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SUCCESS  
INSIGHTS®

## Interviewing Insights™ Sales

Robert Sample  
Learning & Development  
Sample Co.  
5-24-2013

**Provided by:**



**Precision Hiring & Development**  
800.875.7599 - [www.precisionhiring.com](http://www.precisionhiring.com)



# 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 Robert'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 sales experience.

Robert prefers to sell new, innovative products or services. In fact, he often uses creative ways to sell his products or services. Inclined to talk smoothly, readily and at length, he loves the opportunity to verbalize. Sales presents an opportunity for him to use this great attribute. He may be seen as somewhat impulsive. He likes new products and often is the first in his neighborhood to buy the latest things. He 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. 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. Detail work is not Robert'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 paper work.

Robert depends on his prospects to trust his judgment in recommending his products or services. Not all prospects are as trusting and some will want facts and data to support his judgment. He experiences difficulty in telling a prospect that he doesn't have the answer to the prospect's objections. His natural sales style attempts to answer the objections even if he lacks the proper data to do so. He would rather take the risk than admit failure. He may use sales aids with his presentation. His usage sometimes depends on his ability to be organized; that is, he occasionally forgets to replenish his supply of sales aids or feels he can verbalize the presentation without them. If he gets into one of his "oversell" modes, he may cause the objections to be raised. However, he will welcome the objections and answer them to the best of his ability. Robert may not answer objections completely. He often treats them lightly and may "tap dance" around the objections or use sales puffery to answer them. He welcomes the objections that prospects raise. This provides an opportunity to meet a challenge and share more of his knowledge.




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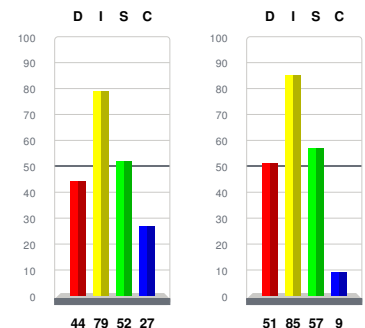
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Adapted Style      Natural Style





# Sales Characteristics *Continued*

Robert'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. 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 probably has several favorite closes. He needs to evaluate the way he is using them and if they are appropriate to the sales situation. 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. Sometimes he tries too hard to accommodate the buyer with service. He will resent his effort if the account doesn't live up to its potential. He 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.



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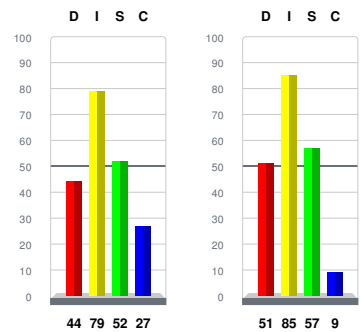
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Adapted Style      Natural Style





# Ideal Environment

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

- Freedom from control and detail.
- Assignments with a high degree of people contacts.
- Democratic supervisor with whom he can associate.
- Forum for his ideas to be heard.
- Work with a results-oriented team.
- Needs difficult assignments.




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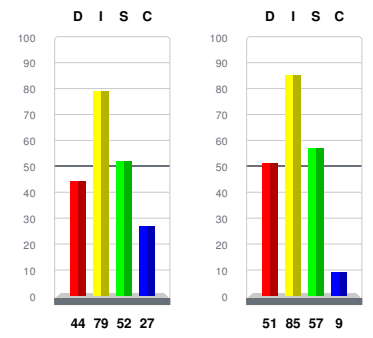
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Adapted Style      Natural Style





# Value to the Organization

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

- Accomplishes goals through people.
- Motivates others towards goals.
- Verbalizes his feelings.
- Inner-directed rather than tradition-directed--brings fresh ideas for solving problems.
- Bottom line-oriented.
- Pioneering.
- Team player.
- Creative problem-solving.
- Negotiates conflicts.




