



TTI SUCCESS INSIGHTS®

Level Up Your Sales Team

# TARGET SELLING INSIGHTS

*Is your sales organization performing to its fullest capacity? Maximize your team's ability by fully understanding the strengths and areas for growth for each team member.*



## Your Sales Personnel Are In Control of Your Company's Success

There's a big difference between selling and taking an order. Creating relationships and nurturing them over time create customers for life.

**Achieve these results by answering these questions:**

- Do they know how to sell?
- How thoroughly do they understand the process of selling?
- Do they have characteristics of top performers?

Target Selling Insights answers and addresses these questions, while providing valuable feedback as the person reviews their results. This hands-on report not only assesses, it improves areas of weakness so a person can improve one area at a time.

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# Focused Training

Knowing the strengths and weaknesses of your team members will help you craft very focused training on the areas that need improvement for specific salespeople.

## Targeting the Six Categories of Sales Strategy

**T - Target** - Identifying the prospects

**A - Adapt** - Create an initial rapport with the prospect during the first face-to-face encounter

**R - Research** - Detailed questioning to uncover prospect's needs

**G - Guide** - Presentation of salesperson's products in a professional manner

**E - Explain** - Building value and creating trust in salesperson and person's company

**T - Transition** - Asking for the sale, dealing with objections and handling negotiation

## How Target Selling Insights Can Benefit You

- Breaks sales process down into specific steps to improve sales process
- Identifies strengths and weaknesses of each team member
- Allows managers/trainers to focus on specific areas for improvement
- Builds confidence in sales team to produce results
- Provides helpful learning and development opportunities in each specific part of the sales cycle

