



TTI  
SUCCESS  
INSIGHTS®

## Interviewing Insights™

Sales

**Bob Knowlton**

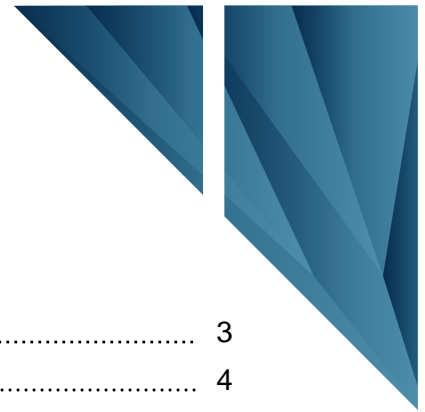
Associate  
XYZ Company  
8-24-2020

### **Reynolds Consulting**

Helping your emotions work for you not against you.  
713 249 3846  
[phlr@reynoldsconsulting.org](mailto:phlr@reynoldsconsulting.org)



**Reynolds**  
— CONSULTING —



# Table of Contents

Introduction .....	3
Sales Characteristics .....	4
Ideal Environment .....	6
Value to the Organization .....	7
Interview Questions .....	8
Style Insights® Graphs .....	9
The Success Insights® Wheel .....	10



# Introduction

**Behavioral 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.**

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

**In this report we are measuring four dimensions of normal behavior. They are:**

- How you respond to problems and challenges.
- How you influence others to your point of view.
- How you respond to the pace of the environment.
- How you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.



## Sales Characteristics

*Based on Bob'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.*

Bob must guard against coming across as a high-pressure salesperson, which can antagonize the prospect and jeopardize the sale. He is an aggressive and confident salesperson. Under pressure, Bob has a tendency to actively seek new sales opportunities which test and develop his ability to accomplish results. He exudes self-confidence and shows no fear when making his sales presentation, or when introducing new or creative ideas to his prospects. Bob is comfortable in a sales environment that contains variety and/or high pressure situations. He is the type of individual who, when under pressure, displays a tremendous sense of urgency to meet his sales goals. He is a self-starter, generally resourceful and readily adaptable to many sales situations. He finds the actual sales process much more rewarding than completing all the paperwork involved.

Bob usually welcomes objections as they provide him with an opportunity to share his knowledge. If he is careful to take objections seriously, it will allow him to be more effective. In handling objections, he attempts to win on all points. Sometimes this desire to win may hinder the sale. Bob's body language may sometimes get him into trouble. He projects a great sense of urgency, which some buyers may interpret as an unwillingness to listen to their needs. He may not use enough facts to overcome objections; that is, he likes the challenge presented by the objection, and may attempt to answer, whether he has all the facts or not. Bob likes to control the sales presentation. Different styles of buyers will probably prefer that he display his sales flexibility. He may use confrontation to show his knowledge and expertise. Unless he is calling on an aggressive buyer, this may hinder the sale.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

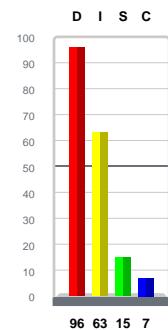
---

---

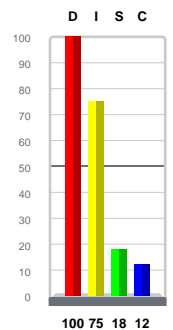
---

---

Adapted Style



Natural Style





## Sales Characteristics *Continued*

Bob generally concentrates on selling new accounts as compared to servicing his present accounts. New accounts represent a challenge, while servicing old accounts may be dull and too routine. He usually closes soon and often. He will close many sales the competition has sold but failed to close. Bob prefers to service his accounts using one of two methods: excellent service for those accounts he likes, or those with potential; adequate or poor service for those accounts he doesn't like, or with little potential. He often promises more service than he can deliver, especially if he must be the person to deliver. He usually has too many activities going on to fulfill all he promises. Bob usually has his favorite close, and he might, therefore, resist using all the closes he knows. He can close so hard that he causes the buyer to think of objections, which may be excuses rather than real objections.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

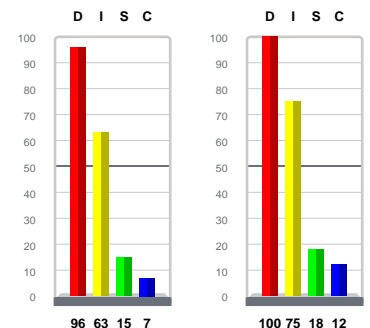
---

---

---

---

Adapted Style          Natural Style





# Ideal Environment

*This section identifies the ideal work environment based on Bob'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 behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that Bob enjoys and also those that create frustration.*

- Work with a results-oriented team.
- Position with a tolerant sales manager.
- Evaluation based on results, not the process.
- Freedom from controls, supervision and details.
- Needs difficult assignments.
- An innovative and futuristic-oriented environment.
- Nonroutine work with challenge and opportunity.