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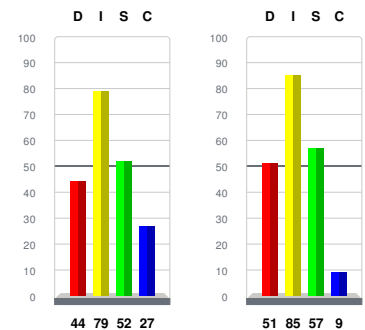
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Adapted Style

Natural Style





# 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?

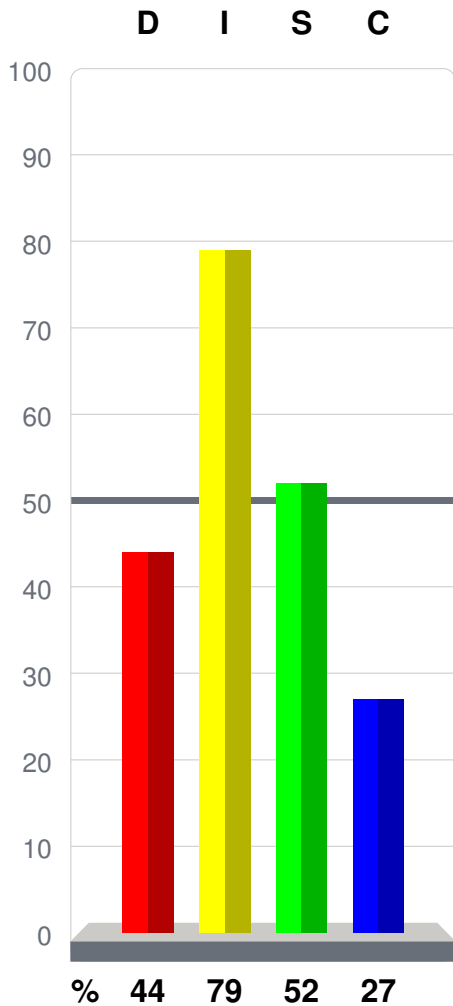


# Style Insights® Graphs

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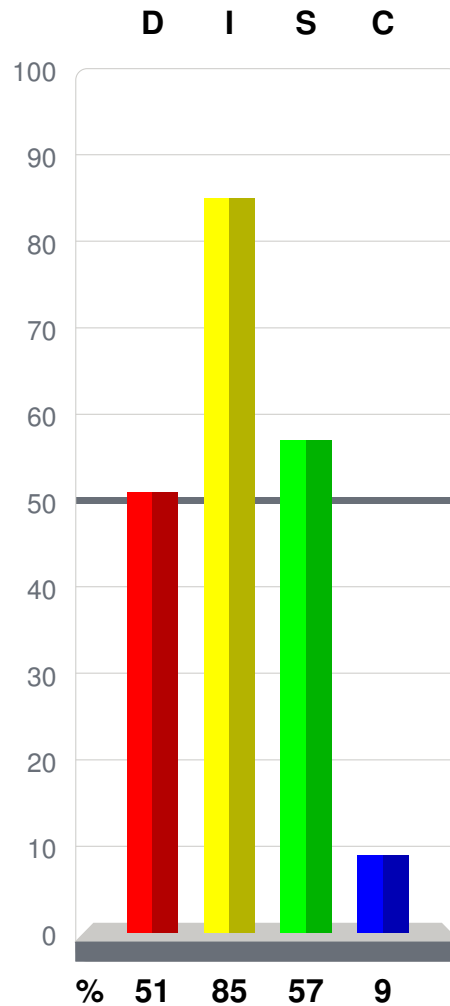
Adapted Style

