



TTI
SUCCESS
INSIGHTS®

Target Selling Insights™

Group Overview

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THE DISC AGENCY

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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.

Primary Effectiveness 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.	S. Anderson	A. Doe	F. Jones	J. Smith	J. Williams	Top Performers
Prospecting	51	57	57	71	29	43	46
First impression	68	71	57	71	71	71	54
Qualifying	49	57	43	57	29	57	45
Demonstration	57	57	57	57	57	57	60
Influence	51	71	43	43	29	71	65
Close	37	0	29	57	57	43	66
General	67	100	50	83	50	50	53
Total	54	59	48	63	46	56	56

- Below Top Performers
- Equal to or Above Top Performers

Primary and Secondary Effectiveness 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.	S. Anderson	A. Doe	F. Jones	J. Smith	J. Williams	Top Performers
Prospecting	86	71	86	100	86	86	70
First impression	100	100	100	100	100	100	84
Qualifying	89	71	100	86	86	100	66
Demonstration	83	71	86	86	86	86	84
Influence	77	71	86	71	86	71	82
Close	80	71	86	71	86	86	87
General	97	100	100	100	100	83	75
Total	87	79	92	88	90	87	78

- Below Top Performers
- Equal to or Above Top Performers

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.	S. Anderson	A. Doe	F. Jones	J. Smith	J. Williams	Top Performers
Prospecting	40	29	29	57	43	43	55
First impression	54	71	57	43	57	43	53
Qualifying	49	29	43	71	43	57	36
Demonstration	57	57	57	43	71	57	67
Influence	51	43	71	57	29	57	59
Close	68	43	71	71	71	86	54
General	47	50	33	67	67	17	60
Total	52	46	52	58	54	51	55

- Below Top Performers
- Equal to or Above Top Performers