



SUCCESS INSIGHTS®
INTERVIEWING INSIGHTS™
Sales Version

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XYZ
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Behavioural 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.

This report analyses behavioural style, that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behaviour. We only report statements which are true or areas of behaviour in which tendencies are shown.

This valuable information will enable you to thoroughly prepare and conduct the selection/interview process by providing you with a deeper understanding and knowledge of how the candidate can best fit the position you have to offer.

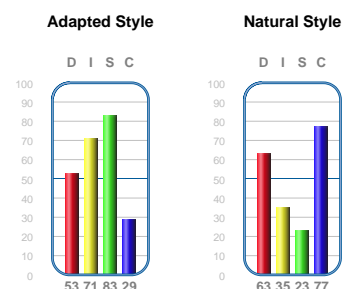


Based on Andrew's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the job. Eliminate or modify any statement that is not true based on sales training or sales experience.

Andrew will be conservative in telling the buyer just how much time or money his products will save the buyer. He would rather err on the conservative side than exaggerate the projected results. He is sensitive to criticism of his sales effort. His sales approach is to be prepared and organised, and any criticism of his efforts usually attacks the very things that he values. He feels the need for the professional approach to sales; that is, he will probably use a businesslike approach and leave idle chitchat for the social occasions. He may reluctantly make cold calls. He prefers to sell in a predictable environment, and cold calls are hard to prepare for or predict the outcome. Andrew makes logical presentations using little emotion and plenty of facts. He feels buyers should make their purchase decisions based on a rational rather than on an emotional approach. He is a traditionalist who may resist selling new products or services until they are proven to his standards. He will approach sales in a very systematic way. He tries to build future success on the methods and procedures that have brought sales success in the past.

Andrew may lean on management for assistance with his sales presentation. He wants to do it properly the first time, possibly requiring assistance from his manager. He prefers the soft-sell approach. He will sell using little emotion and provide ample facts and data. He commonly brings up all the known objections so the buyers will have all the data to make their decision. He believes buyers prefer this approach to support their decisions. He will not exaggerate in his sales presentation. You can be confident he will support any statements he makes. At times he will be overly prepared. He wants the facts and figures at his fingertips. Some

NOTES



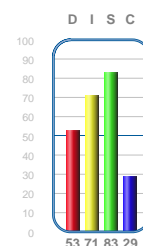


people may think he uses too many or unnecessary sales aids. Basically a traditionalist, he resists new sales approaches until they are proven effective. Rarely will he make a sales call without the proper sales aids. Many times he succeeds through his organisation and persistence.

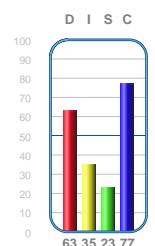
Andrew prides himself on being incisive. He wants to solve customer problems by proceeding with the facts that are at hand. He will hesitate to close until he has completed his sales presentation. Sometimes he will miss early buying signals. He likes to know what is expected of him in a servicing relationship and have the duties and responsibilities of others who will be involved explained. Communication is accomplished best by well-defined avenues. He may be reluctant to seek the order, usually caused by fear of failure. If he does not ask for the order, he has not failed. Sometimes he will run out of time for closing because he took too long giving the presentation. Being precise, patient, methodical and exact can best describe Andrew's approach to servicing.

NOTES

Adapted Style



Natural Style



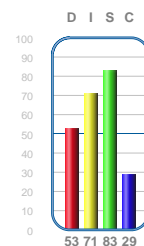


This section identifies the ideal work environment based on Andrew's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behaviour and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Andrew enjoys and also those that create frustration.

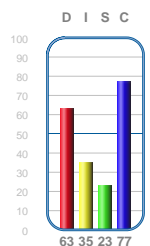
- An environment dictated by logic rather than emotion.
- Support team with sense of urgency.
- An environment where he can use his intuitive thinking skills.
- Freedom from restrictive rules and regulations.
- Works for a manager who makes quick decisions.
- Close relationship with small groups of associates or customers.
- New products and new ideas to sell.

NOTES

Adapted Style



Natural Style



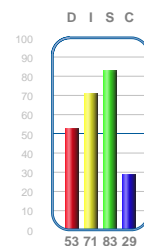


This section of the report identifies the specific talents and behaviour Andrew brings to the job. By looking at these statements, one can identify his role in the organisation. The organisation can then develop a system to capitalise on his particular value and make him an integral part of the team.

