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The New TSI Report (Target Selling Insights)
QUICK START USER GUIDE

Welcome to the new Target Selling Insights report user guide. This guide outlines the structure of the new TSI report. The intent of this guide is to provide enough detail to make the report easier to use. This guide will highlight key sections of the report, including recent improvements.

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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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SECTION 1 – Introduction

- The cover page contains the person's name, company and date the assessment was taken..
- The introduction page (page 1) discusses the basic overview of the TSI report.
- Page 2 is a question analysis that shows an overview of how the questions were answered, including how many times they chose the most, second, third and least effective answer. These responses are listed in text and graph forms.
- A line graph appears at the bottom of page 2 that shows the overall sales acumen of the respondent.

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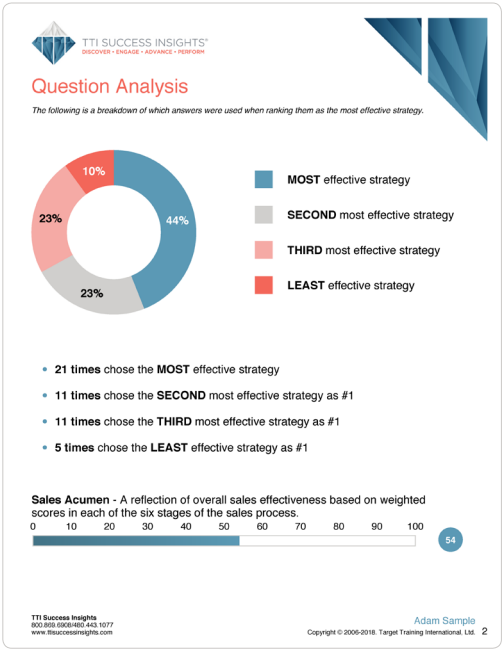
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Question Analysis

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.

0 10 20 30 40 50 60 70 80 90 100

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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

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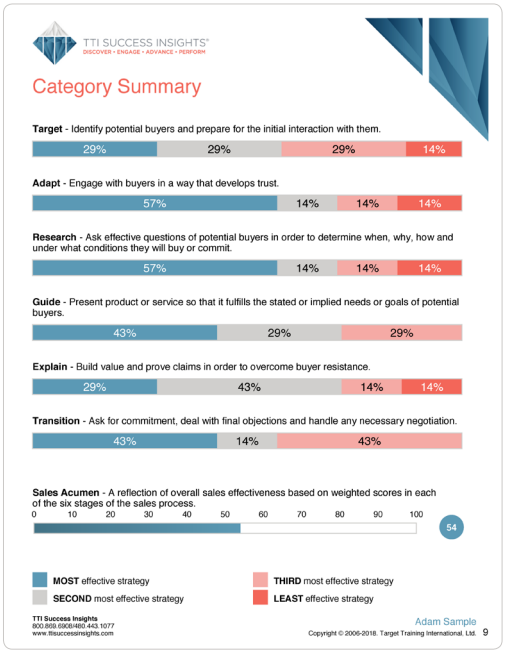
SECTION 2 – The Main Report

- Pages 3-9 show the specific categories of the report that each addresses a specific area of the sales process.
- Made up of the acronym TARGET, the categories include: Target, Adapt, Research, Guide, Explain, Transition and General.
- These pages each show a definition of the category, a half-circle graph showing how many times they chose the first or second option and a section on Tips for Improvement so the respondents can improve their skills simply through reading their results.



SECTION 3 – Category Summary

- The final page (Page 10) is a summary page showing how the respondent performed in each specific category in line graph form. The overall Sales Acumen score appears again at the bottom in a line graph with the person's score found in a circle to the right
- The entire report is color coded to reflect the percentage of instances the person answered the #1, #2, #3 or least effective answer.