



TTI Talent Insights
Sales Version



Salesman Sanders
1-18-2012



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The TTI Success Insights® Talent Insights Report was designed to increase the understanding of an individual's talents. The report provides insight to three distinct areas: behaviors, motivators and the integration of these. Understanding strengths and weaknesses in these areas will lead to personal and professional development and a higher level of satisfaction.

The following is an in-depth look at your personal talents in the three main sections:

SECTION 1: BEHAVIORS

This section of the report is designed to help you attain a greater knowledge of yourself as well as others. The ability to interact effectively with people may be the difference between success and failure in your work and personal life. Effective interaction starts with an accurate perception of oneself.

SECTION 2: MOTIVATORS

This section of the report provides information on the why of your actions, which with application and coaching, can tremendously impact your valuing of life. Once you know the motivations that drive your actions, you will immediately be able to understand the causes of conflict.

SECTION 3: INTEGRATING BEHAVIORS AND MOTIVATORS

This section of the report will help you blend the how and the why of your actions. Once you can understand how your behaviors and motivators blend together, your performance will be enhanced and you will experience an increase in satisfaction.



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.

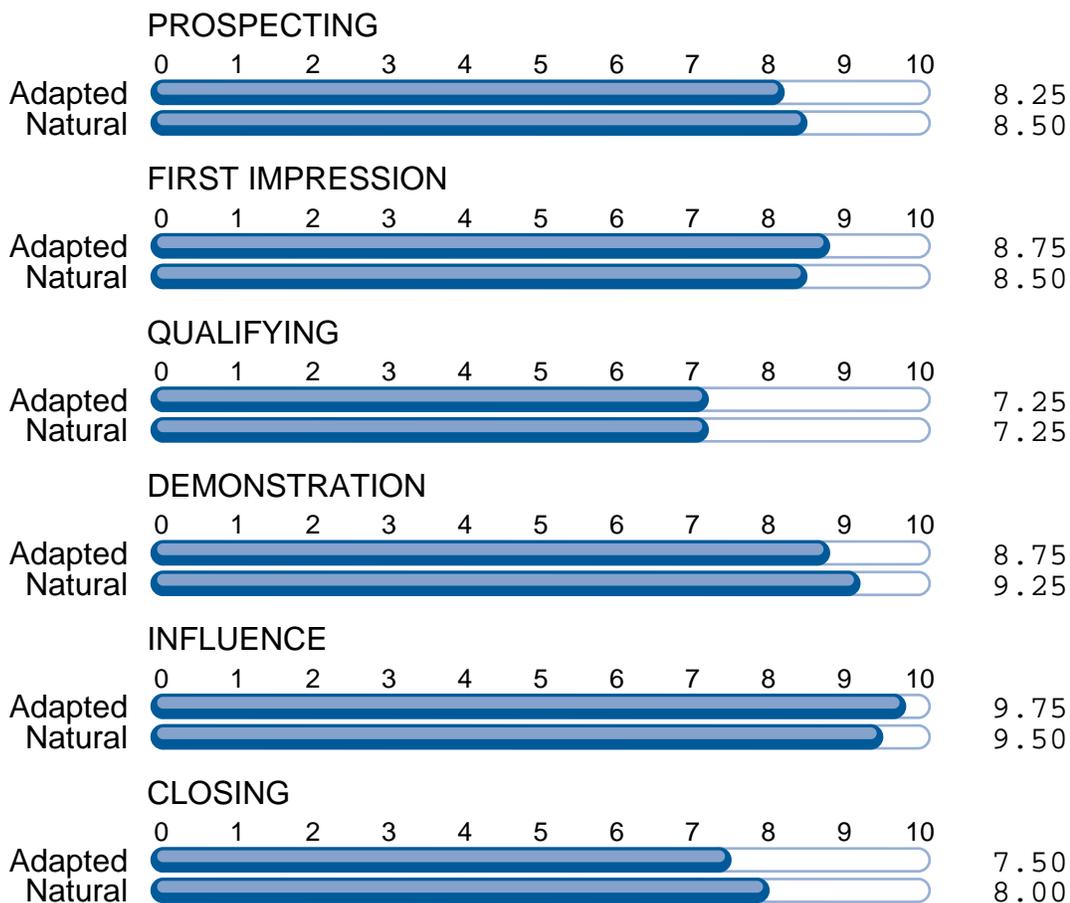
*"All people exhibit all four behavioral factors in varying degrees of intensity."
—W.M. Marston*



The Behavioral Selling Overview reflects Salesman's natural and adapted styles within each phase of the Behavioral Selling Model. Salesman's natural style reflects his native, intuitive selling behavior. Salesman's adapted scores reflect the behavior that Salesman believes necessary in each phase of behavioral selling.

