



GOL
SOLUTIONS

GREGORY ORGANIZATIONAL LEADERSHIP SOLUTIONS

Target Selling Insights™

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VP of Samples

TTI

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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.

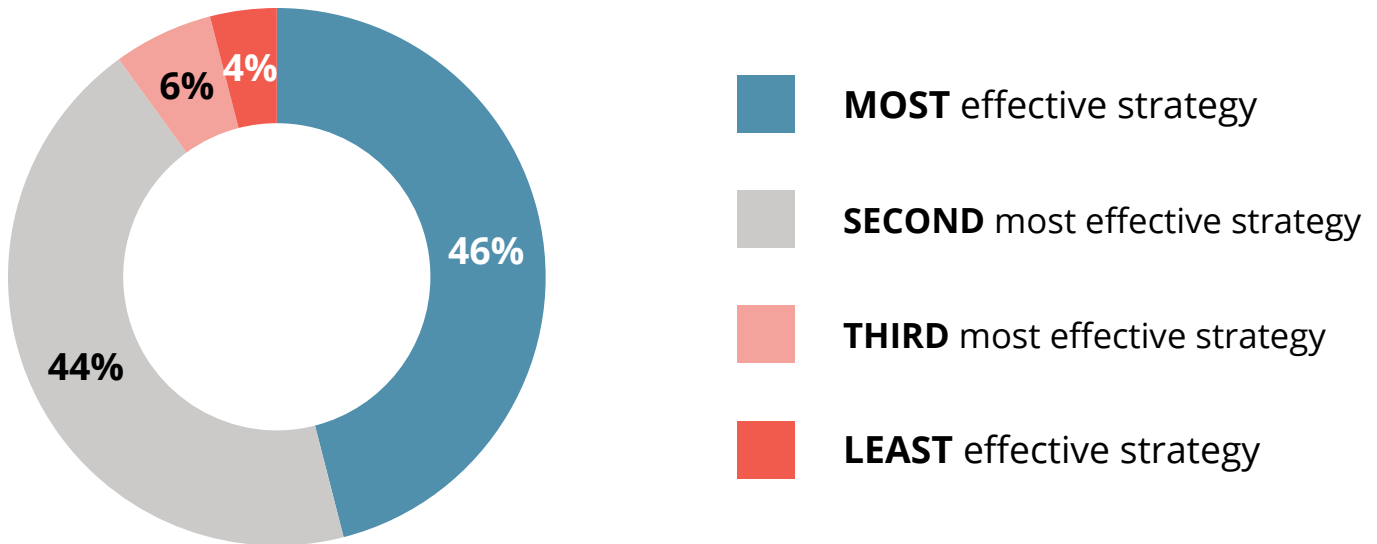
Understanding effective sales strategy can help lead to success as long as the skills can be properly implemented. However, just knowing sales theory is not enough, salespeople must utilize what they know.

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.

Question Analysis



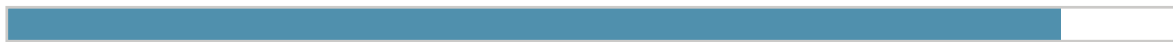
The following is a breakdown of which answers were used when ranking them as the most effective strategy.



- **22 times** chose the **MOST** effective strategy
- **21 times** chose the **SECOND** most effective strategy as #1
- **3 times** chose the **THIRD** most effective strategy as #1
- **2 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



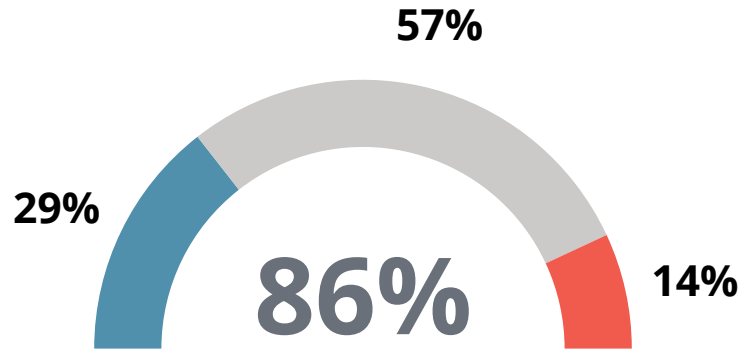
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Target

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

- 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

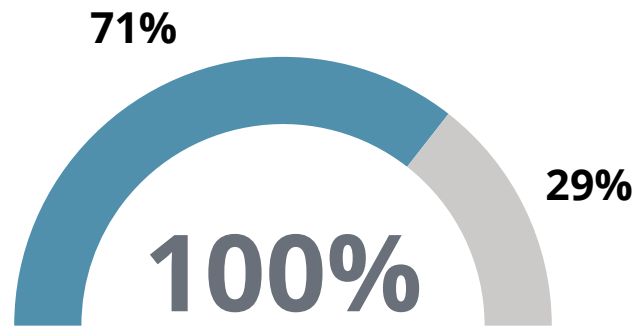
 **THIRD** most effective strategy
 **LEAST** effective strategy

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

It looks like you have a great understanding of the Adapt stage. We suggest that you focus your energy towards improving other areas in the sales process.

