TTI SUCCESS INSIGHTS®

Target Selling Insights™

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VP of Samples
TTI
05.04.2021

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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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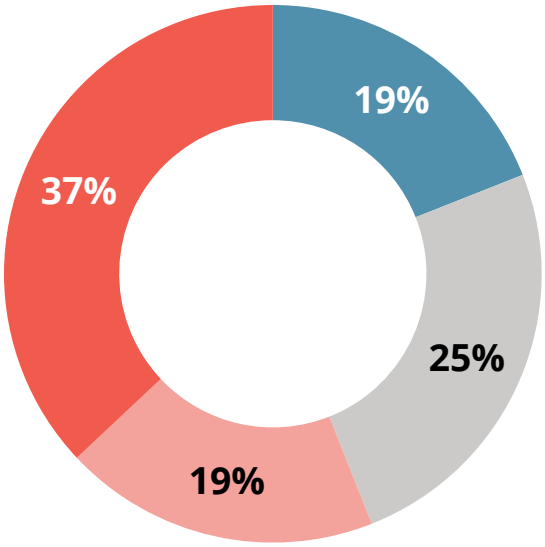
Question Analysis

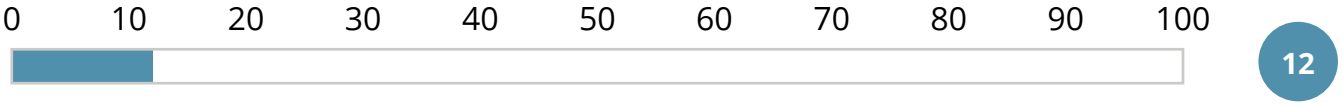
The following is a breakdown of which answers were used when ranking them as the most effective strategy.



- **MOST** effective strategy
- **SECOND** most effective strategy
- **THIRD** most effective strategy
- **LEAST** effective strategy

- **9 times** chose the **MOST** effective strategy
- **12 times** chose the **SECOND** most effective strategy as #1
- **9 times** chose the **THIRD** most effective strategy as #1
- **18 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.



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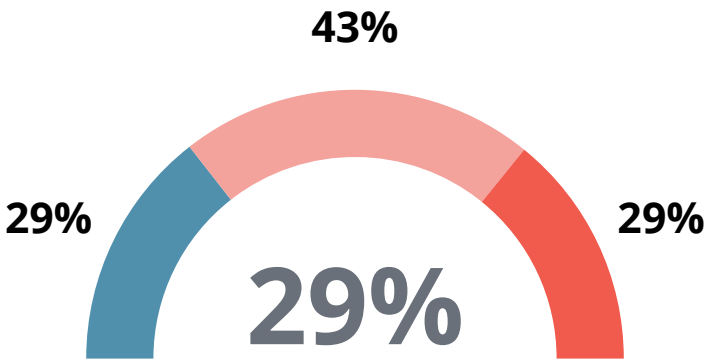
Target

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.
- Use LinkedIn™ and other social media tools as sources for gathering data prior to making a business-to-business sales call. These sources are typically current and up-to-date.
- 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.

MOST effective strategy

SECOND most effective strategy

THIRD most effective strategy

LEAST effective strategy

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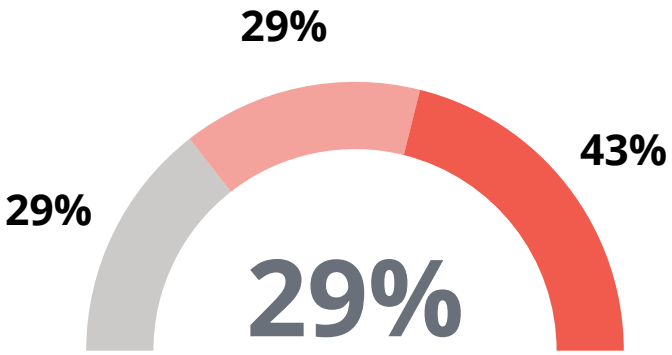
Adapt

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.
- Be a strategic resource when working with senior-level decision-makers. This means providing value to decision-makers that extends beyond your product or service. Becoming a strategic resource also means they seek your opinions and perspectives when they're facing significant decisions that may or may not relate to your product or service.

MOST effective strategy

SECOND most effective strategy

THIRD most effective strategy

LEAST effective strategy

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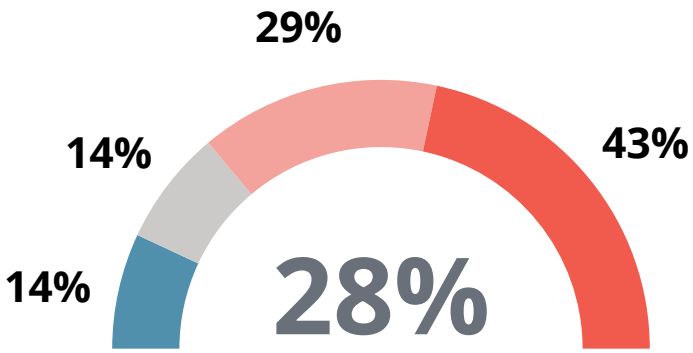
Research

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 an existing customer replaces your key contact with a new contact, begin by researching that person using online tools in advance of your first meeting. Learn as much about the person as you can before meeting with them. Seek commonalities such as mutual contacts or other connections.
- 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.
- If during a meeting you ask "how many divisions do you have," it may show that you are poorly prepared for the sales call. This type of information is almost certainly readily available online or through other sources you should consult while building a pre-call plan.