The level of effectiveness that Salesman either possesses naturally or is able to modify or "mask" is also shown. The higher the score, the more effective Salesman is at that phase of the sale. The lower the score, the greater challenge Salesman has in terms of delivering specific behavior required for success within that phase.

The amount of difference between a salesperson's adapted and natural styles is also key. The greater the difference, the greater potential for stress.



0-5.0=POOR 5.1-6.6=FAIR 6.7-7.6=GOOD 7.7-8.8=VG 8.9-10=EX



POTENTIAL STRENGTHS OR OBSTACLES TO BEHAVIORAL SELLING SUCCESS

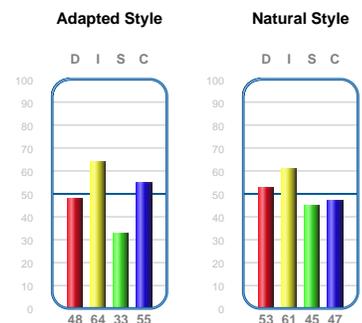
- Rely solely and primarily on verbal/persuasive skills to convince buyer or skip the Influence Phase altogether.
- Make promises he can't keep.

NOTES

Closing: The final phase of the Behavioral Selling Model. This phase is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

In the Closing Phase, Salesman MAY have a TENDENCY to:

- Promise more than he can ever possibly deliver in order to close a sale. He fully intends to deliver what he says, but he has difficulty finding the time to deliver on his promises. His optimism always makes him believe he can fulfill any promise.
- Cause objections to be raised if he gets into one of his oversell modes. However, he will welcome the objections and answer them to the best of his ability.
- Solicit prospects who may raise tough objections. This provides him the opportunity to meet a challenge, share more of his knowledge and utilize his verbal skills.
- Answer objections with great conviction although never hearing that specific objection before. Tendency to rely on his quick thinking to meet the challenge.

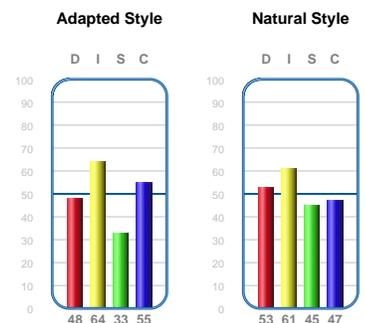




This section of the report identifies the specific talents and behavior Salesman brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.

- Ability to change gears fast and often.
- Negotiates conflicts.
- Team player.
- Builds confidence in others.
- People-oriented.
- Motivates others towards goals.
- Optimistic and enthusiastic.
- Creative problem-solving.
- Few dull moments.

NOTES





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

<p>When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:</p> <ul style="list-style-type: none"> ● Prepare your "presentation" in advance. ● Stick to business--provide fact to support your presentation. ● Be accurate and realistic--don't exaggerate. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Being giddy, casual, informal, loud. ● Wasting time with small talk. ● Being disorganized or messy. 	<p>When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:</p> <ul style="list-style-type: none"> ● 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." <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Talking about things that are not relevant to the issue. ● Leaving loopholes or cloudy issues. ● Appearing disorganized.
<p>When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:</p> <ul style="list-style-type: none"> ● Begin with a personal comment--break the ice. ● Present yourself softly, nonthreateningly and logically. ● Earn their trust--provide proven products. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Rushing headlong into the interview. ● Being domineering or demanding. ● Forcing them to respond quickly to your questions. 	<p>When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:</p> <ul style="list-style-type: none"> ● 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. <p>Factors that will create tension:</p> <ul style="list-style-type: none"> ● Being curt, cold or tight-lipped. ● Controlling the conversation. ● Driving on facts and figures, alternatives, abstractions.



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

"See Yourself As Others See You"

NOTES

SELF-PERCEPTION

Salesman usually sees himself as being:

Enthusiastic
Charming
Persuasive

Outgoing
Inspiring
Optimistic

OTHERS' PERCEPTION

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

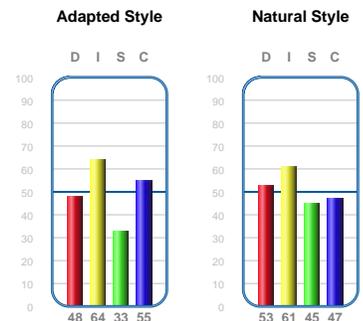
Self-Promoting
Overly Optimistic

Glib
Unrealistic

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

Overly Confident
Poor Listener

Talkative
Self-Promoter





Based on Salesman'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.