 **MOST** effective strategy
 **SECOND** most effective strategy

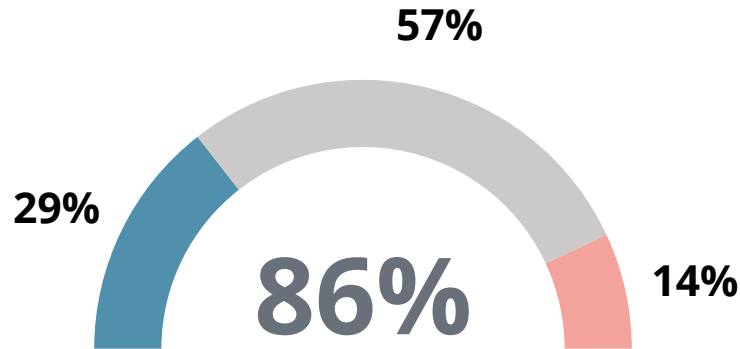
 **THIRD** most effective strategy
 **LEAST** effective strategy

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

- Once you determine others will be involved in the buying decision, ask who and what their roles are. Use this as an opportunity to develop trust with the person who shared this information with you. They may be an excellent internal advocate who can provide additional information.

 **MOST** effective strategy
 **SECOND** most effective strategy

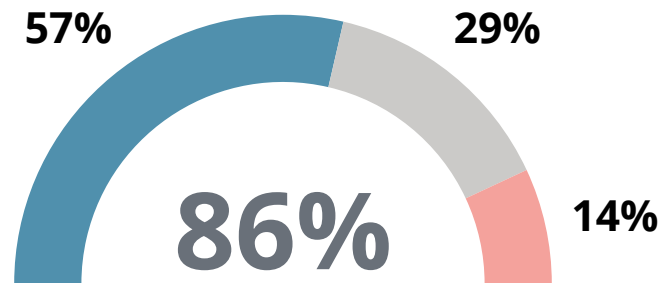
 **THIRD** most effective strategy
 **LEAST** effective strategy

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 you're invited back to give a group presentation, ask additional questions to customize your presentation to meet the group's needs. You'll want to understand to whom you'll be presenting and what's most important to them. It's vital that your presentation be tailored to the group.

 **MOST** effective strategy
 **SECOND** most effective strategy

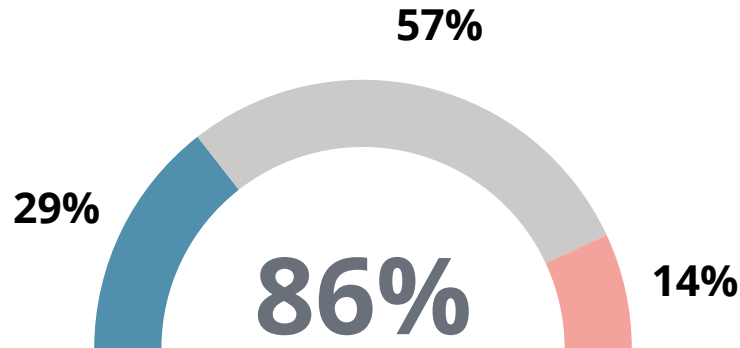
 **THIRD** most effective strategy
 **LEAST** effective strategy

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 you're asked for references, it's most important to ensure the references you provide are appropriate to the situation. By asking your internal advocate what they're looking to learn from the references, you'll be able to connect them with existing customers who can provide the most useful insight.

 **MOST** effective strategy
 **SECOND** most effective strategy

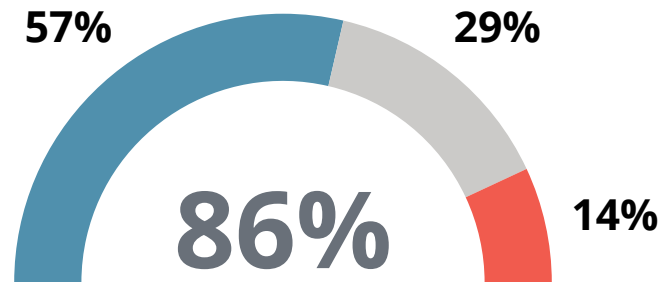
 **THIRD** most effective strategy
 **LEAST** effective strategy

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

- 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.

 **MOST** effective strategy
 **SECOND** most effective strategy

 **THIRD** most effective strategy
 **LEAST** effective strategy

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.



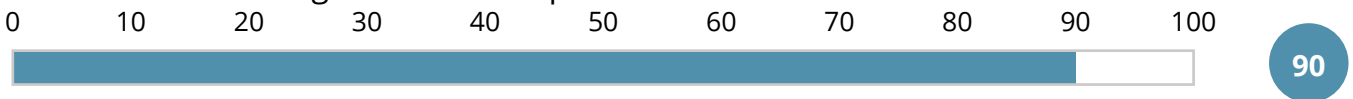
Explain - Build value and prove claims in order to overcome buyer resistance.



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.



MOST effective strategy

SECOND most effective strategy

THIRD most effective strategy

LEAST effective strategy