



TTI
SUCCESS
INSIGHTS®

Target Selling Insights™

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1/5/2021

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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.

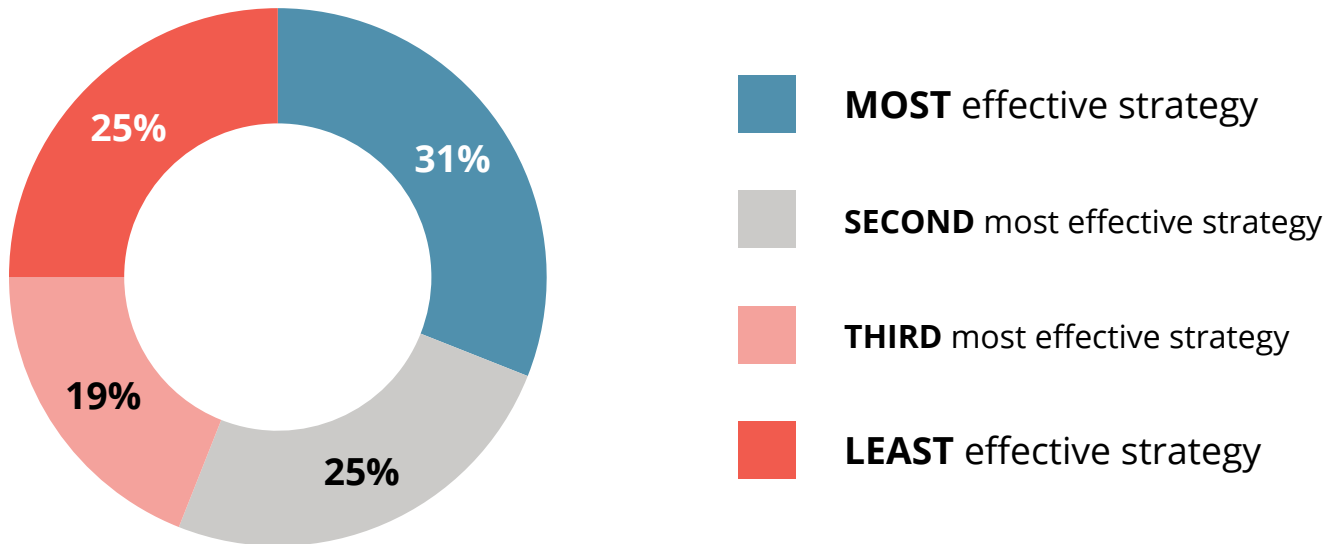
Understanding effective sales strategy can help lead to success as long as the skills can be properly implemented. However, just knowing sales theory is not enough, salespeople must utilise what they know.

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.



- **15 times** chose the **MOST** effective strategy
- **12 times** chose the **SECOND** most effective strategy as #1
- **9 times** chose the **THIRD** most effective strategy as #1
- **12 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.

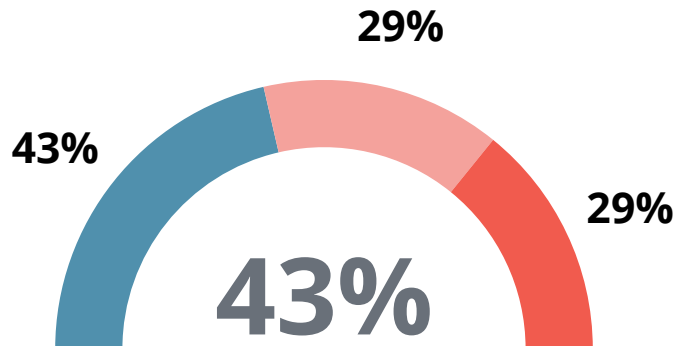


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Category Analysis

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

- Your internal advocate, inside of the prospective organisation, is among the most important in the initial state of the sales relationship. They can provide you with vital information about what, how and why their organisation will make a buying decision. It is important to develop trust with them.
- Use LinkedIn™ and other social media tools as sources for gathering data prior to making a business-to-business sales call. These sources are typically current and up-to-date.
- If you find out your company has been previously dropped as a vendor, you should acknowledge this, express concern and ask questions to understand what happened. This is not the time to rationalize, justify or explain away. Instead, it is necessary to empathise and seek to understand the past. Allow the prospective buyer time to voice their concerns as fully as they'd like.