Dominance	Influencing	Steadiness	Compliance
Demanding	Effusive	Phlegmatic	Evasive
Egocentric	Inspiring	Relaxed	Worrisome
Driving	Magnetic	Resistant to Change	Careful
Ambitious	Political	Nondemonstrative	Dependent
Pioneering	Enthusiastic	Passive	Cautious
Strong-Willed	Demonstrative	Patient	Conventional
Forceful	Persuasive	Possessive	Exacting
Determined	Warm	Predictable	Neat
Aggressive	Convincing	Consistent	Systematic
Competitive	Polished	Deliberate	Diplomatic
Decisive	Poised	Steady	Accurate
Venturesome	Optimistic	Stable	Tactful
Inquisitive	Trusting	Mobile	Firm
Responsible	Sociable	Active	Independent
Conservative	Reflective	Restless	Self-Willed
Calculating	Factual	Alert	Stubborn
Cooperative	Calculating	Variety-Oriented	Obstinate
Hesitant	Skeptical	Demonstrative	Opinionated
Low-Keyed	Logical	Impatient	Unsystematic
Unsure	Undemonstrative	Pressure-Oriented	Self-Righteous
Undemanding	Suspicious	Eager	Uninhibited
Cautious	Matter-of-Fact	Flexible	Arbitrary
Mild	Incisive	Impulsive	Unbending
Agreeable	Pessimistic	Impetuous	Careless with Details
Modest	Moody	Hypertense	
Peaceful	Critical		
Unobtrusive			



This section of your report is designed to identify time wasters that may impact your overall time use effectiveness. Possible causes and solutions will serve as a basis for creating an effective plan for maximizing your use of TIME and increasing your PERFORMANCE.

1. DESIRE TO BE INVOLVED WITH TOO MANY PEOPLE

The desire to be involved with too many people is involvement that extends beyond business interactions to the point of interfering with work. Beyond being friendly, it is excessive socializing.

POSSIBLE CAUSES:

- Have many interests
- Want to be seen as one of the gang
- Need praise and approval from others

POSSIBLE SOLUTIONS:

- Recognize your time constraints
- Be selective in getting involved in activities
- Monitor energy level
- Keep personal and job related priorities in view

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2. PROCRASTINATION

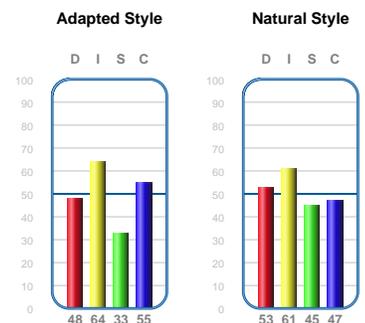
Procrastination is the process of delaying action. It is also the inability to begin action.

POSSIBLE CAUSES:

- Priorities have not been set
- Do not see projects or tasks clearly
- Overwhelmed with commitments
- Hope that time will solve or eliminate the problem
- Fear of failure

POSSIBLE SOLUTIONS:

- Set goals and establish priorities
- Break large projects into small steps and do one at a time
- Agree to follow established priorities
- Consider consequences if it doesn't get done
- Remind yourself that you will avoid the stress of putting something off until the last minute





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. FREQUENT INTERACTION WITH OTHERS