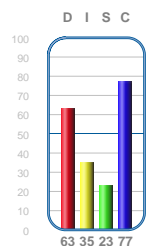
- Comprehensive worker.
- Ability to handle many activities and customers at one time.
- Objective--"The anchor of reality."
- Humour and entertainment for sales meetings.
- Conscientious and steady.
- Proficient and skilled in his technical speciality.
- Few dull moments.

NOTES

Adapted Style



Natural Style



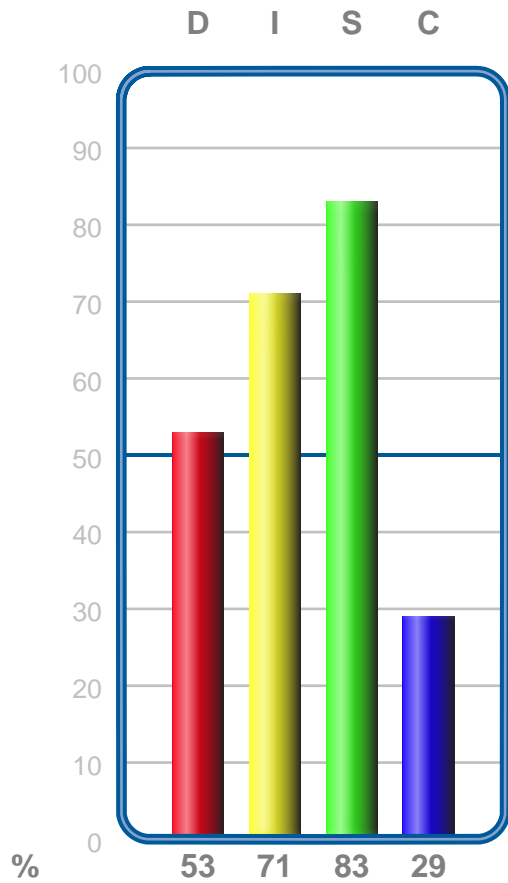


1. What is the most appealing aspect of selling?
2. What is the least appealing aspect of selling?
3. Describe your career goals:
4. How do you plan to achieve these goals?
5. What factor do you feel may hinder your success?
6. List the personal goals you would like to achieve:
7. What do you expect from your manager?

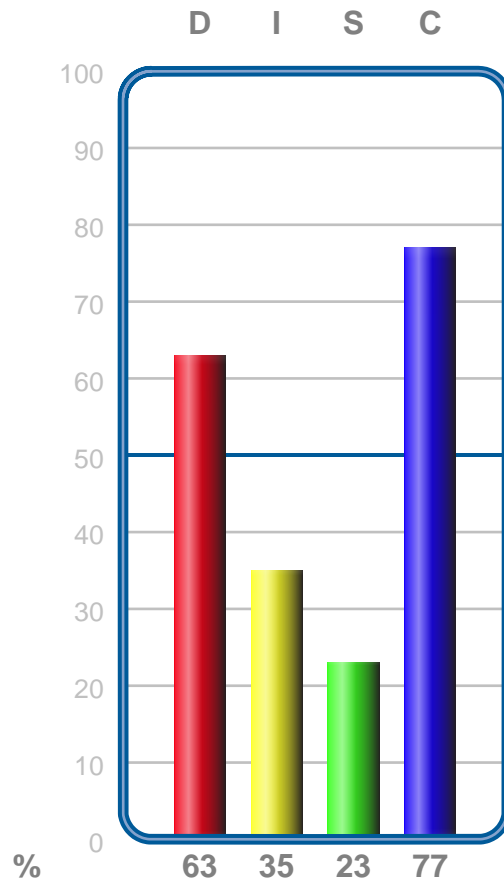
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MOST
Graph I
Adapted Style



LEAST
Graph II
Natural Style



Norm 2009



The Success Insights® Wheel is a powerful tool popularised in Europe. In addition to the text you have received about your behavioural style, the Wheel adds a visual representation that allows you to:

- View your natural behavioural style (circle).
- View your adapted behavioural style (star).
- Note the degree you are adapting your behaviour.
- If you filled out the Work Environment Analysis, view the relationship of your behaviour 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 behaviour. The further the two plotting points are from each other, the more you are adapting your behaviour.

