



An Internet-based assessment and performance plan for SALES PEOPLE!

DEVELOPING EFFECTIVE SALES TALENT

Today's highly effective sales people are those who have top-notch communication skills and specific goals to achieve. They know their strengths, recognize the needs of their customers, and are able to adapt their behavior and communication style accordingly. Hiring and developing an effective sales force makes the difference between organizational growth and stagnation. However, the enormous effort needed to implement personalized performance plans uniformly across the sales force often prevents managers from moving forward. Now TTI's *Interactive Insights - Sales Version* gives companies the capability to assess and develop sales talent through creating personalized performance plans that identify and emphasize unique talents and communication skills. The *Interactive Insights - Sales Version* leads to commitment, accountability and renewed energy in achieving sales goals.

OVERVIEW

The unique *Interactive Insights* process guides respondents through the online completion of a proven behavioral assessment and detailed sales action plan. Since it is based on the Internet, it is ultimately flexible and can be completed anywhere, anytime. The entire assessment and action plan is

finished in less than an hour and updated during performance reviews or coaching sessions throughout the year.

EASY 3-STEP PROCESS

The first step is the completion of a behavioral assessment, which can be finished in only 10 minutes.

The second step presents respondents with the results of the completed assessment, from which they select the most accurate descriptions of themselves and their sales talents.

In the third and final step, respondents are guided through a series of questions containing sales goals. Their personalized responses are later summarized into a succinct action plan.

After finishing the process, the respondents and their selected managers receive comprehensive performance management information by email: the *Interactive Insights - Sales Version* report, and the individualized *Blueprint For Success™* (see below).

COMPONENTS OF INTERACTIVE INSIGHTS – SALES VERSION

1. A full consultative *Interactive Insights – Sales Version* report containing personalized information on *Sales Characteristics, Unique*

Talents, Ideal Environment, Checklist for Communicating, Don'ts on Communicating, Selling Tips, Perceptions, Time Wasters, Adapted Style, Natural and Adapted Selling Style, Keys to Motivating, Keys to Managing, Strengths and Weaknesses.

2. A personalized action plan in the form of a *Blueprint For Success* containing the personalized responses to the online self-development plan questions on setting sales goals.

The respondent can re-access their blueprint and update it as sales goals are achieved throughout the following year, making it an ideal tool for self-development and performance management.

BOTTOM LINE

If you want to energize the sales force in your organization, *Interactive Insights – Sales Version* is the key! Valuable information for maximizing sales talent and creating targeted performance plans can be consolidated in record time, generating genuine enthusiasm and commitment from employees. Applying *Interactive Insights – Sales Version* will result in renewing the focus of your organization's valuable human capital to achieve sales and development goals.

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