7.0

NOTES

2. PEOPLE ORIENTED



6.5

3. FREQUENT CHANGE



6.2

4. CUSTOMER RELATIONS



6.2

5. VERSATILITY



6.0

6. FOLLOW UP AND FOLLOW THROUGH



5.8

7. FOLLOWING POLICY



5.2

8. URGENCY



5.0

9. COMPETITIVENESS

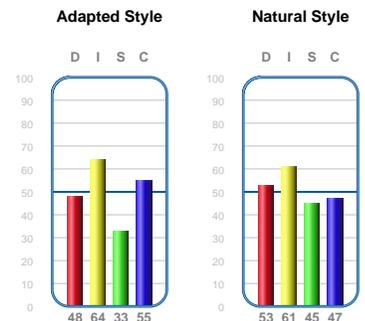


5.0

10. CONSISTENCY



5.0





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MOST

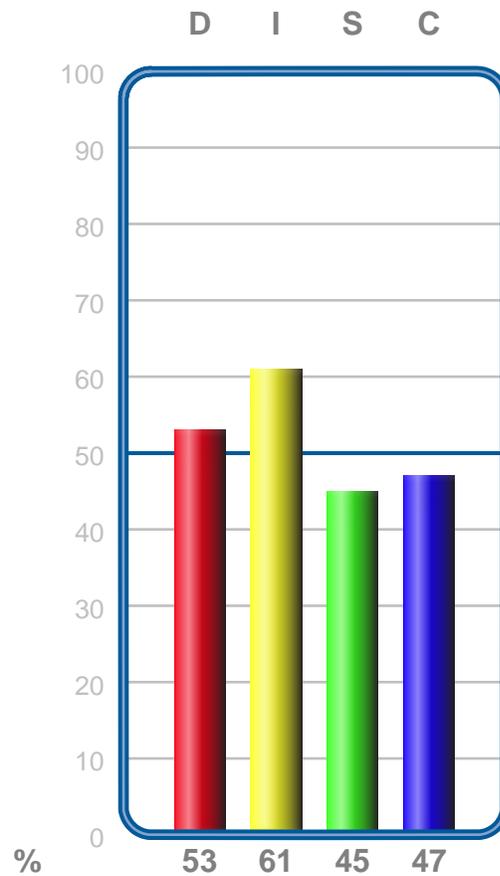
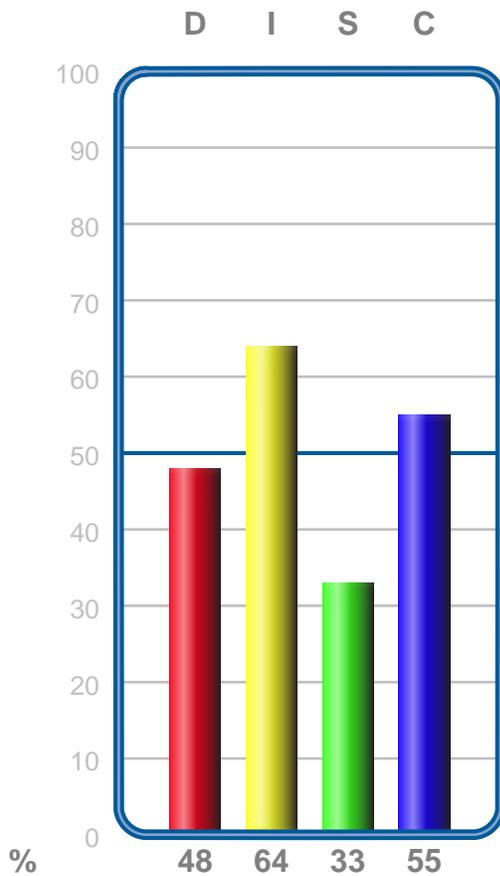
Graph I

Adapted Style

LEAST

Graph II

Natural Style



Norm 2011 R4



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.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

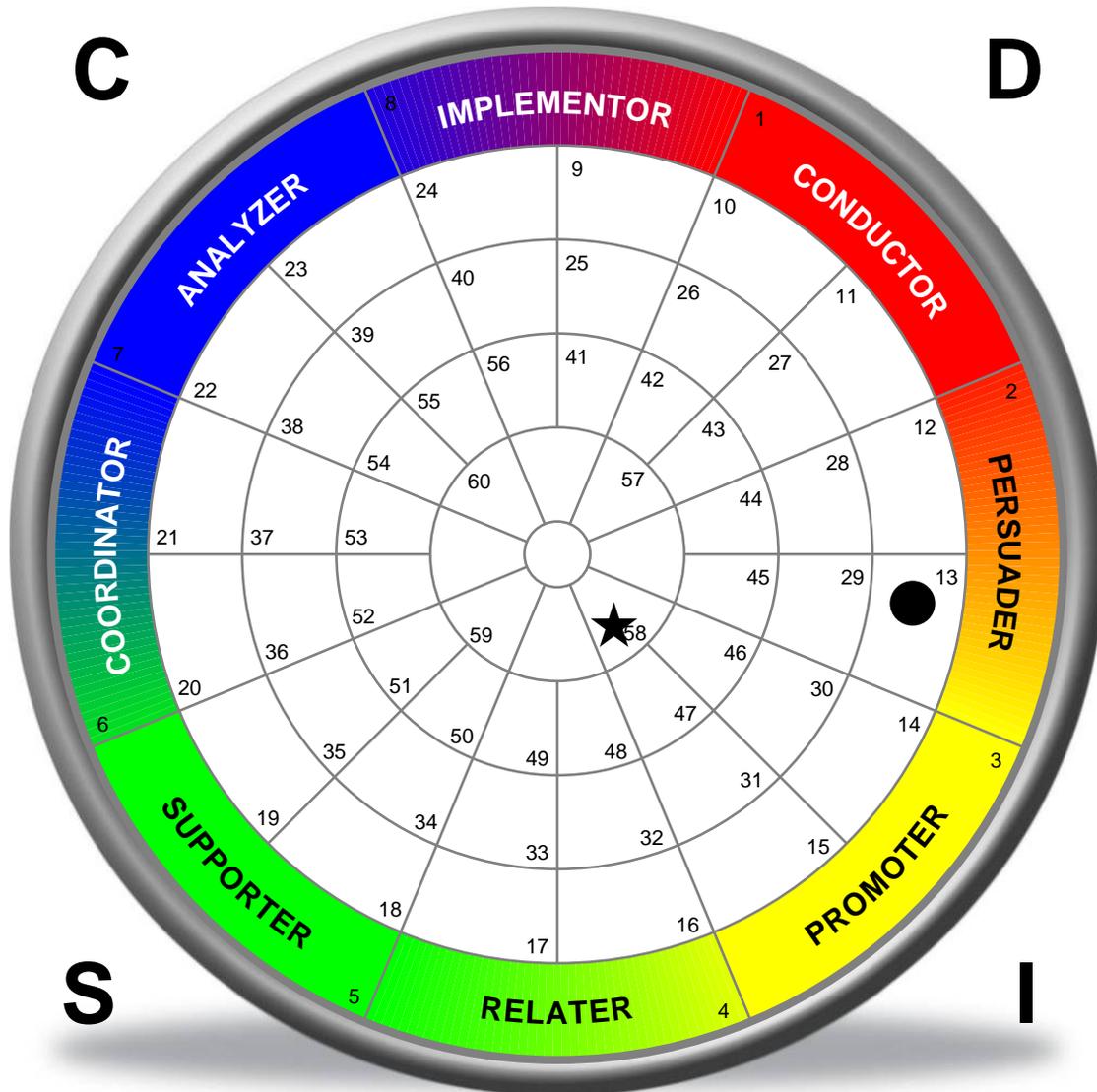
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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.