Graph I



Natural Style

Graph II



Norm 2011 R4





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

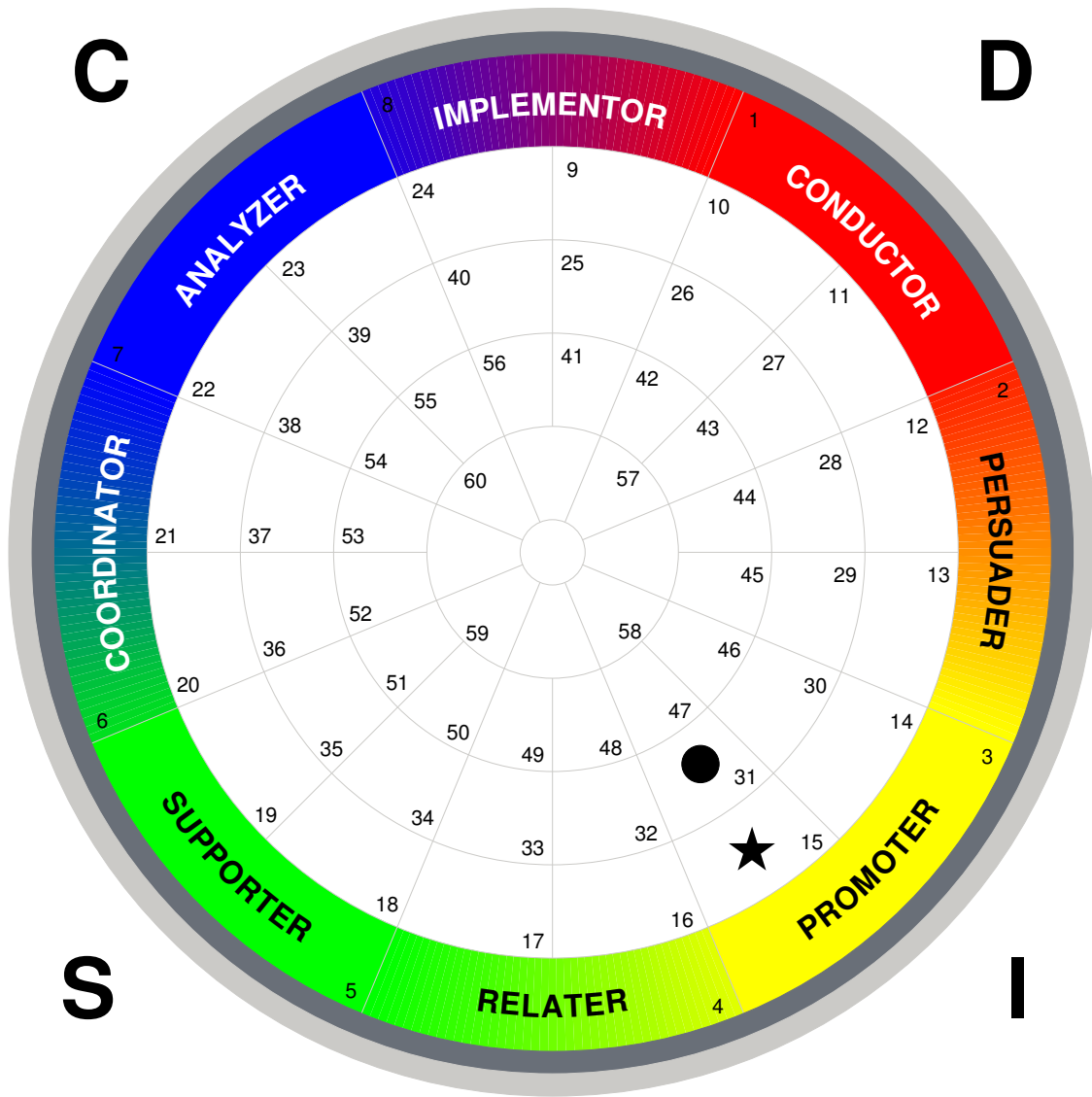
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

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.



# The Success Insights® Wheel

5-24-2013



Adapted: ★ (15) RELATING PROMOTER  
 Natural: ● (31) RELATING PROMOTER (FLEXIBLE)

Norm 2011 R4