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

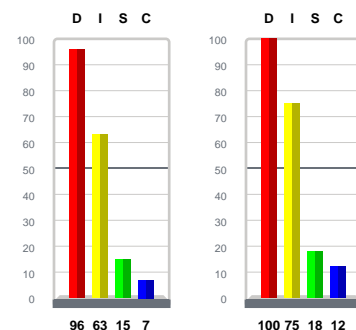
---

---

---

---

Adapted Style      Natural Style





# Value to the Organization

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

- Self-reliant.
- Thinks big.
- Competitive.
- Self-starter.
- Accomplishes goals through people.
- Change agent--looks for faster and better ways.
- Pioneering.
- Innovative.
- Usually makes decisions with the bottom line in mind.



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

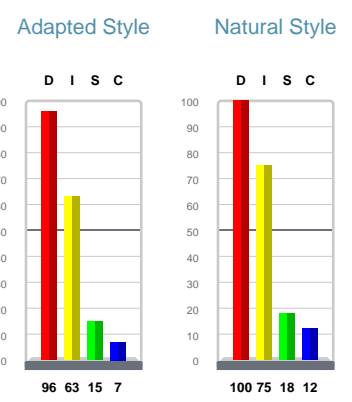
---

---

---

---

---





# Interview Questions

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?



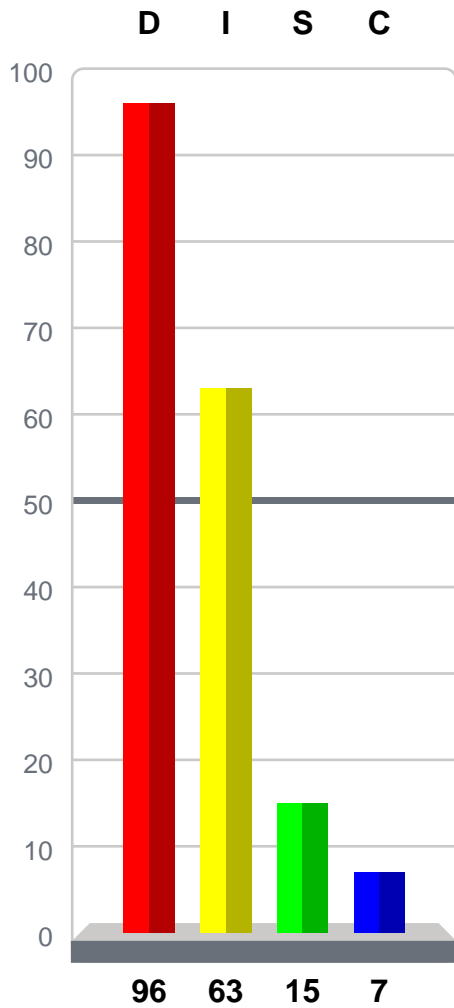


# Style Insights® Graphs

8-24-2020

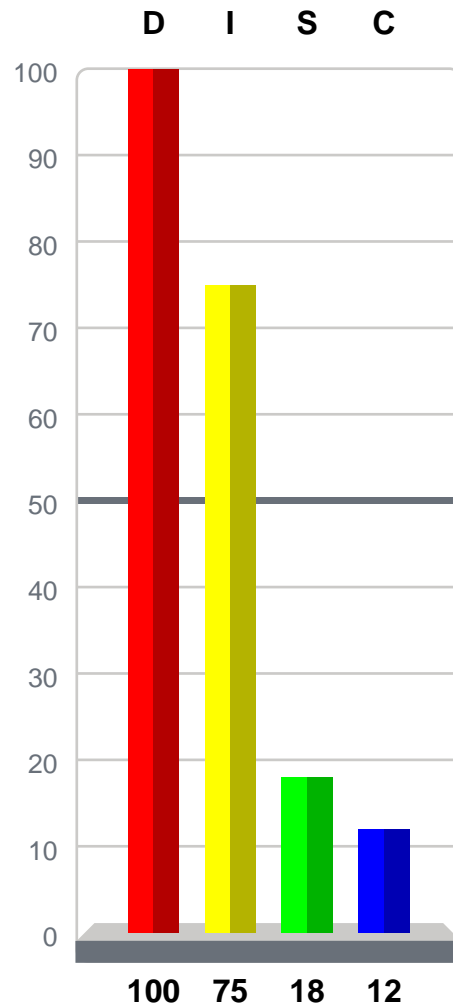
Adapted Style

Graph I



Natural Style

Graph II



Norm 2017 R4



## The Success Insights® Wheel

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

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.