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Adapted: ★ (58) ANALYZING PROMOTER (ACROSS)

Natural: ● (13) PROMOTING PERSUADER

Norm 2011 R4

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Knowledge of an individual's motivators help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The Personal Motivators & Engagement report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **INDIFFERENT** - your feelings will be indifferent when related to your 5th or 6th motivator.

YOUR PERSONAL MOTIVATORS RANKING		
1st	INDIVIDUALISTIC	Strong
2nd	SOCIAL	Strong
3rd	TRADITIONAL	Situational
4th	AESTHETIC	Situational
5th	THEORETICAL	Indifferent
6th	UTILITARIAN	Indifferent

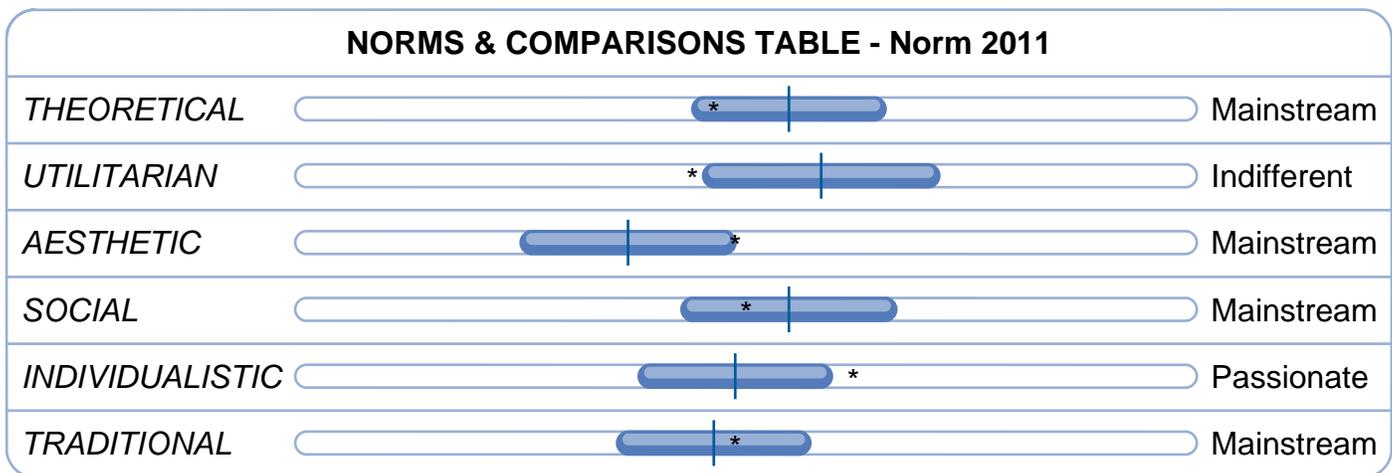


MOTIVATORS - NORMS & COMPARISONS

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar motivators, you will fit in with the group and be energized. However, when surrounded by people whose motivators are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. When confronted with this type of situation you can:

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your motivators may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that motivator. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that motivator. The shaded area for each motivator represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.



- 68 percent of the population | - national mean * - your score

Mainstream - one standard deviation of the national mean
Passionate - two standard deviations above the national mean
Indifferent - two standard deviations below the national mean
Extreme - three standard deviations from the national mean



MOTIVATORS - NORMS & COMPARISONS

Areas in which you have strong feelings or passions compared to others:

- You have a strong desire to lead, direct and control your own destiny and the destiny of others. You have a desire to lead and are striving for opportunities to advance your position and influence. Others may believe you are jockeying for position and continually stepping "over the line." They may believe that you form relationships only to "move ahead" and gain an advantage.

