying whether a person can or cannot sell is an essential component in predicting or improving sales success. Sales knowledge is certainly not the only requirement for optimum sales performance.

Understanding effective sales strategy can help lead to success as long as the skills can be properly implemented. However, just knowing sales theory is not enough, salespeople must utilize what they know.

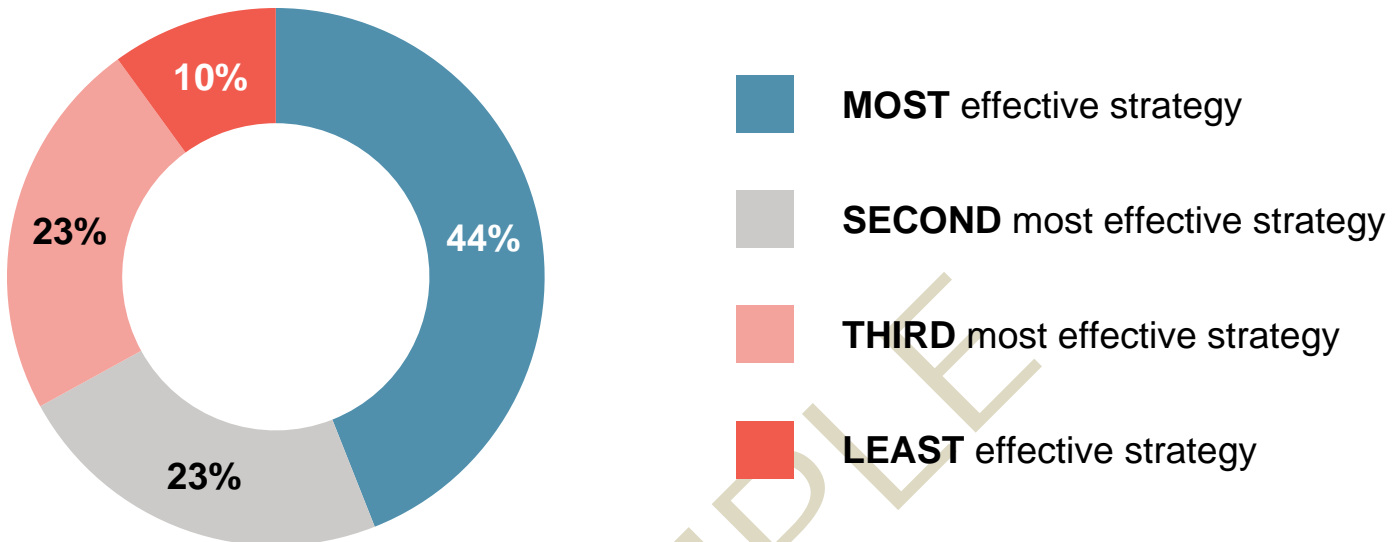
This report will give feedback on an individual's strengths and potential areas for improvement. From this, a plan can be created to focus on areas that need development. Knowledge of strengths and weaknesses, along with a desire to excel, will allow salespeople to target areas of professional sales growth.

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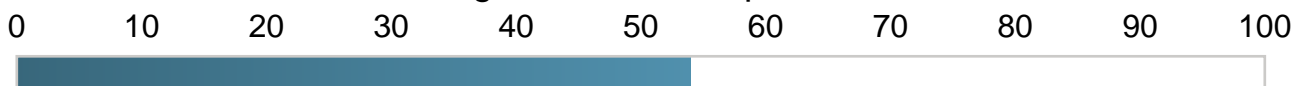
Question Analysis

The following is a breakdown of which answers were used when ranking them as the most effective strategy.



- **21 times** chose the **MOST** effective strategy
- **11 times** chose the **SECOND** most effective strategy as #1
- **11 times** chose the **THIRD** most effective strategy as #1
- **5 times** chose the **LEAST** effective strategy as #1

Sales Acumen - A reflection of overall sales effectiveness based on weighted scores in each of the six stages of the sales process.