 **MOST** effective strategy

 **SECOND** most effective strategy

 **THIRD** most effective strategy

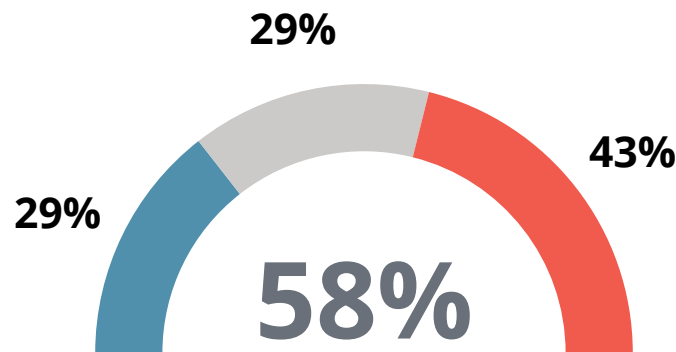
 **LEAST** effective strategy

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

- Once you sense that it is time to discuss business you should bring the conversation back to the purpose of the meeting. The best way to do this is to issue a short statement about the purpose of the meeting and to then ask permission to begin asking questions.
- If you experience awkwardness during a meeting with a prospective buyer, pause and revisit the purpose of the meeting. After re-stating your understanding of the purpose of the meeting, ask if there's anything else the prospective buyer would like to discuss.
- If a prospective buyer greets you with "I only have five minutes," you should ask a few questions to ensure you have something worth their while. Intelligent, well-formed questions can position you as an expert who's worth more time.

 **MOST** effective strategy

 **SECOND** most effective strategy

 **THIRD** most effective strategy

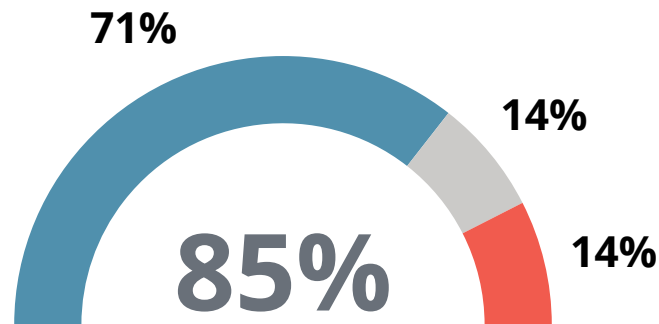
 **LEAST** effective strategy



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 verbalise 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

- When a prospective buyer says "it is just not in the budget," you need to ask more budget-related questions to see whether there's an opportunity for flexibility relative to budgeting. This might mean finding money in other budgets or departments. It is also important to determine whether this is the true reason for objecting. Sometimes prospective buyers use the "budget excuse" to mask another reason for delaying.

 **MOST** effective strategy

 **SECOND** most effective strategy

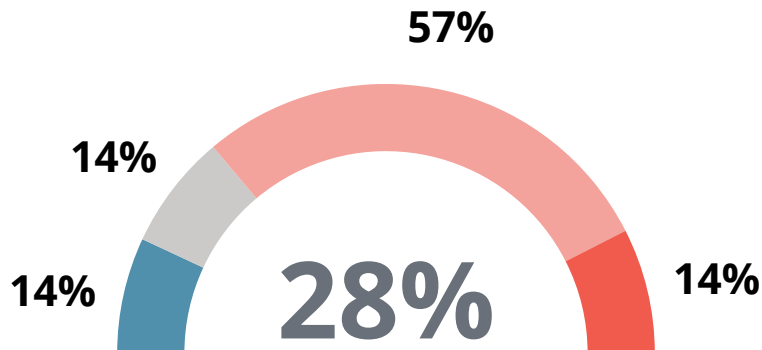
 **THIRD** most effective strategy

 **LEAST** effective strategy



Category Analysis

This stage involves the ability of the salesperson to present his or her product or service in such a way that it fulfils the stated or implied needs or intentions of the prospect as identified and verbalised.




of the time the 1st or 2nd most effective strategy was chosen.

