Target Selling Insights™
Group Overview
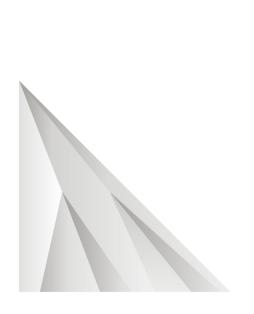
Sales Team A

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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 Effectivness 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.	J. Cole	R. Deer	J. Doe	T. Sales	B. Sneer	M. Tester	A. Tester	A. Tester	W. Wall	Top Performers
Target	33	0	71	29	43	14	57	43	0	43	46
Adapt	30	14	43	71	0	0	29	29	29	57	54
Research	46	14	43	29	57	57	71	57	43	43	45
Guide	40	14	71	57	14	43	14	29	29	86	60
Explain	27	29	43	29	14	29	29	29	0	43	65
Transition	37	43	57	57	0	43	29	14	43	43	66
General	33	17	50	50	17	17	33	17	33	67	53
Total	35	19	54	46	21	29	37	31	25	55	56

■ Below Top Performers

■ Equal to or Above Top Performers

Southwest Sales

Primary and Secondary Effectivness 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.	J. Cole	R. Deer	J. Doe	T. Sales	B. Sneer	M. Tester	A. Tester	A. Tester	W. Wall	Top Performers
Target	67	57	86	86	71	29	57	86	29	100	70
Adapt	65	57	86	100	43	43	57	57	57	86	84
Research	75	29	100	86	86	71	86	71	71	71	66
Guide	56	43	86	86	14	71	29	57	29	86	84
Explain	57	57	71	86	43	71	43	43	29	71	82
Transition	70	100	86	86	57	43	57	29	71	100	87
General	67	50	67	100	67	33	67	50	83	83	75
Total	65	56	83	90	54	52	57	56	53	85	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.	J. Cole	R. Deer	J. Doe	T. Sales	B. Sneer	M. Tester	A. Tester	A. Tester	W. Wall	Top Performers
Target	27	14	43	43	0	29	43	14	14	43	55
Adapt	30	29	29	57	43	29	29	14	0	43	53
Research	35	14	29	43	43	43	29	43	14	57	36
Guide	38	0	71	71	14	14	14	14	71	71	67
Explain	30	29	43	29	43	57	0	0	14	57	59
Transition	36	0	86	71	43	14	29	0	14	71	54
General	48	50	67	67	50	17	33	33	33	83	60
Total	35	19	53	54	34	29	25	17	23	61	55

Southwest Sales