Areas where others' strong feelings may frustrate you as you do not share their same passion:

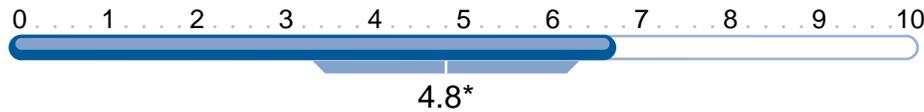
- Understanding people who view the world based on return on investment will frustrate you. Other things are more important to you.



MOTIVATORS HIERARCHY

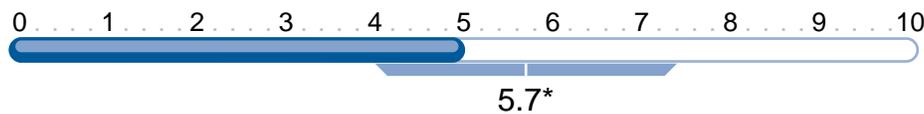
Your motivation to succeed in anything you do is determined by your underlying values. You will feel energized and successful at work when your job supports your personal values. They are listed below from the highest to the lowest.

1. INDIVIDUALISTIC/POLITICAL

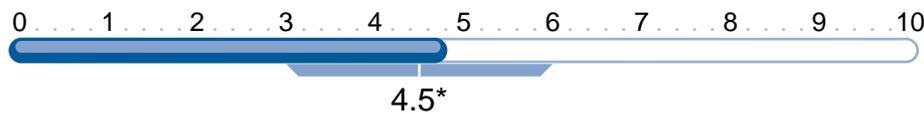


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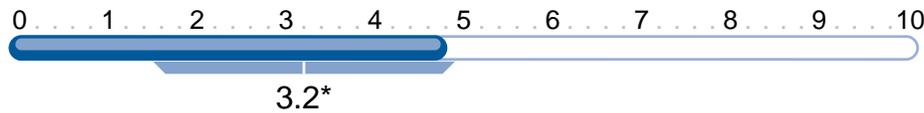
2. SOCIAL



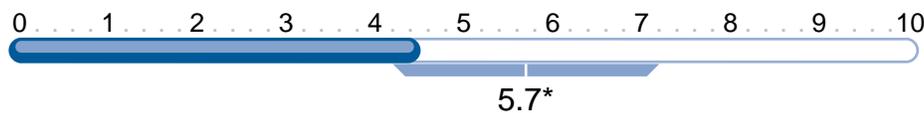
3. TRADITIONAL/REGULATORY



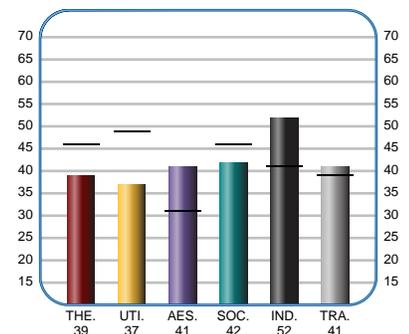
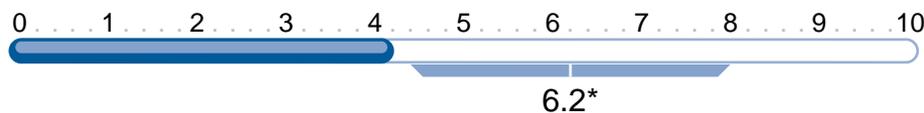
4. AESTHETIC



5. THEORETICAL



6. UTILITARIAN/ECONOMIC



PIAV: 39-37-41-42-52-41 (THE.-UTI.-AES.-SOC.-IND.-TRA.)

