TTI SUCCESS INSIGHTS®

Target Selling Insights

Questionnaire

Precision HIRING & DEVELOPMENT

800.875.7599 www.precisionhiring.com

Copyright © 2006-2018. Target Training International, Ltd.

TTI SUCCESS INSIGHTS®
DISCOVER • ENGAGE • ADVANCE • PERFORM

Target Selling Insights

Response Instructions

In the following screens, you will see 48 sales situations. Each situation containing 4 choices of action.

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

While responding, rank the strategies in the order you would actually undertake handling each sales situations.

NOTE: This instrument will take approximately 45 minutes to complete. Please make sure you can finish this instrument in one sitting.

Copyright © 2006-2018. Target Training International, Ltd.

TTI SUCCESS INSIGHTS®
DISCOVER • ENGAGE • ADVANCE • PERFORM

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

1. You have completed your presentation and were told that you'd know something in two weeks. In two weeks you discover the prospective buyer bought from a competitor. Where did you make your mistake?

- ☐ You did not provide enough evidence to create value for your product or service compared to your competitor.
- ☐ You gave too much information and confused the buyer, forcing them to look elsewhere.
- ☐ You didn't go beyond their stated needs and failed to gain commitment.
- ☐ You failed to develop sufficient trust.

---

2. After engaging in initial conversation, you sense that it's time to discuss business. You should:

- ☐ Talk briefly about the features and benefits that you think will be of most interest.
- ☐ Ask a question or make a statement that will lead the conversation back to the purpose of the meeting.
- ☐ Begin by providing an overview of your company, experience, and capabilities.
- ☐ Review the purpose and objectives for the meeting.

---

3. Of all the people in the INITIAL stage of the sales relationship, who are most important?

- ☐ The users of your products or service.
- ☐ The highest ranking person with whom you have a relationship.
- ☐ Your internal advocates within the prospective organization.
- ☐ The members of the buying committee.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

4. During your presentation, a prospective buyer makes a statement about your product or service that is inaccurate. You should:

- ☐ Set the record straight in a direct manner, without allowing any room for misunderstanding.
- ☐ Find out what led them to believe this information is accurate.
- ☐ Acknowledge that such a misunderstanding is a common misconception, and then clarify.
- ☐ State that your offering is so sophisticated it is easy for some misunderstandings to occur.

---

5. Very early in the presentation of your solution, a prospective buyer says, "How much is it?" You should:

- ☐ State the price and observe the reaction.
- ☐ Ask the buyer what his budget is.
- ☐ Ask the buyer whether a budget has been secured.
- ☐ Acknowledge that you will provide price, but would like to ask questions first to make sure you fully understand their needs.

---

6. You make a formal presentation to a prospective buyer's committee. The feedback from the group is that your offering looks "just like our current provider's offering." In order to win this opportunity, you should:

- ☐ Create more value.
- ☐ Differentiate your offering from their current vendor.
- ☐ Understand why they think you are just like their current provider.
- ☐ Lower your price and make concessions to get them to buy from you.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

7. One of your existing customers has just replaced your key contact within the account with someone who is new to the position and is unaware of your past dealings. You should:

- [ ] Research the person using online tools such as LinkedIn.
- [ ] Ask the new contact what they have heard about your company.
- [ ] Ask questions about their background and previous work experience in order to start building a relationship.
- [ ] Offer to assist and educate them in understanding your past dealings with their organization.

---

8. You approach a prospective buyer and discover the person with whom you are meeting is not in a position to make any type of buying decision. You should:

- [ ] Consider whether this person has the potential to become an internal advocate before deciding what to do next.
- [ ] Find out what role this person plays in the decision making process.
- [ ] Ask the buyer to invite the decision maker into the conversation.
- [ ] Give a presentation to help educate your prospect.

---

9. The first time you meet a prospective buyer face-to-face or deal with their company, you should:

- [ ] Ask questions to gain a better understanding of what this person's objectives are.
- [ ] Develop rapport and trust with the buyer.
- [ ] Talk about your company's position in the market, and why this is significant to them.
- [ ] Use testimonials or references to elevate your credibility.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

10. If a prospective buyer says, "I need to do some research regarding you and your company." You should:

- ☐ Provide a list of organizations and individuals with whom they can check.
- ☐ Offer to provide documentation, firsthand experience with your product or service or references.
- ☐ Ask specifically what they would like to learn from the research.
- ☐ Provide a free sample or a demo.

---

11. You and a prospective buyer have invested sufficient time with your presentation and you are told, "Everything looks good to me." You should:

- ☐ Ask what looks best to them.
- ☐ Make a recommendation to get started and gain commitment.
- ☐ Ask if anyone else needs to be involved with decision.
- ☐ Summarize your recommendation and ask for the order.