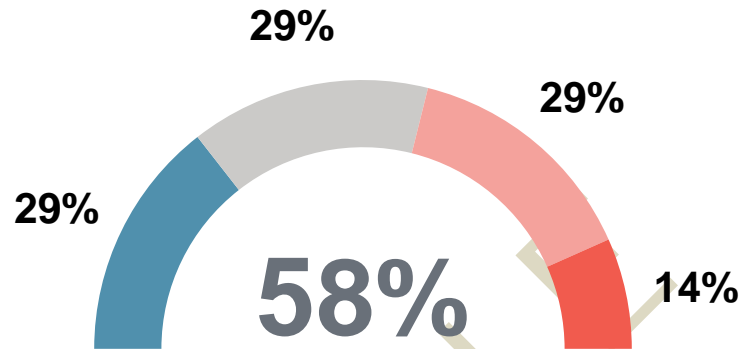




Target

Category Analysis



The first stage of any sales process is where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.





of the time the 1st or 2nd most effective strategy was chosen.

Tips for Improvement

- If a prospective buyer shows interest and says "I want to talk to you," you should find out what makes them believe your company has "exactly" what they are looking for. Accomplish this by asking questions to gain an understanding of their perceptions and needs.
- If your company is offered a Request For Proposal (RFP) you should review the RFP and determine whether your company is a good fit before proceeding. Carefully review the document to ensure you can meet their requests as well as to determine whether it's been designed with a competitor in mind. Many times, RFPs are released after a specific vendor has been pre-selected. Your chances in situations like this are limited, unless - of course - you're the pre-selected vendor.
- You will know your contact is qualified to be an internal advocate if they are deemed a key member of the organization. An internal advocate must be integral to their organization so that you can be confident the information they share with you is accurate, pertinent and reliable.

 **MOST** effective strategy
 **SECOND** most effective strategy

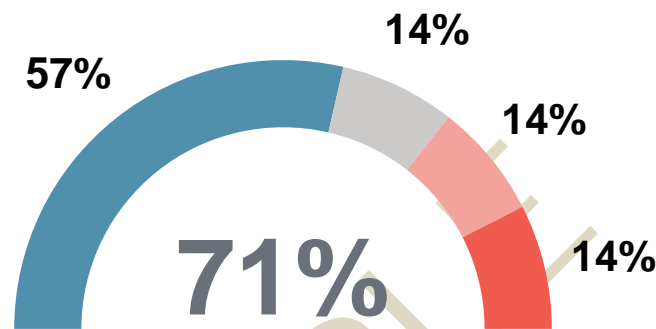
 **THIRD** most effective strategy
 **LEAST** effective strategy



Adapt

Category Analysis



The first face-to-face interaction between a prospect and the salesperson is designed to enable the salesperson to display his or her sincere interest in the prospect. The goal is to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first stage of face-to-face trust building and sets the selling process in motion.





of the time the 1st or 2nd most effective strategy was chosen.

Tips for Improvement

- If a prospective buyer greets you with "I only have five minutes," you should ask a few questions to ensure you have something worth their while. Intelligent, well-formed questions can position you as an expert who's worth more time.
- If a prospective buyer indicates that the timing isn't right to buy, you should acknowledge what they are saying. Reassure them you aren't there to sell but rather to determine if they have a potential need for what it is you have to offer.

 **MOST** effective strategy
 **SECOND** most effective strategy

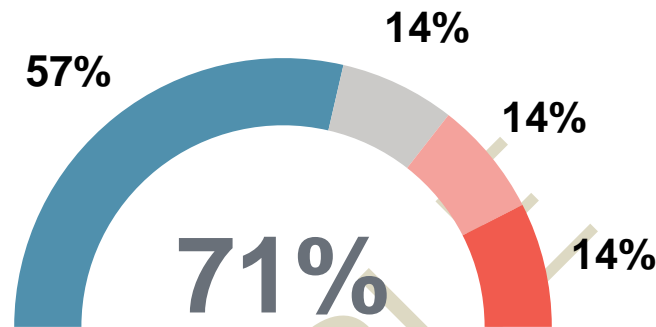
 **THIRD** most effective strategy
 **LEAST** effective strategy



Research

Category Analysis



This is the questioning and needs analysis stage of the face-to-face sale. It enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It also allows the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.





of the time the 1st or 2nd most effective strategy was chosen.

