TTI SUCCESS INSIGHTS®

Target Selling Insights™

Group Overview

Sample Report TSI

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Introduction

The Target Selling Insights™ (TSI) Group Overview report is an objective analysis of a sales team's understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, "How does each salesperson compare to the top performer?" Identifying how each salesperson compares to a top performer is an essential component in understanding how to improve the sales team's 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, simply understanding sales theory is not enough, salespeople must utilize what they know.

This report will give feedback on the group'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 the sales team to target areas of professional sales growth.

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Primary Effectivness Overview

The following graph illustrates the sales team's understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area, the stronger your specific understanding of what is required to be successful in the sales process.

Categories	Team Avg.	A. Buhr	J. Doe	D. Frowein	J. Kipke	A. Mehl	T. Sales	A. Tester	V. Witzleben	Top Performers
Target	46	43	29	57	57	71	43	43	29	46
Adapt	55	71	71	71	57	71	0	29	71	54
Research	50	57	29	57	43	57	57	57	43	45
Guide	54	57	57	57	57	57	14	29	100	60
Explain	45	71	29	71	43	43	14	29	57	65
Transition	25	43	57	0	29	57	0	14	0	66
General	52	50	50	100	50	83	17	17	50	53
Total	47	56	46	59	48	63	21	31	50	56

Below Top Performers

Equal to or Above Top Performers

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Primary and Secondary Effectivness Overview

This graph illustrates the sales team's overall knowledge of the most and second most effective sales strategies. The higher your score in any segment, the better your broad understanding of the overall sales strategy required in that step of a successful sale.

Categories	Team Avg.	A. Buhr	J. Doe	D. Frowein	J. Kipke	A. Mehl	T. Sales	A. Tester	V. Witzleben	Top Performers
Target	84	86	86	71	86	100	71	86	86	70
Adapt	86	100	100	100	100	100	43	57	86	84
Research	84	100	86	71	100	86	86	71	71	66
Guide	73	86	86	71	86	86	14	57	100	84
Explain	68	71	86	71	86	71	43	43	71	82
Transition	68	86	86	71	86	71	57	29	57	87
General	85	83	100	100	100	100	67	50	83	75
Total	78	87	90	79	92	88	54	56	79	78

Below Top Performers

Equal to or Above Top Performers

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Understanding What Not to Do Overview

Knowing what NOT to do in a given sales situation can be just as important as knowing what to do. The sales team's understanding of what NOT to do will keep each salesperson from building barriers to a successful presentation. A HIGH SCORE indicates that you have a strong understanding of what strategies to avoid when selling.

Categories	Team Avg.	A. Buhr	J. Doe	D. Frowein	J. Kipke	A. Mehl	T. Sales	A. Tester	V. Witzleben	Top Performers
Target	32	43	43	29	29	57	0	14	43	55
Adapt	46	43	57	71	57	43	43	14	43	53
Research	46	57	43	29	43	71	43	43	43	36
Guide	44	57	71	57	57	43	14	14	43	67
Explain	39	57	29	43	71	57	43	0	14	59
Transition	55	86	71	43	71	71	43	0	57	54
General	46	17	67	50	33	67	50	33	50	60
Total	44	51	54	46	52	58	34	17	42	55

Below Top Performers

Equal to or Above Top Performers

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