---

12. During a face-to-face meeting, asking the question "How many divisions do you have" is an example of:

- ☐ Being poorly prepared for a sales call.
- ☐ Trying to get information that will allow you to present a solution.
- ☐ Something that should be part of the information research gathering process.
- ☐ A good way to get the prospect talking about his company and potential problems.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

13. Early in your meeting with a prospective buyer, they appear disinterested and say nothing. It is awkward and uncomfortable for both of you. You should:

- ☐ Just continue with your sales presentation.
- ☐ Pause and revisit the purpose and objective(s) of the meeting to ensure alignment.
- ☐ Ask whether you should talk to someone else in the organization.
- ☐ Ask questions to engage the prospect.

---

14. Your organization has been identified as a potential vendor for a project. The purchasing department issues your company an RFP (Request for Proposal). How should you respond?

- ☐ Review the RFP request and determine whether your organization is a good fit for its requirements before proceeding.
- ☐ Request a meeting or conference call to discuss the RFP and ask additional questions to fully understand the RFP.
- ☐ Refuse to participate because the odds of winning an unsolicited RFP are so long.
- ☐ Reply to the RFP request to the best of your ability.

---

15. Upon entering a buyer's office, they immediately blurt out "I have 5 minutes, show me what you've got." You should:

- ☐ Comply and demonstrate one product or service you expect they might like.
- ☐ Provide a summarized description of your offering.
- ☐ Refer to information that you have researched about their organization, verify its accuracy and ask additional questions.
- ☐ Say "In order not to waste your time, I want to be sure I have something that will be useful to you. May I ask a few questions?"

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

16. You receive notification from your marketing department about an inquiry from a prospective buyer they received via your website. You should:

- ☐ Quickly review the buyer's website and social media outlets and contact them as quickly as possible.
- ☐ Schedule a time in your calendar to follow-up with the buyer.
- ☐ Immediately call the buyer.
- ☐ Send an email to the buyer with a general overview of your offering.

---

17. Upon contacting a prospective buyer, they say, "I want to talk to you. I already reviewed your website and it looks like you have what I'm after." On the basis of this comment, you should:

- ☐ Find out what makes the buyer believe that this is "exactly" what they are looking for.
- ☐ Discover how much they know about your offerings and where they learned this information.
- ☐ Make an appointment to immediately give a demonstration.
- ☐ Make an appointment to further qualify the buyer.

---

18. During your sales call, you determined there will be others involved in the buying decision. You should:

- ☐ Ask, "Who are the others and what role will they play in the decision making process?"
- ☐ Ask your buyer what influence they will have on the other people contributing to the decision.
- ☐ Attempt to see all of the others who will be involved.
- ☐ Ask, "What role will you play in the decision making process?"

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

19. You have identified a prospective buyer's primary needs for your product or service. You are invited to come back and make a group presentation. You should:

- ☐ Determine who will be involved in the next meeting and plan your presentation to the group.
- ☐ Solicit comments as to the expectations of the other members of the committee based on what you have presented thus far.
- ☐ Repeat your presentation to the group.
- ☐ Ask additional questions that will allow you to tailor your presentation to meet the group's and organization's most pressing needs.

---

20. Near the end of your sales presentation, the buyer states they are "not so sure" about the performance claims you've made about your product or service. You should:

- ☐ Assure them that lying isn't in your best interest.
- ☐ Offer an opportunity to experience your claims firsthand or speak with other clients who have used your products or services.
- ☐ Ask questions to discover more about their concerns.
- ☐ Continue to present the key benefits.

---

21. You're running short of your scheduled time. You have tried to close the sale and the prospective buyer says, "I want to think about it." You should:

- ☐ Ask the buyer what they would like to think about.
- ☐ Summarize the key benefits and close by giving the buyer reasons for making a decision now.
- ☐ Attempt to close while creating urgency.
- ☐ Ask the buyer how much time he needs to think about it.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

22. Early in your presentation a prospective buyer says, "I'll listen, but the timing is not right for us to buy from you." You should:

- ☐ Advise the buyer you are not there to sell anything, but to discover if they have a potential need for your offering.
- ☐ Proceed with your presentation hoping when the buyer needs your offering they will contact you.
- ☐ Say "I'm not going to ask you to buy anything today."
- ☐ Probe to discover why the buyer is not interested in buying anything at this time.

---

23. You have completed your presentation and have asked the prospective buyer to commit. You're told, "We want to look around." You should:

- ☐ Ask what else they want to look at and when they'll be looking.
- ☐ Summarize and close again.
- ☐ Reiterate your competitive advantage in the marketplace.
- ☐ Seek to discover what the real reason may be for the delay.