Tips for Improvement

- If the person you are working with is not in a position to make a buying decision, find out what role this person plays in the decision making process. This individual may become a vital internal advocate or provide you with other information, which could prove helpful in your sales process.
- When a prospective buyer says "it's just not in the budget," you need to ask more budget-related questions to see whether there's an opportunity for flexibility relative to budgeting. This might mean finding money in other budgets or departments. It's also important to determine whether this is the true reason for objecting. Sometimes prospective buyers use the "budget excuse" to mask another reason for delaying.

 **MOST** effective strategy
 **SECOND** most effective strategy

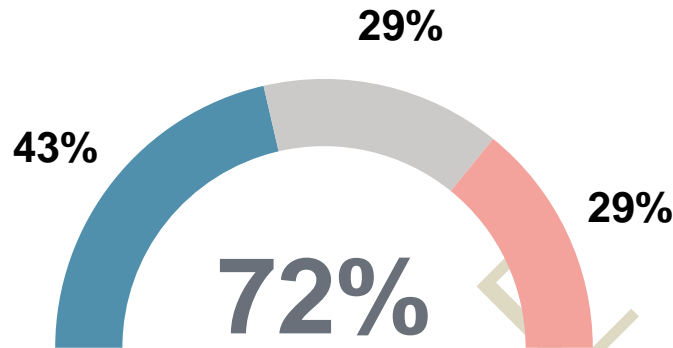
 **THIRD** most effective strategy
 **LEAST** effective strategy



Guide

Category Analysis



This stage involves the ability of the salesperson to present his or her product or service in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.





of the time the 1st or 2nd most effective strategy was chosen.

Tips for Improvement

- If you've made a sales presentation and learned that your recommendation is not appropriate, listen carefully to the discussion. Do your best to determine what you missed earlier in the sales process. When you have a chance, acknowledge your misunderstanding and ask questions to gain a better idea of what you may have missed.
- When presenting price, first outline your recommendation then sandwich the price in between various benefits. This way you're highlighting the value the buyer will receive.

 **MOST** effective strategy
 **SECOND** most effective strategy

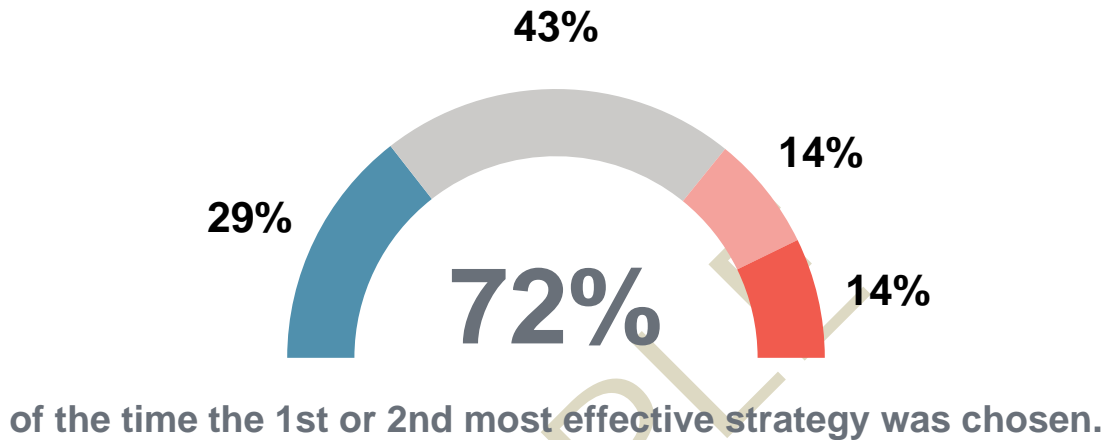
 **THIRD** most effective strategy
 **LEAST** effective strategy



Explain

Category Analysis

This stage is designed to enable the salesperson to build value and overcome any doubts the prospect may have and to provide follow-up information. It is this stage of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.