MOST effective strategy

SECOND most effective strategy

THIRD most effective strategy

LEAST effective strategy

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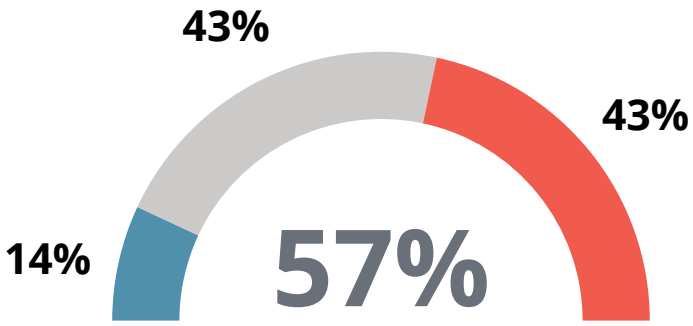
Guide

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 a prospective buyer makes an inaccurate statement about your product or service you should first, acknowledge that the misunderstanding is common, then provide the correct information. It is important to do so diplomatically so as not to offend the buyer.
- If feedback from a prospective buyer is that your offering looks just like the current provider's offering; you need to understand why they think you are similar. Understanding that will allow you to determine what's most important to them and find areas of distinction of which they may be unaware.
- 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.

MOST effective strategy

SECOND most effective strategy

THIRD most effective strategy

LEAST effective strategy

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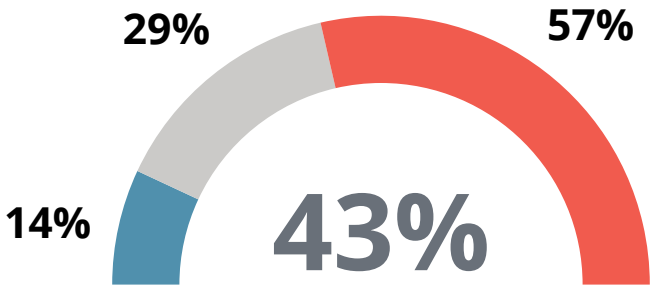
Explain

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.



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

Tips for Improvement

- If a prospective buyer asks for time to research you and your company after a presentation, figure out specifically what they are hoping to learn from the research. By doing so, you'll be able to provide them with the most appropriate information. You will also possibly be able to understand what's most important to that buyer.
- 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 timing is a concern from a prospective buyer, you should ask more questions regarding concerns about your company delivering on time. Understanding these concerns will allow you to tailor the most appropriate next steps. It may make sense, for example, to connect them with a satisfied customer for whom delivery has gone smoothly.

MOST effective strategy

SECOND most effective strategy

THIRD most effective strategy

LEAST effective strategy

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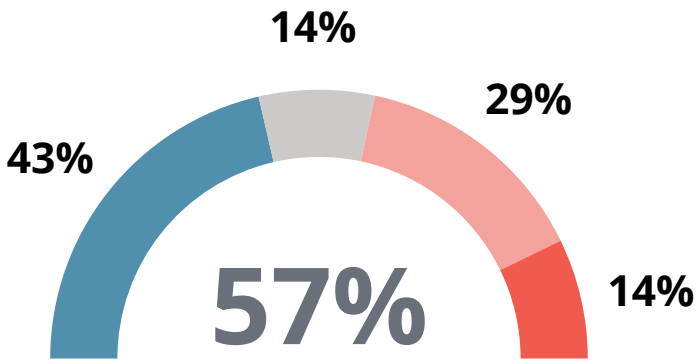
Transition

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

- When asked “how fast can you get started,” you need to ask the buyer's timeframe. It's easy to fall into the trap of simply answering the question you've been asked, but it's important to first gain an understanding of your prospective buyer's expectations.
- If a prospective buyer says "everything looks good to me," this is a signal they are ready to commit. You should recommend getting started and ask for a commitment.
- After successfully presenting to an executive team, but not hearing back within the suggested timeframe, you should contact your internal advocate within the organization. This will allow you to gauge where the executive team is in the decision-making process.

MOST effective strategy

SECOND most effective strategy

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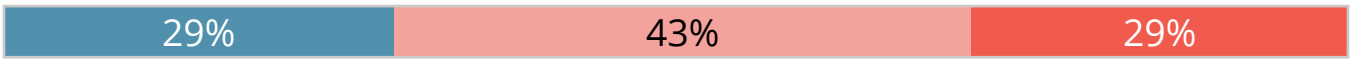
Category Summary

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

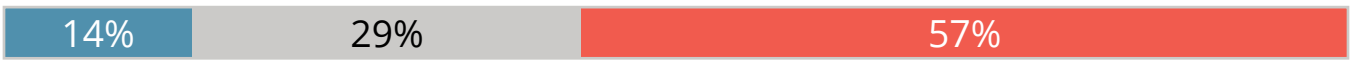


Adapt - Engage with buyers in a way that develops trust.

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

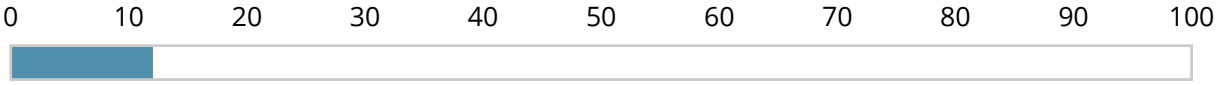
Guide - Present product or service so that it fulfills the stated or implied needs or goals of potential buyers.

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

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