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

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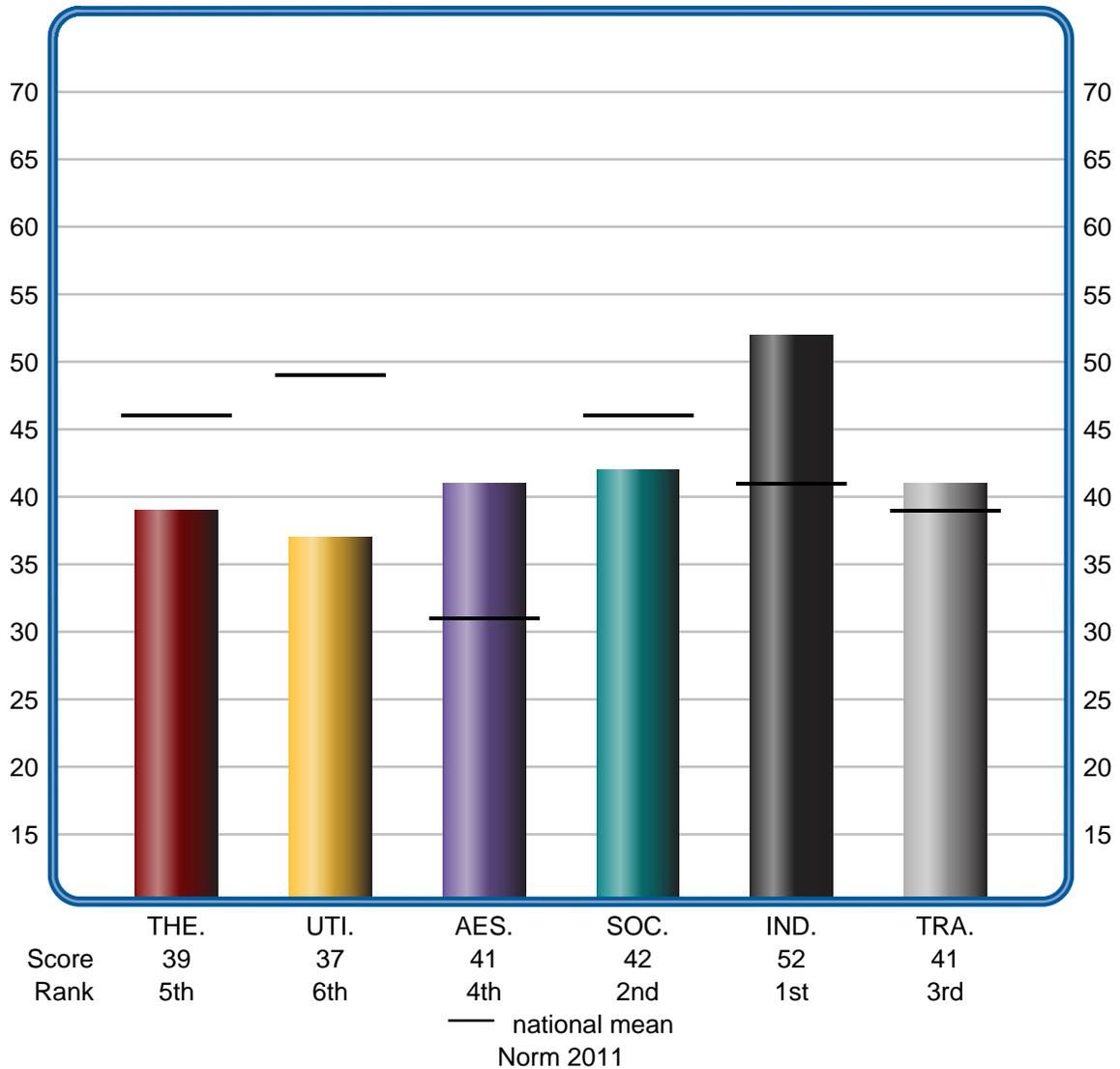
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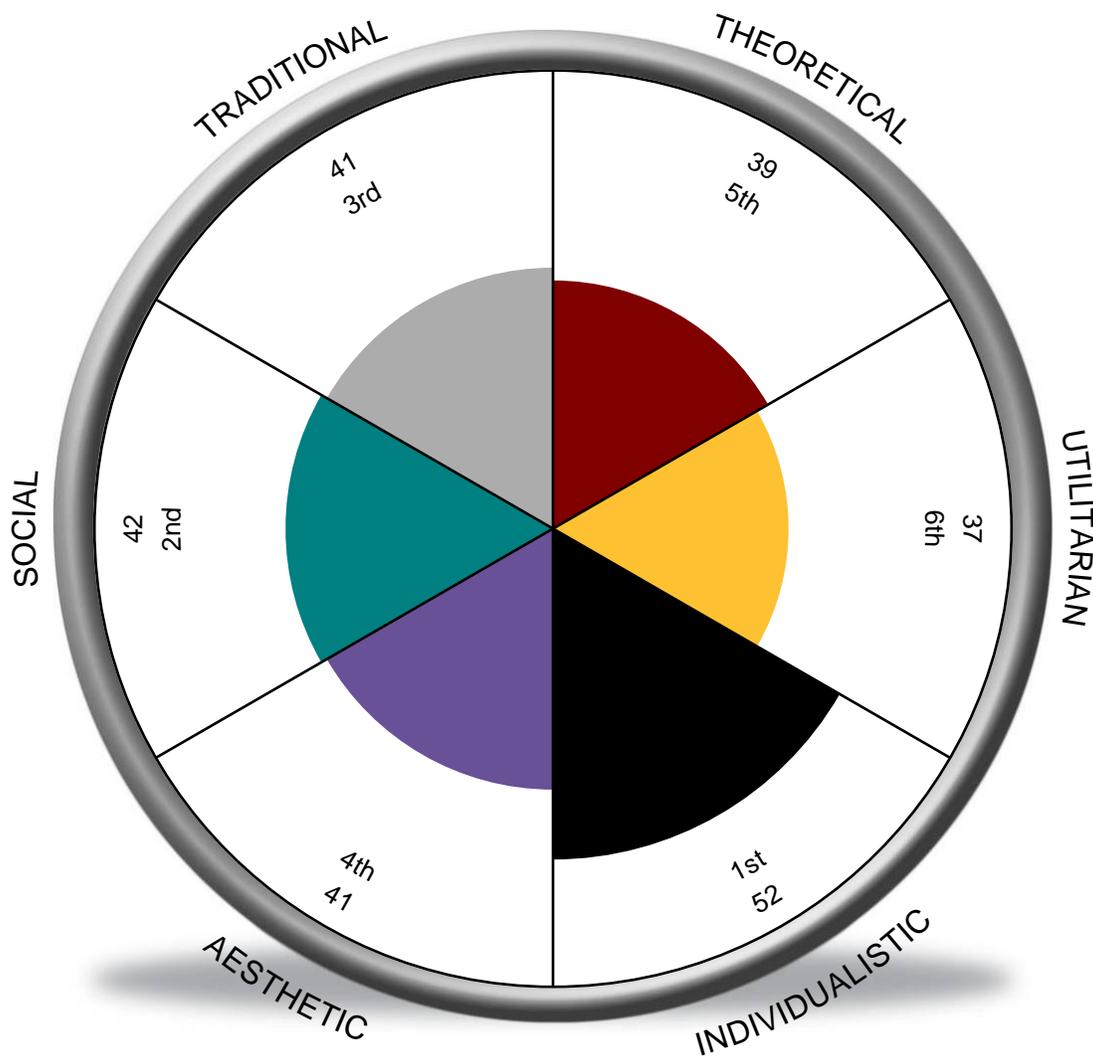