---

24. A prospective buyer says, "It's just not in the budget" You should:

- ☐ Acknowledge that a lot of buyers use that as an excuse for not buying from you or your company.
- ☐ Continue to ask questions about budgets to determine their flexibility in shifting budgeting priorities.
- ☐ Ask questions to determine whether the budget concern is real or is actually an excuse for another objection.
- ☐ Discuss financing options and discounts you are willing to offer in order to earn their business.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

25. When a prospective buyer says, "Your price is too high," the real reason for not committing may be:

- ☐ Fear of making a wrong decision and looking bad in their organization.
- ☐ The inconvenience of changing from a current vendor.
- ☐ Fear of overpaying for any product or service.
- ☐ A discomfort with sharing their true concerns or objections.

---

26. When a salesperson offers unsolicited discounts, what could a prospective buyer think?

- ☐ "I wonder whether we paid a fair price for the other products or services we purchased from the salesperson."
- ☐ "What is the true value?"
- ☐ "Why was the price so high in the first place?"
- ☐ "That was too easy; sounds too good to be true."

---

27. First impressions are important to the sales process because:

- ☐ Most buyers will buy from those with whom they have rapport and trust.
- ☐ First impressions are lasting.
- ☐ A bad first impression may mean a buyer won't listen to your presentation.
- ☐ It is reflective of your personal and professional brand.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

28. You have made a formal presentation to a prospective buyer and have received favorable internal support from the technical experts. However, your buyer is overruled by a superior who wants to buy from your competitor. You should:

- ☐ Review your original presentation and request a meeting with the buyer and the superior to discuss your proposal.
- ☐ Attempt to see the superior directly.
- ☐ Talk to the buyer and seek to understand why the superior wants to buy from your competitor.
- ☐ Try to get technical experts to support your claims of superiority.

---

29. A prospective buyer says "Your price is fine, but I have a serious question about your organization's ability to deliver in a timely manner." You should:

- ☐ Walk them through timing.
- ☐ Ask the buyer questions regarding their concern for your organization's ability to deliver in a timely manner.
- ☐ Review the delivery timeline with the buyer and offer testimonials from other satisfied customers demonstrating that your organization has delivered within guaranteed deadlines.
- ☐ Confidently state that you have checked your delivery schedule.

---

30. You have given a prospective buyer everything they need to make a decision. It's time to gain their commitment to move forward, but they still resist. You should:

- ☐ Review the buyer's priorities, restate your benefits and ask if there are any other concerns.
- ☐ Challenge the buyer on their authority to make the decision.
- ☐ Give the buyer more time to figure out if and when they want to move forward.
- ☐ Ask the buyer why they are hesitant to make a decision.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

31. While prospecting for business in a new territory, you meet a prospective buyer who says, "We've done business with your company in the past and, frankly, we dropped you as a vendor." You should:

- ☐ Find out what vendor they are using instead of your organization.
- ☐ Acknowledge their statement, express concern or interest. Ask questions to understand what issues led to their decision to drop your company as a vendor.
- ☐ Determine whether there is an opportunity to "fix it" and consider you as a vendor again.
- ☐ Tell them all the reasons why there were issues and how they have been addressed.

---

32. A prospective buyer says "How fast can you get started?" You should:

- ☐ Try to understand the buyer's immediate needs.
- ☐ Check with your project team to see what timing is realistic.
- ☐ Ask "What is your timeframe?"
- ☐ Explain that you'll first need to check on our availability and that you will get an answer soon.

---

33. You and your associates have made a formal presentation to a prospective buyer's executive team. The feedback was very positive. They assure you they will make a decision in two weeks. Three weeks have passed since your presentation and there's still no word. You should:

- ☐ Reach out directly to the executive team leader and request an update on the status of your proposal and the group's decision.
- ☐ Email the executive team leader for an update and see if they made a decision to go with another vendor.
- ☐ Contact your internal advocate within the organization and determine what might be delaying the executive team's decision.
- ☐ Just wait for the executive team to make their decision.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

34. You are involved in a very complex sales opportunity. The company's project team has invited you to attend a discovery meeting. You begin reviewing your company's capabilities when members of the group want to know your pricing. You should:

- ☐ Acknowledge that you understand that price is important but would first like to understand exactly what the project team is seeking in order to give them accurate pricing.
- ☐ Share pricing with the project team.
- ☐ Evade any discussion of price until you have created value.
- ☐ Delay presenting price until you understand exactly what the project team is seeking. Ask permission to ask questions to gain understanding.

---

35. Early in your sales presentation a prospective buyer says, "I'm perfectly happy with my current supplier." You should:

- ☐ Move on because they are not a qualified buyer.
- ☐ Shift from a tactical to strategic line of questioning.
- ☐ Ask, "What is working and what would you care to improve upon?"
- ☐ Ask about their strategy for single source versus multi-source providers.