Tips for Improvement

- If you learn a higher-ranking person wants to buy from the competition, you should talk to your internal advocate to learn why the superior favors the competitor's products or services. You can then use that information as a reason for a follow-up presentation to the superior.
- If you're asked for references, it's most important to ensure the references you provide are appropriate to the situation. By asking your internal advocate what they're looking to learn from the references, you'll be able to connect them with existing customers who can provide the most useful insight.

MOST effective strategy
SECOND most effective strategy

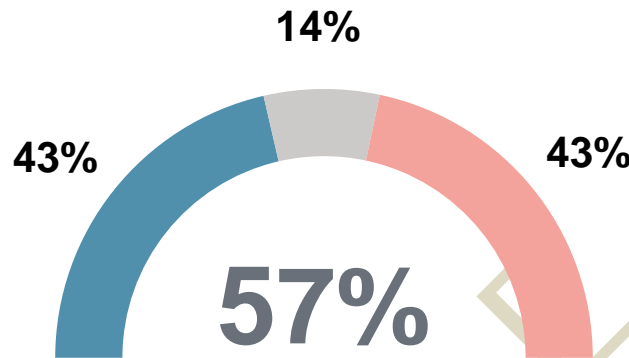
THIRD most effective strategy
LEAST effective strategy



Transition

Category Analysis



This final stage of any sales process is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.





of the time the 1st or 2nd most effective strategy was chosen.

Tips for Improvement

- If upon trying to close the sale, the prospective buyer says "I want to think about it," you should ask the prospective buyer what they would like to think about. You may have missed something that's important to them. It's essential to gain clarity about what, how and under what conditions they will buy before you leave the meeting.
- After completing a presentation, the prospective buyers say "we want to look around." You need to discover their true reason for not committing. Continue asking questions to determine what they're seeking. You likely missed the opportunity to uncover what they find most valuable.
- If you encounter resistance after your presentation you should ask the prospective buyer why they are hesitant to make a decision. You probably didn't fully uncover the underlying reasons they'd buy. People buy for their reasons, not yours.

 **MOST** effective strategy
 **SECOND** most effective strategy

 **THIRD** most effective strategy
 **LEAST** effective strategy



Category Summary

Target - Identify potential buyers and prepare for the initial interaction with them.



Adapt - Engage with buyers in a way that develops trust.



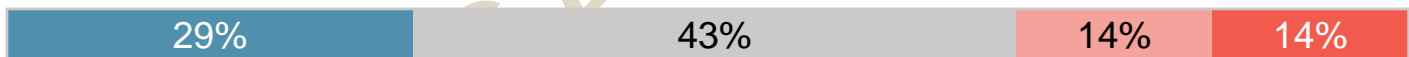
Research - Ask effective questions of potential buyers in order to determine when, why, how and under what conditions they will buy or commit.



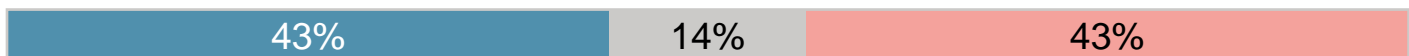
Guide - Present product or service so that it fulfills the stated or implied needs or goals of potential buyers.



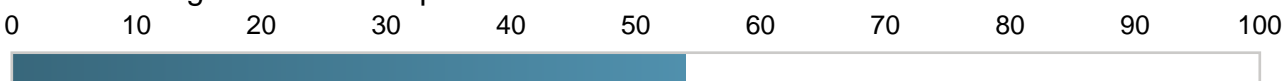
Explain - Build value and prove claims in order to overcome buyer resistance.



Transition - Ask for commitment, deal with final objections and handle any necessary negotiation.



Sales Acumen - A reflection of overall sales effectiveness based on weighted scores in each of the six stages of the sales process.



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MOST effective strategy
SECOND most effective strategy

THIRD most effective strategy
LEAST effective strategy