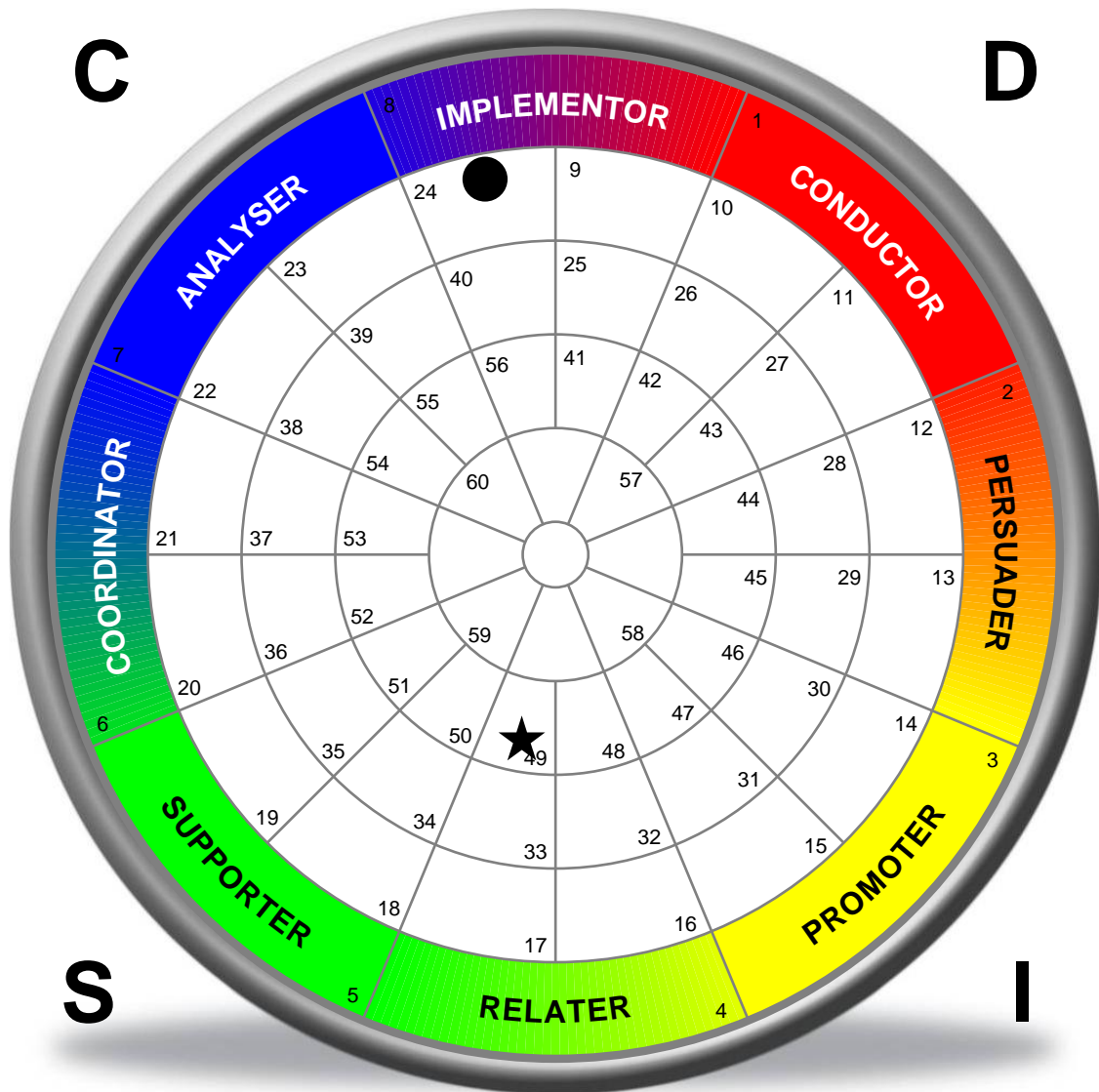
If you are part of a group or team who also took the behavioural assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



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Adapted: ★ (49) SUPPORTING RELATER (ACROSS)

Natural: ● (24) ANALYSING IMPLEMENTOR

Norm 2009