---

36. A prospective buyer says, "I like what you've got, but I need more assurances that everything will work as you claim. I just need to justify our ROI (return on investment)." You should:

- ☐ Offer an opportunity for a demonstration or field test of your products or services. Clarify and agree on key expectations and ROI.
- ☐ Reassure them that it will meet their needs.
- ☐ Ask questions to determine the nature of their ROI expectations and offer opportunities to speak directly with existing clients in similar situations.
- ☐ Address their questions and keep selling.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

37. Early on in your sales process, a prospective buyer told you they are the sole decision maker. As you're preparing to close the sale, you discover they need further approval. You should:

- ☐ Ask the prospective buyer why he/she claimed to be the sole decision maker.
- ☐ Offer to assist the buyer with either presenting to the other decision-makers or outlining your proposal for the prospect to present internally.
- ☐ Figure out how to gain access to other decision makers.
- ☐ Ask additional questions to determine who and what role others play in the decision making process.

---

38. What criteria indicates that your contact is qualified to be an internal advocate for you?

- ☐ This person is always willing to give you their time and attention.
- ☐ This person treats you in a preferred way.
- ☐ This person is willing to give you information and insights that have not been shared with competitors.
- ☐ This person is deemed an integral part of the organization.

---

39. When presenting price you should:

- ☐ State that you give your best price every time.
- ☐ Outline your recommendation. Explain benefits, then present price, followed by more benefits.
- ☐ Ask feedback questions to ensure you are on target as you present your recommendation.
- ☐ Email your quote or proposal to the buyer then follow up with a phone call.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

40. In business-to-business sales, what sources are the most effective for gathering pre-call planning data?

- [ ] Reading a company's annual reports.
- [ ] LinkedIn and other social media tools.
- [ ] A review of your internal database.
- [ ] Prospect's or customer's website.

---

41. Senior-level decision makers respond best to salespeople who position themselves as a/an:

- [ ] Industry or business expert.
- [ ] Account Executive.
- [ ] Strategic resource.
- [ ] Product or service specialist.

---

42. All successful sales will require some form of emotional commitment from a prospective buyer. In order to reach that emotion, you need to do what?

- [ ] Go deeper with questions to get to the "wants" behind their buying decisions.
- [ ] Understand that all buying decisions will involve some form of emotional commitment.
- [ ] Ask more questions about the organization.
- [ ] Hold more discovery meetings.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

43. While presenting your proposal, a prospective buyer offers very negative remarks about your competitor. You should:

- [ ] Acknowledge the buyer's experience and continue with your presentation.
- [ ] Agree with the buyer and point out that you have also heard this from others.
- [ ] Say, "I understand how those issues might occur. Let me show you how our process works."
- [ ] Share specific examples of negative experiences about which you've heard.

---

44. When someone asks a question to which you don't know the answer, you should:

- [ ] Admit that you don't know, but will find out and agree to get back within a specific timeframe.
- [ ] Use your smartphone, tablet, or computer to get the answer.
- [ ] Deflect and change the topic or conversation.
- [ ] Answer the question with confidence, and take a risk that it is partially accurate.

---

45. When prospective buyers continually fail to return your messages or reply to your emails, you should:

- [ ] Continue reaching out, but with less frequency.
- [ ] Stop calling and move on.
- [ ] Develop and execute a nurturing campaign with an appropriate cadence to gain the buyer's attention.
- [ ] Begin targeting people who are lower in the organization who can assist you in gaining access.

Copyright © 2006-2018. Target Training International, Ltd.

Target Selling Insights

For each sales situation, rank the 4 strategies by indicating your choices as follows: your first choice of action is 1, your second choice is 2, etc. Each number (1-4) must be used only once and every box must have a number in it.

---

46. You set up a 45 minute meeting to present your quote to a prospective buyer. Without much notice your meeting is cut to 15 minutes. What should you do?

- [ ] Ask to see if there would be a better time to deliver your presentation.
- [ ] Deliver the presentation, but in a condensed format only focusing on key points.
- [ ] Ask questions to gain insights on why the time has been reduced or if the buyer's priorities have changed or shifted.
- [ ] Refuse to give a presentation, saying that an abbreviated program would short-change both your offering and the buyer.

---

47. Shortly after you've made a sale, your new customer calls you indicating that they've changed their mind and no longer want to buy. What did you miss?

- [ ] You failed to build sufficient value.
- [ ] Your legal department didn't have strong enough terms and conditions.
- [ ] The fact that this customer was not qualified in the first place.
- [ ] You didn't ask enough questions.

---

48. The most up-to-date way to stay abreast of your industry is to:

- [ ] Join industry associations, participate in meetings, committees and read association newsletters.
- [ ] Join LinkedIn groups and read industry blogs.
- [ ] Talk to coworkers about the pulse of the industry.
- [ ] Network within your industry.

Copyright © 2006-2018. Target Training International, Ltd.