Tips for Improvement

- If a prospective buyer says they are perfectly happy with his current supplier, you should discover what is working and what can be improved upon. Start by asking about the positives, then transition to asking about what could be better. This might give you an opportunity to show how your offering could make a positive difference.
- If a prospective buyer makes an inaccurate statement about your product or service you should first, acknowledge that the misunderstanding is common, then provide the correct information. It is important to do so diplomatically so as not to offend the buyer.
- When a prospective buyer asks for a price, acknowledge that you will provide pricing, but first you will need to ask questions to confirm their needs. Unless you develop a complete understanding of their unique situation, you cannot make an accurate recommendation and any price will be perceived as being too high, unless you've been able to build value.

 **MOST** effective strategy

 **SECOND** most effective strategy

 **THIRD** most effective strategy

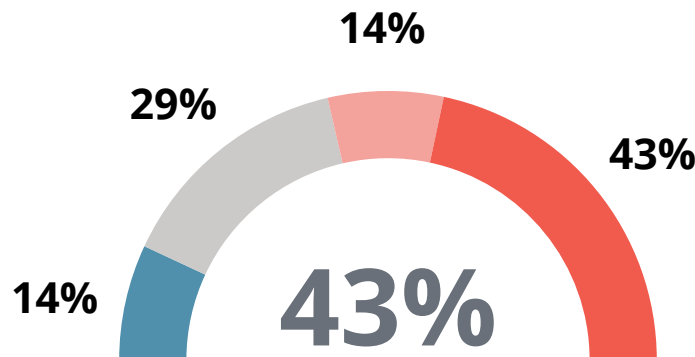
 **LEAST** effective strategy



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 a prospective buyer shows doubt about your performance claims, acknowledge and ask questions about their concerns. Use the honesty this prospective buyer is showing to your advantage. Allow them to share more information while you learn about what, how and why they'll buy.
- If you are asked for references, it is 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 will be able to connect them with existing customers who can provide the most useful insight.
- If timing is a concern from a prospective buyer, you should ask more questions regarding concerns about your company delivering on time. Understanding these concerns will allow you to tailor the most appropriate next steps. It may make sense, for example, to connect them with a satisfied customer for whom delivery has gone smoothly.

 **MOST** effective strategy

 **SECOND** most effective strategy

 **THIRD** most effective strategy

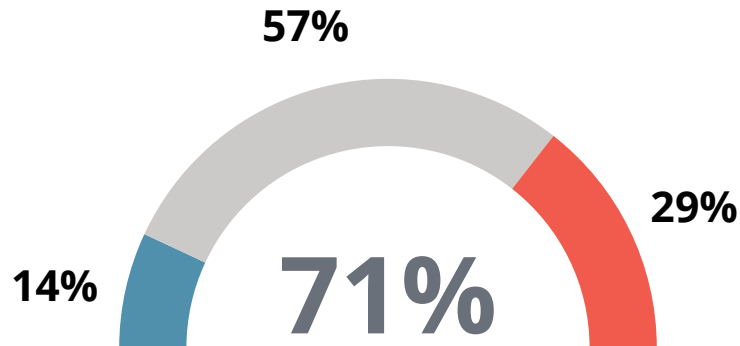
 **LEAST** effective strategy

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.
- If your prospective buyer turns out to not be the actual decision-maker, you should find out who else is involved in the decision making process and what role each person plays.

 **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.



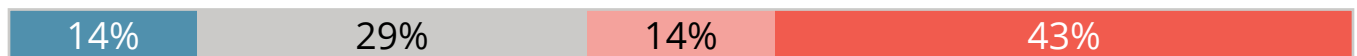
Research - Ask effective questions of potential buyers in order to determine when, why, how and under what conditions they will buy or commit.



Guide - Present product or service so that it fulfils the stated or implied needs or goals of potential buyers.



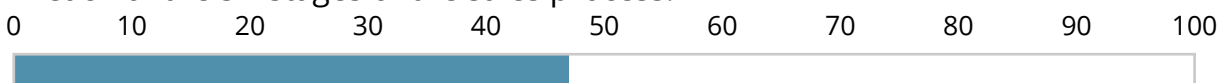
Explain - Build value and prove claims in order to overcome buyer resistance.



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.



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MOST effective strategy
SECOND most effective strategy

THIRD most effective strategy
LEAST effective strategy