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INTRODUCTION

Integrating Behaviors and Motivators Section

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The ultimate power behind increasing job satisfaction and performance comes from the blending of your behaviors and motivators. Each individually is powerful in order to modify your actions, but the synergy of blending the two moves you to a whole new level.

In this section you will find:

- Potential Behavioral and Motivational Strengths
- Potential Behavioral and Motivational Conflict
- Ideal Environment
- Keys to Motivating
- Keys to Managing



POTENTIAL BEHAVIORAL AND MOTIVATIONAL STRENGTHS

This section describes the potential areas of strengths between Salesman's behavioral style and top two motivators. Identify two to three potential strengths that need to be maximized and rewarded in order to enhance on-the-job satisfaction.

- Capable of addressing conflict for a win-win scenario.
- Being an optimistic leader.
- Always willing to offer his time and perspective.
- Wants to be seen as a leader in humanitarian issues.
- Forward-looking to improving himself or a situation.
- Not easily deterred by setbacks.
- Initiates the activity of developing others.
- Tough but fair when others are involved.

NOTES



POTENTIAL BEHAVIORAL AND MOTIVATIONAL CONFLICT

This section describes the potential areas of conflict between Salesman's behavioral style and top two motivators. Identify two to three potential conflicts that need to be minimized in order to enhance on-the-job performance.

- Can disclose their agenda to the wrong people.
- May be viewed as someone who over promises and under delivers.
- High trust and a desire to help could lead to being taken advantage of.
- When helping others, may talk too much about himself.
- May always want to display his superiority through problems or challenges.
- Has to be big player if not the leader and may miss out on beneficial role-playing opportunities.
- Needs immediate results when helping others.
- May set standards too high that causes others to fall short.

NOTES



This section identifies the ideal work environment based on Salesman's basic style and top two motivators. 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 Salesman enjoys and also those that create frustration.

- Evaluation based on results, not the process.
- An innovative and futuristic-oriented environment.
- Freedom from controls, supervision and details.
- A forum to advocate for the greater good as it relates to moving the organization forward.
- Groups and committees are present in order to assist charities and social causes.
- Ability to utilize own strengths to help others achieve results.
- Management that appreciates and rewards powerful risk-taking.
- Opportunity to assertively express his desire to control his own destiny and potentially that of others.
- A forum to celebrate successes as an individual.

NOTES



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

Salesman wants:

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- A friendly work environment.
- Prestige, position and titles so he can control the destiny of others.
- To be trusted.
- To be seen as an internal resource for people to express problems and challenges.
- To be the promoter for programs that assist others, both on and off the job.
- To get results through his ability to help others and champion causes.
- A manager and a team that understands the value of short-term and fast-moving ideas and results.
- Space and latitude to do what it takes to get the job done.
- Opportunities for advancement and new experiences.



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

Salesman needs:

NOTES

- Better organization of record keeping.
- To be confronted when in disagreement or when he breaks the rules.
- To be informed of things which affect him.
- A manager that promotes his ability to positively influence others.
- To be realistic about his ability to help others within the organizational framework.
- To set realistic expectations for others' desire to win or achieve.
- Help in limiting interruptions because of the desire to be involved in too many projects.
- Freedom to determine how results should be achieved.
- To set realistic goals that can be accomplished without disrupting the organizational objectives.