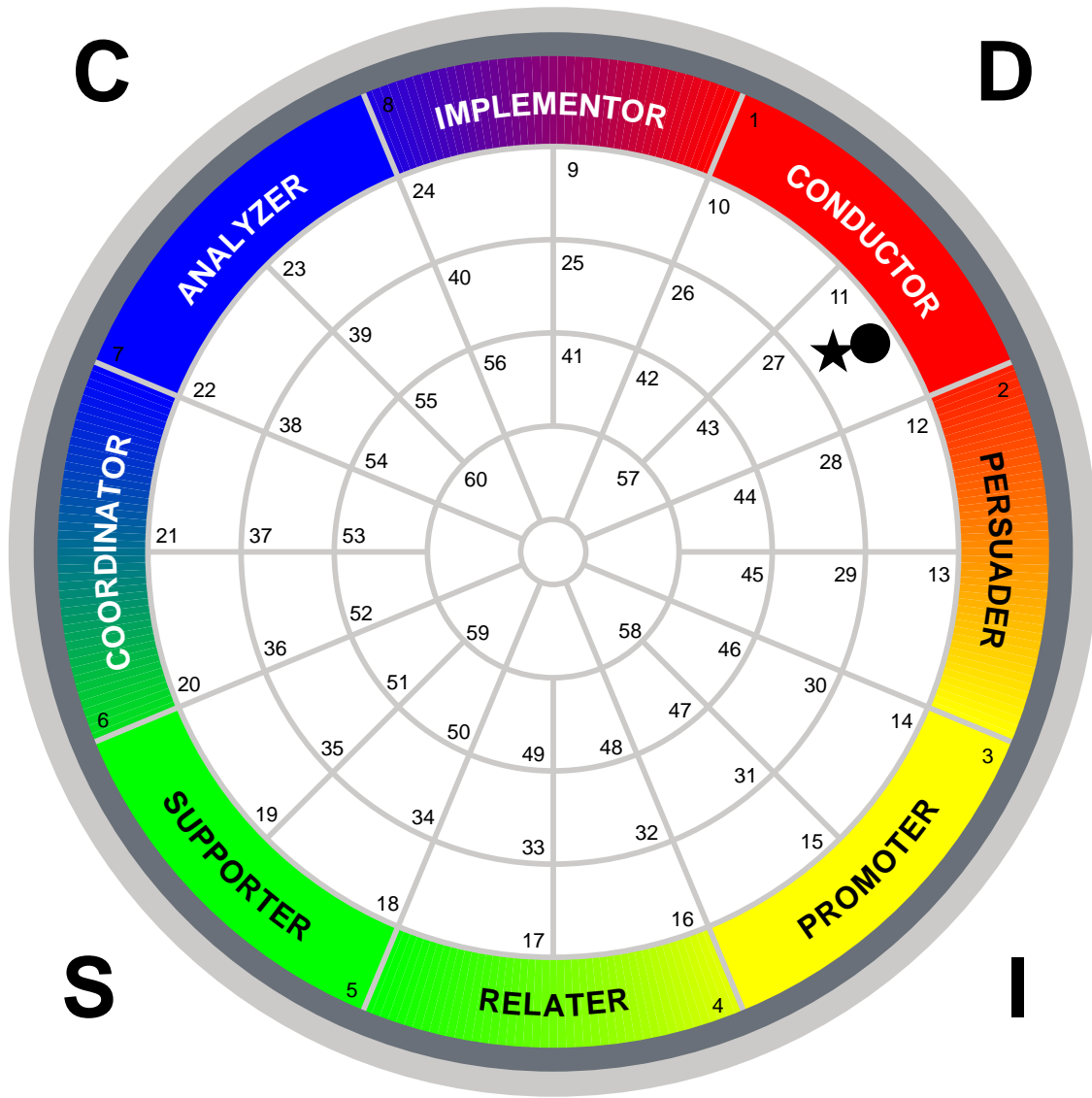
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral 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.



# The Success Insights® Wheel

8-24-2020



Adapted: ★ (11) PERSUADING CONDUCTOR  
 Natural: ● (11) PERSUADING CONDUCTOR

Norm 2017 R4